

VDTA NEWS

VACUUM DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer

August 2019 | ISSUE 455

www.vdta-sdta.com

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CENTRALVAC
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HERE WE GROW AGAIN!

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ASSOCIATION STAFF

CHAIRMAN: Charles Dunham
PRESIDENT & CHIEF EDITOR: Judy Patterson
MANAGING EDITOR: Tonya Tienter
MEMBERSHIP DIRECTOR: Joe Burklund
GRAPHIC ARTIST: Miranda Snell
ACCOUNT MANAGER &

CONTRIBUTING WRITER: Craig Dorman
ACCOUNTS RECEIVABLE: Sherry Graham
SENIOR PRESS OPERATIONS: Terry Jackman
PRE-PRESS: Doug Millang

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

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

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

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

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

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

Letter from the Editor

What's Just Around the Corner...

It's now August, and things are starting to pick up speed as high school graduates go off to college, parents launch into back-to-school shopping, and if you're in Iowa, fair-goers get ready for a week of State Fair fun! Busier routines are replacing the laid-back atmosphere of summer.

In your business, you are likely preparing and thinking ahead to your holiday sale plans. Don't forget about Small Business Saturday in November, either. A successful "golden quarter" of holiday sales depends a lot on the plans you develop now. VDTA•SDTA is also planning ahead and ready to introduce some exciting new things!

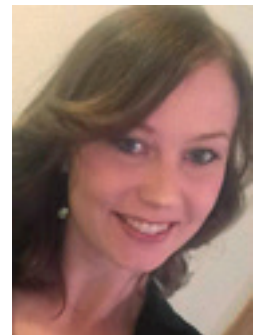
First off, VDTA•SDTA would like to announce a BRAND NEW MEMBER'S BENEFIT! Get excited for the **VDTA•SDTA BetterBiz Grant opportunity, worth up to \$1000!** The Grant is dedicated to store improvements like new signage, paint, remodeling, etc. We are accepting applications beginning August 1st, and you can find the **grant application on page 7!** This is a member's only benefit for independent dealers.

Secondly, we are in full swing planning the education for the 2020 VDTA Show! But we need your help. **We need to know what you would like to learn.** Send your ideas and suggestions for classes to tonya@vdta.com.

Also, it's never too early to make travel arrangements for the 2020 VDTA Show in Las Vegas. The Show will be February 16-18, 2020 with pre-show events beginning around February 14. You can book your stay at our host hotel - The Westgate Resorts - TODAY by visit the VDTA homepage, www.vdta.com, and clicking on the "VDTA Show Lodging" weblink.

Have a great month, and as always, we'd love to hear from you about what's new with your business. Call us at 800-367-5651 or email mail@vdta.com

~Tonya Tienter, VDTA•SDTA Managing Editor



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DESIGN CORP

SOLUVAC

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- Complete marketing program
- Great profit margins
- Protected sales territory
- And much more!

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THANK YOU MEMBERS

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

ASSOCIATE MEMBERS

SEBO America	Centennial, CO	Aug 1999
Tri-Technical Sysyems Inc	Dubuque, IA	July 2004
United Notions & Moda Fabric	Dallas, TX	March 2018

DEALER MEMBERS

		MEMBER SINCE
A Plus Vacuum	Indian Trail, NC	July 2005
Air Rehab Corporation	Sonora, CA	Aug 2007
All Brand Vacuum Repair	Tamaqua, PA	Aug 2017
All State Vacuum Company	Jacksonville, FL	July 2007
Allens Vacuum Cleaner Ctr	Milford, OH	Aug 1984
Conrad Co Vacuum & Janitorial	Joliet, IL	July 1987
Covac Vacuum	Glen Cove, NY	Aug 2004
Ekker Vac & Sew	La Crosse, WI	Feb 1986
Fremont Sweeper Center	Fremont, OH	July 2018
GT Sew & Vac Warehouse	Colton, CA	Jan 2007
Hilltop Vacuums Plus	Mankato, MN	July 2015
Himebaugh's Sewing & Vacuum	Charlotte, NC	June 2004
Norman's Vacuum Supply	Jacksonville, FL	Feb 1984
Northern TV & Vacuum	Madison heights, MI	July 2007
Olson Vacuum Cleaner Sls & Srv	Madison, WI	June 2003
Omaha Vacuums Inc	Omaha, NE	Aug 1996
Sudbury Vacuum Sales & Srv	Sudbury, ON, Canada	April 1985
The Fabric Center	Morris, IL	Aug 1995
Vacuum Center	Savannah, GA	May 1989
Vacuum Mart	Danbury, CT	July 1982
Valparaiso Vacuum Company	Valparaiso, IN	July 2016

INTERNATIONAL MEMBER

KIWIVAC Central Vacuum Systems LTD	Drury, New Zealand	April 2007
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SEA MEMBER

Sew with Colleen / Colleen Wright	Maple Ridge, BC, CAN	Aug 2013
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Central Vac Kit Summer Spectacular!

PRIME



Classic



Find just the right kit your customers want with ALL THESE OPTIONS:

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- 35' hose
- low voltage
- dual switch pigtail
- dual switch direct connect
- garage kits

Order yours today at steelcityvac.com
or call **800.822.1199**

VDTA Offers \$1000 for Store Improvements with New BetterBiz Grant, a Member's Benefit

The look of your store is so important. If your store is not clean, modern, and even “stylish,” your business could suffer. Little things like modern signage, paint inside and out or parking availability, and even bathroom updates all affect how customers perceive your business and their choice in choosing to shop or not to shop at your store.

The newest VDTA•SDTA member benefit offers a grant for improving the appearance and functionality of your store! This grant - the VDTA•SDTA BetterBiz Grant - is a grant focused on store improvements, worth up to \$1000. It may be used for new signage, a remodeling project, maybe even handicap parking improvements. This grant is not for any product purchases. The Association sponsors the grant along with industry companies who want to see the independent dealer grow by improving their business look.

The first grants will be awarded at the International VDTA•SDTA Trade Show and Convention, held February 2020 in Las Vegas. Applications will be accepted August 1 - November 1, 2019. Your grant application must be submitted with “before pictures” and a detailed explanation of the proposed improvement project. If your business is selected, you will then need to provide VDTA•SDTA with “after pictures” of the completed improvements and your paid receipts. VDTA may opt to visit your site prior to awarding the grant.



Criteria to apply for the grant: You must be a dealer member with the Association for at least 2 years prior to applying for the grant. This grant is for the Independent Dealer only. Recipients may only be awarded the grant once; they cannot reapply for / receive the grant multiple times. The store selected will receive up to \$1000, depending on the cost of the project.

One grant will be awarded for the 2019 application session worth up to \$1000. At this time, dealers not selected may reapply for the grant. For the 2020 grant application season, two grants worth up to \$1000 each will be awarded.

For more information, visit www.vdta.com or call us at 800-367-5651.

The 2019 BetterBiz Grant Application is on page 7, fill it out today!!

Deadline: November 1, 2019

Recipient announced: February 2020

VDTA•SDTA BetterBiz Grant Application

Apply for the opportunity to receive up to \$1000 for physical store improvements

GUIDELINES:

Qualifying improvements: Items such as signage, merchandising displays, remodeling costs, handicap parking, etc. The grant may not be used to purchase product or inventory.

Criteria: "Before" photos of proposed improvements must be submitted with your application; applications WITHOUT photos will NOT be considered. "After" photos when proposed improvements have been made must also be submitted to VDTA•SDTA, along with a receipt of

payment for the improvements. Only members of VDTA•SDTA are eligible to apply for and receive the VDTA•SDTA BetterBiz Grant.

Receiving grant money: Grant application must be received prior to undertaking proposed store improvements. The recipient will receive grant money as reimbursement AFTER the proposed improvements have been made and paid in full.

Money is paid *UP TO* \$1000. For example, if the proposed improvement specified

on grant application (i.e. new sign) costs \$300, then your business will receive reimbursement only for that \$300. If the proposed improvement costs more than \$1000, your business will receive the full grant amount; you are responsible for paying the remaining sum of improvement costs.

Other: VDTA•SDTA BetterBiz Grant applications are reviewed and a recipient is chosen by an independent panel. Only one grant may be awarded per business (even if your business has multiple locations).

Visit www.VDTA.com for more details.

Business: _____

Business Address: _____
(location to receive grant)

City, State, Zip: _____

Phone: _____ **Website:** www._____

Owner's Name: _____

Email: _____

Name of person submitting grant application (if different than owner): _____

Business established (year): _____ **Number of employees:** _____ **Number of store locations:** _____

☐ **"Before" photos** submitted
of proposed improvements

Estimated cost of proposed improvement: _____

In 150-300 words, describe your proposed store improvement(s) & WHY it is needed to improve your business:
(use additional sheet of paper if necessary)

I hereby certify that the information provided is accurate, and that I agree to abide by the guidelines of the VDTA•SDTA BetterBiz Grant. I acknowledge that any false information provided on this application makes my business ineligible for receiving the VDTA•SDTA BetterBiz Grant awarded at this time.

Signature: _____ **Date:** _____

Should your business receive the grant, the best way to contact you is at: _____

Return completed VDTA•SDTA BetterBiz Grant application & "Before" photos to VDTA offices by:
Email: mail@vdt.com • Fax: 515-282-4483 • Postal Mail: 2724 2nd Ave; Des Moines, IA 50313

Keep a copy of this application for your records.

BECOME A DEALER OF THE MONTH!



2018 Dealer of the Year

Diane and Ron Linhart,
Above and Beyond
Creative Sewing

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



**You could also
be selected for
Dealer of the Year**

**THIS COULD
BE YOU!**



*2017 Dealer
of the Year*

Ron and Marilyn Gatinella,
Close to Home

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

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

VDTA•SDTA Dealer of The Month

Company Name _____ Phone _____

Owner's Name _____ Web site _____

Address _____ E-mail address _____

City, State, Zip _____ Local Newspaper _____

1. What year was your store established? _____

2. How many stores do you operate? _____

3. How many employees do you have? _____

4. What product lines do you carry? _____

5. What services do you provide? _____

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

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

8. Check all equipment that your business carries:

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

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

☐ Quilt Shop without Sewing Machines ☐ Other _____

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

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

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

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

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

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

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

15. Community projects you participate in or support.

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

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

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

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

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

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

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

24. What year did you join? _____

Fax to: 515-282-4483

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

E-mail to: mail@vdt.com.

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

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

PURPOSE:

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

CRITERIA:

Basic criteria for a scholarship recipient are:

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

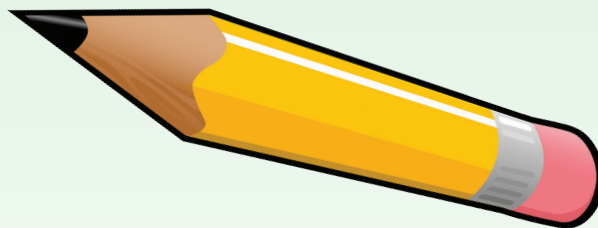
Total scholarship dollars are determined by the student's year in school at the time of the award. Financial need is not used in determining scholarship recipients.

APPLICATION PROCESS:

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

HISTORY:

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



THIRD-PARTY JUDGING:

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

CONTRIBUTIONS & DONATIONS:

Scholarship donations, including individual money donations, are accepted year-round and at VDTA special events. In 2019, the annual VDTA/Epstein Charity Night was held after the show floor closed at the VDTA•SDTA Trade Show in Las Vegas. Attendees could choose to join the fun at a table, spin the wheel for prizes, or simply cheer on their friends.

2020 VDTA/Epstein Scholarship Application - Deadline: October 1, 2019

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

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

1. Personal Information

Last Name _____ First _____ Middle Init. _____

Permanent Address _____ Zip _____

City _____ State _____ Phone Number _____

E-mail _____ Date of Birth ____/____/____ Sex: ☐ Male ☐ Female

2. Parent/Guardian Information

Name _____ Phone Number _____

Name _____ Phone Number _____

Address _____

Email _____

3. Referred by VDTA•SDTA Dealer Member

Name _____ Company Name _____

Relationship of applicant to dealer _____ Phone _____

Address _____ City, State _____ Zip _____

4. VDTA•SDTA Dealer Letter

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

5. School Information

School Name _____ School Phone _____

School Address _____

Recommended by Teacher's Name _____ Contact info _____

School Counselor's Name: _____ Cumulative GPA _____
must be minimum of 2.5 on 4.0 scale

Year in school as of Jan. 2019 ☐ High School Senior ☐ College Freshman ☐ College Sophomore ☐ College Junior
must be at least H.S. Senior

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

7. **Write an essay** (100 word minimum) on a separate document addressing: a) any awards of honors you've received and b) your educational objectives and how they will relate to your planned future career.

8. **Write an essay** (100-word minimum) on a separate document addressing: extra-curriculars in which you have been involved that demonstrate 1 or more of the following: a) Love of Sports b) Community involvement 3. Humanitarianism 4. Leadership ability

9. **Additional Letters of Reference.** Obtain letters of reference from at least three (3) individuals (not related to applicant), attesting to your activities which demonstrate one or more of the attributes listed above in **ITEM 8**. This could be from school counselors, teachers, church leaders, other business owners, coaches, etc. Letters must be signed by the person who wrote it.

10. **Terms of Scholarship:** Scholarship recipient must be enrolled for at least 12 credit hours and maintain at least 12 credit hours each year to be and remain eligible for current and future scholarship money. Scholarship money is paid only as long as the recipient is an undergraduate student. Money is awarded in \$2,500 increments per school year with a maximum paid of the current scholarship amount.

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

My application is for: Academic year 2019/2020. I declare that to my knowledge, the statements and information given in this application and any supporting documentation submitted are true and accurate.

Applicant's signature: _____ **2020/2021**

Date: _____

Checklist:

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

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

Phone: 800-367-5651

2019

Technology Is Dramatically Improving Consumers' Shopping Experience

Consumers are embracing the use of retail technology to improve their shopping experience, according to the latest issue of the Consumer View report released today by the National Retail Federation.

"Technology has become part of our everyday lives, and consumers are open to adopting technologies that make shopping easier," NRF Vice President for Research Development and Industry Analysis Mark Mathews said. "Retailers know this and are embracing investments in technologies that improve customer service and the customer experience whether it's online, in store or on mobile devices."

"Consumers are very interested in solutions that take the uncertainty out of shopping," the report said. "The ability to address these needs is already shaping consumers' decisions on the brands and retailers they shop."

According to the report, 63% of consumers say retail technologies and innovations have improved their shopping experience on mobile devices while 66% said they have done so in stores and 80% online.

The report found that there are numerous opportunities for retailers to simplify shoppers' path to making a purchase. Consumers are interested in technologies that show whether a product is in stock (55%), help them compare prices or read reviews (49%), make it easier to find a product or its location (47%) or try an item before buying it (38%).

While many of the technologies retailers are deploying are still in the early phase of consumer adoption, initial consumer attitudes toward them are positive. The report found that 89% of those who have tried in-app store navigation would try it again, along with 88% of those who have used smart dressing rooms, 86% for augmented reality, 83% virtual fit and 82% virtual reality. The report

also found that 69% of those who have tried mobile payments have been satisfied, along with 67% who have bought an item online and picked it up in-store and 63% who have used self-checkout.

The Consumer View is a recurring report issued by NRF that gauges consumer behavior and shopping trends related to stores, online channels, customer loyalty, technology and other topics. Using Toluna Analytics, the study surveyed 2,926 U.S. adults 18 or older for NRF April 24 through May 17. The consumer poll has a margin of error of plus or minus 2 percentage points.



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

Source: NRF

TECHNOLOGY & SHOPPING

There are numerous opportunities for retailers to make a consumer's shopping experience easier

Consumers are interested in technologies that:

IN STOCK

Show whether a product is in stock.

55%

COMPARE

Can compare prices and offer reviews online.

49%

LOCATION

Make it easier to find a product or its location.

47%

TRIAL

Allow consumers to try a product before buying it.

38%

User Experience

FIND YOUR WAY

A large number of consumers who have tried in-store navigation would try it again.

89%

SMART DRESSING ROOMS

More than 80% who have used smart dressing rooms would do so again. In smart dressing rooms, specialized mirrors adjust lighting, alert a sales associate if a different size is needed, recommend complementary clothing and accessories, and more.

88%

MOBILE PAYMENTS

69% of those who have tried mobile payments have been satisfied.

69%

DEALERS, SEMINAR APPLICATIONS WANTED FOR THE 2020 VDTA SHOW

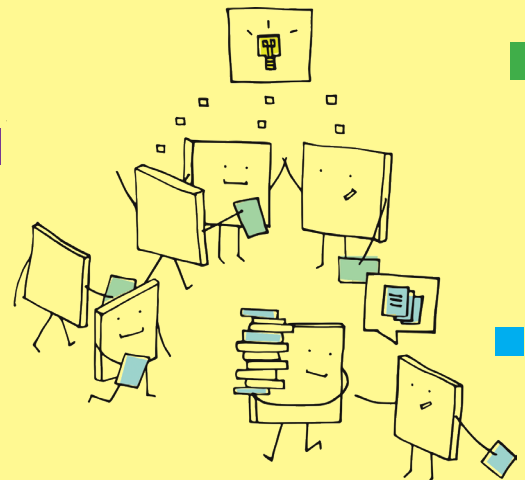
Ever thought about teaching a class at the VDTA Show?

Now is the time!

Dealers learning from their fellow dealers is invaluable.

If you want to teach a class, would like to nominate a fellow dealer to teach a class, or suggest a class topic, all suggestions are welcome.

Email your ideas to tonya@vdt.com. To submit a seminar form, visit www.vdt.com to download the form and follow the brief instructions.



Facebook Crash Course for Local Vacuum & Sewing Stores (Part 1 of 2)

BY JUSTIN HAVER,
FORMERLY OF GOVACUUM



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

Facebook. Whether you love it or hate it, much like Amazon, it isn't going anywhere. At least not anytime soon. So why not capitalize on the largest social media network and use it to drive sales to your store? Here's the first four things I suggest you do if you have or *want to have* a Facebook presence for your business:

1) Setup and optimize a Facebook page for your store. You can create a company page while logged-in to your personal Facebook account. Although this is created by your personal account, it is actually a separate Facebook page just for your store. This is your store's identity on Facebook.

Taking time to fully optimize your business page with the correct contact information including your address, email address, website, and phone number ensures customers will be able to contact you once they find your business on Facebook. All this can be added in under 15 minutes.

Adding high-quality images and uploading video helps attract more customers by keeping them engaged and interested in your store. The images and videos can be taken with your phone and uploaded in under 30 minutes.

I suggest that you be in some of the images and videos you upload; this helps put a face to the business with your neighborhood customers. If you are camera shy, don't worry, you really don't have to be in the videos or images (but it helps).

2) Creating targeted offers. Now that the page is set up, you can start to create effective content on the page, first in the form of "Facebook posts." Each post you make will show up as the business, not your personal account.

When making a post, there is an option to create an offer. By uploading a repair coupon, for example, you are giving a local consumer an incentive to visit your store and have their vacuum or sewing machine repaired. A coupon can be used for anything, even for a machine sale.

What's nice about this feature is that you can customize the start and end time of the promotion, dollar amount, percentage off or buy-one-get-one, even add a custom image.

In this article we'll review Facebook and how to:

1. Set up & optimize your store's Page
2. Create targeted offers (coupons, sales, deals)
3. Quickly list used and new vacuums / sewing machines on Facebook marketplace
4. How to advertise your marketplace listing to be found on Facebook by local buyers searching for a new / used vacuum or sewing machine

Chuck Earls, Stephen Sprague, and Kimberly Thomason are vacuum store operators, but they also operate a **Facebook page just for vacuum and sewing machine stores!** If you haven't joined their FREE Facebook page, please do so! It's exclusively for dealers **ONLY** and it's full of your industry friends, it's easy to use, and you'll learn a lot! Just click: www.facebook.com/groups/703314443181389/ or scan.



Scan me

3) Quickly list products on Facebook Marketplace. Craigslist is a great website to list used and new machines for sale at your store, but Facebook is better! Facebook has its own marketplace with lots of buyers. It's trusted more, as buyers can see from whom they are buying.

I would suggest starting off by listing 5 used and 5 new machines for sale on *Facebook Marketplace*. When adding a product to *Facebook Marketplace*, Facebook requires users to do so from your personal account. They do not allow you to do this as a company (currently). This is important to note as the buyer will be able to see your public name and your profile picture. Not a cause for concern, but it's something to note.

When creating a *Facebook Marketplace* listing, I suggest adding a link to your business Facebook page, your website, and phone number. Having photos and videos (if you have them) of the actual product they would take home will help drive sales and interest.

I have provided some *Facebook Marketplace* SEO tips in the training video linked below. Following these tips will greatly increase the number of local consumers who see each of your marketplace listings.

4) Advertising your marketplace listings. Once you have a product listed on *Facebook Marketplace*, you'll want it to be seen as often as possible by local consumers searching for that product. Do this by running an ad for the listing (also called *boosting*). I would recommend spending only \$5 to \$10 on each marketplace listing.

These ads are shown to local consumers (at this point, they are really sales leads) and are re-shown several times while they are on Facebook or using the Facebook app. Please note there is a difference between running an ad and boosting the listing. I only suggest to boost the listing vs running a full advertising campaign.

These four topics are covered in a 54 minute video that's posted to the Vacuum Talk With The Pros Facebook group. To view the video just click: <https://www.facebook.com/justhaveproductions/videos/2361785233915627/> or scan the QR code provided.



Next Month's Topic: YouTube and HOW TO:

1. Create a local YouTube channel for your store
2. Set up & optimize your YouTube channel
3. Film and optimize videos targeting (Google video SEO) customers in your local town / city
4. Optimize and target (Google video SEO) your competitors and customers in their town / city
5. Questions and Answers

In the next Facebook article (Part 2, for the November issue), we'll review:

1. Setting up events and contest promotions
2. Running a targeted local Facebook ad campaign
3. Using Facebook Pixel to re-target local customers with a coupon who have recently visited your site

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

Have you heard? I'm hosting a few seminars on marketing at the 2020 VDTA show. I've also been working for two years on something I feel will greatly benefit independent sewing and vacuum dealers beyond belief. I'll be unveiling this at the VDTA Show and you don't want to miss out! You MUST be at the show! If you've never gone or delayed going to the show, I promise you... this is the year to go!

***Special thanks to
Chuck Earls, Stephen
Sprague, and Kimberly
Thomason for connecting
us all and moderating
the Facebook page!***

What Stinky Stuff Are You Going Through?

Can you recall a day when everything you dealt with seemed to go badly? It might have started first thing in the morning when you went to the fridge to grab milk for your oatmeal. But... no milk. So you decided to skip the oatmeal and grab something on your way to work. But... when you started your car, the gas light came on.

After waiting 10 minutes in line at the gas station, picking up your cellophane-wrapped breakfast sandwich, and filling the tank, you hopped back on the highway only to find yourself in slow traffic. You arrived at work late and were met with an impatient customer, waiting for you to unlock the door so they could complain about their machine. You've about had enough! And it's only 9:10 in the morning!

We've all had those days. Things start out on the wrong foot and the rest of the day follows suit. While a positive attitude will help immensely to alleviate most of the stress, we sometimes still think, "Why me?" -- "Why today?" -- "This really stinks!"

I once heard it said, "We all have our stinky stuff to go through." Some days we just have to agree and push through it. We can look at those experiences with hope, too: All the "stuff" we go through prepares us for something bigger and better in the future. Adversity toughens us up and allows us to get to new places. Adversity stretches and grows us to be all we can be. Adversity, in most cases, is our friend in disguise.

As some of you know from previous articles, we have been working to bring a Dream Center to our city. As part of that effort, we started the Dream Center Adopt-a-Block program, which involves going to low income neighborhoods and distributing food to low income residents and families. So, we bought a 26' refrigerated truck from a national truck rental company. It had been fully serviced and was ready to go. But things happen...

The refrigeration unit has quit a couple of times when we had the truck loaded with fresh produce and dairy products. Then the lift gate wasn't working properly. It was repaired, and is not working again. The truck has been out in the neighborhoods a total of five times and we've had thunderstorms three of those evenings. So this

Adopt-a-Block food distribution truck... at times the bad stuff happening really stinks!!

But before I go any further, let's look at the numbers. In our first five times out, the truck served about **120 households** containing over **400 kids**. Wow! The Adopt-a-Block food distribution truck is really taking off and filling a need! But not without a lot of work! It requires driving the truck to the grocery stores to pick up the donated food, sorting and bagging the food, setting up

the tent, and even moving it during the occasional thunderstorm. Getting volunteers the week of July 4th was a challenge too! All of that work can seem like it really stinks!

Back to the numbers, Jim. About 120 households and food for over 400 kids in our first five evenings out. Keep your eye on the vision, Jim.

Yes, there are obstacles to overcome, but thanks to dedicated volunteers and keeping our eyes on what's

really important, those kids and their families, Adopt-a-Block is a success!

So, what's your "stinky stuff?" We all have some. Some might refer to the stinky stuff as fertilizer. Fertilizer can smell pretty nasty. But look what it does. It makes things grow and reach their full potential! The same holds true for you and me. Sometimes we just need to go through that stinky season to build our character or help us sort out our vision. If we keep our focus on short term goals and the long-term vision, we will not get stuck in the "stinky stuff" and give up. We will learn and be a better person because we went through that stinky stuff.

Till next time. Push through and reach your full potential!

~Jim

Questions or comments are welcome.
E-mail: jimbarnhardt@msn.com



JIM BARNHARDT

J & R Vacuum and Sewing
VDTA • SDTA Board Member



"Adversity toughens us up and allows us to get to new places."

Understanding Gen Z: The Definitive Guide to the Next Generation

How America's largest, most diverse, and most financially powerful generation could shape the future

A superlative generation in many regards, Generation Z is on track to be the largest, most ethnically diverse, and financially-powerful generation ever. In the coming years, their distinctive habits will play an outsized role in shaping American culture and commerce. A new *Morning Consult* report digs into their values, habits, aspirations, politics, and concerns, offering a detailed overview of the ideas that are shaping Gen Z and the ways they differ from the generations that came before them.

The report uses data from nearly 1,000 interviews with Gen Z adults 18-21 year-olds and explores how Gen Z adults view American culture and commerce. In addition to the latest report, *Morning Consult* is conducting more than 250,000 interviews on Gen Z adults every year, providing deep, measurable insights into the emerging, influential generation.

KEY TAKEAWAYS:

Personal Value & Life Outlook

By and large, Gen Z adults hold similar values to older Americans, placing a premium on honesty, reliability, and commitment. However, the places where Gen Z adults differ from older generations have a clear trend: they are more likely to put stock in individualistic values and less likely to say hierarchical values are important.

- Making money and having a successful career are the two most universally important life goals for Gen Z adults - more than pursuing friends, family, or hobbies. They are also notably more likely than older generations to value doing what it takes to get ahead in life

Trust in Institutions & Power

- Capitalism vs. Socialism: Reversing a trend of declining generational trust, Gen Z adults put slightly more faith in capitalism than millennials.

Political Identity

- Health care, civil rights, and the cost of education are the most important issues for Gen Z adults

Media Consumption

Gen Z adults have a news diet entirely unlike any other generation: Roughly half of Gen Z adults (49%) get most of their news from social media, compared to 17% for all other adults. Twelve percent of Gen Z gets most of their news on television, compared to 42% of all other adults.

Editor's Note: Who are Gen Z'ers? Gen Z is the newest generation to be named, born between 1995 and 2015. They are currently between 4-24 years old (nearly 74 million in U.S.). In recent years, we've heard a lot of talk about Millennials and how they are upcoming consumers with disposable income. Now as the Millennials are aging, it's important to keep eyes on their successors, and how you can target and convert this consumer group before they become dedicated customers elsewhere.

Consumer Habits

- Gen Z adults' shopping habits: In-store shopping is still the most popular option for the youngest consumers (48%), particularly women (55%)
- Over half of Gen Z adults (53%) say there are brands they are loyal to, compared to 61% of all other adults
- Price and quality and the most important factors driving brand loyalty
- Beware the memes: More than a third of Gen Z adults say they've mocked brands online in the past year for political reasons

Methodology: This report is primarily based on a survey of 3,022 U.S. adults, including an oversample of 999 adults aged 18-21. The survey was conducted May 23-26, 2019. The margin of error for Gen Z adults is +/- 3%, and the margin of error for Gen Z adult sub-demographics range from 4 - 8%. The "all other adults" demographic - all Americans 22 or older - has a margin of error of +/- 2%. The interviews were conducted online and the data were weighted to approximate a target sample of adults based on age, race/ethnicity, gender, educational attainment, and region.

About the Organization: Named one of the fastest growing technology companies in North America by Deloitte, *Morning Consult* is revolutionizing ways to collect, organize, and share survey research data globally to transform how leaders in business and government make decisions. *Morning Consult* provides brand-tracking technology, survey research, and news for hundreds of the world's biggest companies and industry associations. Additionally, *Morning Consult* conducts regular surveys for major media organizations including *POLITICO*, *The Hollywood Reporter*, *Bloomberg*, and *The New York Times*.

Source: Morning Consult

Solving The Brand Challenge

By: Steven Morris

Solving your “brand challenge” will help you solve just about every other challenge facing your business. But if you don’t solve your brand issues, just about everything else in your business will suffer: your sales, culture, marketing, and your ability to attract and retain loyal customers and the right employees.

Here’s what will happen when you fail to solve the brand challenge. You’ll be forever chasing customers, compromising your values, selling your products and services for less than premium prices just to stay afloat, and working hard on innovating, only to see your wonderful new offerings fall short in the marketplace.

Most challenging of all, however, is that even as you’re working hard to keep the organization humming, your audience will be confused and your staff will be disengaged and forever on a different page than you are.

If you’re beginning to think that the brand challenge is actually an important business challenge – you’re right. The bright side is that, just like all the other challenges in your business, the brand challenge holds both danger and great opportunity.

Your brand and your business are inextricably linked, because the brand lives inside the business.

Your brand is the sum total of what your organization believes, how your culture behaves, how you express yourself visually and verbally, how you innovate products and services, how you market, and how and what you communicate to the world.

If your business were a human being, the brand would be its beliefs, attitudes, personality, character, and the cumulative effect of all of these attributes applied consistently over time – let’s call it your reputation.

An evolved brand is one where the organization very consciously builds a

brand that creates a measurable line through your leaders, your culture, your products and services, and your customers.

Here are some surprising statements from my clients about the process of developing their evolved brands:

• *The brand evolution forced us to take a stand for what we believe. As a result, we had more clarity about the business we are in, why and how we do what we do, the impact of our work, and the benefits to our employees and customers.*

• *It seemed easier to evolve my brand as a company that has been around for some years. When we launched our business, we were in start-up mode, trying to attract enough business to stay in business. The maturity we now have provided traction, and with this traction, we can more easily evolve and accelerate.*

• *The brand evolution brought our leadership team together. Because we all more deeply understood what we collectively believed and how to apply these beliefs, the leaders were in lock-step with our purpose and promise, making their jobs easier and more aligned with their personal values. This echoed out to the entire team and was especially useful in our sales team’s results.*

• *The brand evolution unearthed research to understand better how our services (or products) impact the lives of our customers. The process clearly went well beyond a previous “rebrand” and prior strategic planning exercises. This fused together our business strategy, marketing strategy, and our culture, with how we express and communicate with our customers.*

• *The brand evolution created deeper employee engagement and increased our retention. While we expected to see an improvement in our ability to attract new customers, we did not anticipate the benefits for recruiting new employees and deepening our team’s engagement in their work.*

In the end, these benefits aren’t all that surprising. An expert-driven brand evolution should create clarity and trust with your customers, employees, and the public. It should unite a team that is driven to serve a high purpose and do valuable work. It should attract customers who are aligned with your beliefs and appreciate that you share your beliefs with them. They’ll thank you by their repeat purchases.

An evolved brand captures the unique beliefs the organization stands on and operates from and that distance you from the competition. This is what all beautifully evolved brands offer.

Most important of all: a well-evolved brand offers integrity for your organization, because it brings together the disparate parts of your company by aligning your beliefs, business goals, and behaviors.

About the Author:

For the past 25 years, Steve has served as an advisor and consultant on brand strategy, organizational life, and humanized marketing strategy. He has worked with companies such as Samsung, Habitat for Humanity, New Balance, Sony, LG, Amazon, NFL and MLB franchises and is a regular speaker for TEDx, Creative Mornings, CES, HOW Conference, Social Venture Network, American Marketing Association, and AIGA conferences.

Steve has published two books, *Brand Love and Loyalty* and *Humanizing the Customer Journey*, as well as a forthcoming book, *The Evolved Brand: How to Impact the World Through the Power of Your Brand*. He has been featured in *Business Week*, *Brand Week*, *Ad Age*, *Conscious Company Magazine*, *MarketingProfs*, and *HOW* magazines.

Steve leads his own brand and business strategic consultancy, Mth Degree. Contact: steven@theMthDegree.com, 619-234-1211 or www.theMthDegree.com

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Save on Constant Contact as a VDTA•SDTA Member

By Tonya Tienter, VDTA

VDTA•SDTA understands that email marketing is a vital way to communicate with customers and share your unique brand. With the right tools, email marketing helps small businesses like you build stronger relationships. That's why VDTA•SDTA has arranged a special Member's discount with Constant Contact email marketing services!

In the last twelve months, VDTA•SDTA has been working to revitalize our membership programs and benefits, which include discount programs with Office Max/Office Depot and Dell, plus other items like this trade magazine, on-trend marketing kits, and more. As an addition to the member benefit lineup, this Constant Contact discount program helps save you money on a service that's essential in today's business climate.

Membership in VDTA•SDTA means you are part of an essential organization that exists to educate and promote independent sewing & floorcare dealers. A big way that VDTA provides support for dealers is through money-saving discount programs with our business partners.

Specifically, VDTA•SDTA members receive an additional 10% off the standard Constant Contact prepay discounts. That is 20% off six months, or 25% off the full year. Pre-payment is required for these member exclusive savings. To access detailed information about this using this program, members can log in to the Member's Portal at VDTA.com.



VDTA•SDTA Managing Editor and Marketing Specialist Tonya Tienter says, "As an organization, we know that connecting with your clients or customers regularly is key to more store traffic and more sales. As consumers spend time online, it's important to connect with them there – online, especially with email – and direct them to your business. Constant Contact is an effective tool for achieving that goal."

If you are a dealer member of VDTA•SDTA, visit www.vdta.com and log in to the Member's Portal to start using the Constant Contact discount program today! If you need to access your Member's Portal log in information, please call us at 800-367-5651 or email mail@vdta.com.

If you're not a member but would like to get these savings, we encourage you to JOIN VDTA•SDTA today. A 1-year VDTA Membership gets you

ACCESS to the Constant Contact benefit and all the OTHER BENEFITS too, including 75% savings on the annual VDTA•SDTA Show registration, our monthly trade magazines, free marketing kits, and so much more. All this for less than \$11 a month*. It truly does pay for itself!

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

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

Here We Grow Again!

Nuera (NEC) Acquires InterVac

Nuera Enterprises Canada Inc. (NEC) is pleased to announce the acquisition of InterVac Design Corp., located in Palm City, Florida, effective as of April 15, 2019.

InterVac Design Corp was founded in 1998 by Peter and Susan Schlapkohl with the belief that the only way to provide the best product possible is to control what goes into the product. Like the Nuera Air business practice, they test every InterVac before it leaves the factory and strive to advance their product through better technology and better ideas.

"With this new manufacturing and warehousing facility, Nuera Air is also pleased to announce that the number of employees in Laval will increase from 30 to over 120."



InterVac Design fills a niche segment of vacuuming and is the world leader in specialty built-in vacuums where the traditional central vacuums are not cost effective, such as condos, apartments, garages, motor vehicles, etc. Each InterVac unit cleans an area of 900 to 1,300 square feet, depending on the layout. For even smaller spaces as in R/Vs and boats, they supply their 40-foot stretch hose. For larger square footage areas such as homes, the traditional crush-proof vacuum hose is recommended.

InterVac Design is building three different types of built-in vacuum cleaners:

- 1) The models F for Flush mounting or H for surface (Hang) mounting with an on/off switch.
- 2) The model RM for remote installations where piping and inlet valves are installed, and low voltage wire is used to control vacuum activation.
- 3) The H-model for hanging has many installation options, from the home or garage to the boat, R/V, or cottage.

Intervac with its diverse product targeting for the specialty central vacuum segment helps Nuera with their commitment to grow the built-in vacuum category globally. Nuera Air will now begin to integrate the InterVac product line into its worldwide sales and marketing, while continuing to manufacture InterVac products at their facility in Florida and distribute the products throughout the entire Nuera Air Division.

Nuera Air is also excited to announce its expansion to a new, larger manufacturing facility in Laval, Québec.

In August 2018, Nuera Air announced the acquisition of the central vacuum systems BEAM brand from Electrolux. BEAM has been recognized as the world's #1 selling brand of central vacuums for many years. As part of that acquisition, Nuera committed to moving the manufacturing of these products to Canada. Bringing manufacturing back to Canada is very exciting for not only the BEAM brand but also for the distribution network and the end users.



For more information, email info@nuera-air.com.

NUERA
air

BEAM DUOLVAC
HUSKY SMART SOLUVAC



With this growth and additional manufacturing capacity, Nuera Air has relocated BEAM's manufacturing equipment and processes from Juarez, Mexico to Laval, Québec. In doing so, Nuera Air expanded operations from the 25,000 sq. ft. building located at 1490 Dagenais Blvd W in Laval to a 130,000 sq. ft. global manufacturing and warehouse facility located at 3695 Desserte des Laurentides (A-15) E, Laval, QC, H7L 3H7.

With this new manufacturing and warehousing facility, Nuera Air is also pleased to announce that the number of employees in Laval will increase from 30 to over 120.

About the Company: Nuera Inc., is a private Canadian-based diversified company which employs over 200 people in Canada and the United States. It is composed of two business units, one of which is Nuera Air, specialized in central vacuum products, and Nuera Industrial which specializes in conveyor belting and service.

Nuera Air designs and manufactures directly at its head office located in Laval (Québec, Canada). They are the world's largest manufacturer of central vacuum systems comprising of BEAM, Duovac, Husky, Smart, Saniflo, and Soluvac brands and are proud to employ people committed to the continuous improvement of the central vacuum category.

interVacTM
DESIGN CORP

Empowerment . . . Never Use “No”

By: John Tschohl

“As we look ahead into the next century, leaders will be those who empower others.” ~Bill Gates

A company's success lies in empowered employees. It is important to train employees and make sure they have trust in what Empowerment will bring to a company. Satisfying customers quickly benefits everyone. Moreover, happy, empowered, fulfilled employees are the key to creating “over-happy customers.”

Empowerment means every employee has to make fast decisions in favor of the customer. It's important that we are honest and sincere in our efforts to service our customers. The only way we can do that is by empowering employees to satisfy the customer quickly and to their satisfaction.

In my book ***Empowerment: a Way of Life***, I illustrate four challenges that all businesses face. They are:

1st: Many executives don't trust the customer. They believe the customer is trying to take advantage of them. Employees feel the same way.

2nd: We don't trust employees. We pay them as little as we can and have even less confidence in their ability to make decisions. We have a belief that our lying, cheating customers are going to take advantage of our incompetent employees.

3rd: With Empowerment you don't need as many managers and supervisors. They're not overly excited about losing their perceived power, nor are they thrilled about the potential of losing their jobs.

4th: Very few employees are on their knees at night praying for Empowerment. It's just too risky.

Never use “No.”

The first rule of excellent customer service is to never use “no.” People who always manage to find a way to make things happen, to always find a “yes” and do it, are priceless. Give your employees the tools and the trust to use Empowerment for the benefit of the customer and the company. Empowerment is NOT about breaking the rules, but *bending* them to keep the customer happy. It is making fast decisions on the spot in favor of customers.

“Empowering people in the organization to use their best judgment turns out to be faster and cheaper - but only if you hire the right people and reward them for having the right attitude.”



When employees are empowered and given responsibility, they use their talents and skills to maximize the opportunities.

Hyatt Hotels treats different customers differently. Since they know who their best customers are, they're working not to charge them more, but to give them more. They're setting out to randomly cover bar tabs, offer free massages, and provide other services for which they could otherwise charge. If they do it in a corporate, by-the-book way, it'll feel fake and will fail. **But**, if they empower their employees to actually be generous, it can't help but work.

“Not My Job”: Three words that can kill an entire organization. Empowerment allows the employee to make a decision on the spot for the customer instead of working their way through a paralyzed

system to figure out what to do next. Give employees the authority to take action. No one should have to go “higher up” to get permission to help a customer. Empower everyone to break the

rules thus allowing employees to have input and control over their work. When people with problems call your company, the first employee who answers the phone should be able to solve the problem.

What Are You Building? In a world of mediocrity that relentlessly races to the bottom, you lose if you also race to the bottom. The only way to win is to race to the top, and Empowerment is one of your most valuable tools. My definition of Empowerment is getting an employee to make a fast decision, on the spot, in favor of the customer. If the customer wins, your organization wins.

Understand what drives customer value, then figure out where Empowerment can improve the quality, speed, and cost with which that value is delivered. Empowering people in the organization to use their best judgment turns out to be faster and cheaper – but only if you hire the right people and reward them for having the right attitude.

I have been passionate about Empowerment and continue to *preach* on the subject. It is a tool for every successful company to use to deliver exemplary service to every person that walks through your doors.

“Your empowered team will drive your business and crush your competition.” ~ John Tschobl

About the Author: John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John has written several books on customer service including *Moving Up, A step-by-step Guide to Creating Your Success* and has available the 13th edition of AETCS. Both books are available on Amazon. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn and Twitter.



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With your success comes our success!

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Call 800-367-5651 or fax 515-282-4483 • apply online at www.vdta.com

Company Information

Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

E-mail: _____

Website: _____

Number of stores? _____ Years in business: _____ Submit Copies of Business and Tax Certificate

Membership Category

☐ **Independent dealer enrollment:**

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

☐ **International Independent Dealer:** Identified as an Independent dealer not located in the U.S. or Canada.

☐ **Miscellaneous Membership:** Includes: Independent consulting firms, advertising agencies and Independent Sales reps.

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

SEWING\QUILTING

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

FLOORCARE

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

If You Own 1 Store, Membership & Renewal

1 Year Membership \$130

2 Year Membership \$210

If You Own 2 or More Stores, Membership & Renewal

1 Year Membership \$150

2 Year Membership \$230

International Dealer Membership \$150

Miscellaneous Membership \$150

Sewing Educator Alliance Membership \$60

Associate Membership \$725

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

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

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

Payment Information

All payments must be made in U.S. funds

☐ Check ☐ MasterCard ☐ Visa Amount: \$ _____

Cardholder Name (Print): _____

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

Card Registered Address (If different than above): _____

Signature: _____

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

☐ This a one time payment, thank you.

6 Employee Benefit Trends – Is Your Organization Competitive?

By: Patricia Lotich



The unemployment rate in the U.S. remains at historically low levels. This tight labor market has organizations interested in the latest employee benefit trends.

A decade ago, employers were reducing benefits just to survive the great recession of 2008. Cutting budgets was commonplace in an attempt to limit employee layoffs of the time.

Fast forward to 2019 and the economy is booming and businesses are struggling to fill job vacancies. There are definitely things you can do to make your business more attractive to job candidates, and employee benefits is one area that can help recruit new employees.

An interesting study has revealed trends in employee benefits.

6 Employee Benefit Trends To Pay Attention To:

1. Support for Nursing Mothers

An astounding 70% of women with children under the age of 18 are working. And anyone who has been there (I have) understands the complexities of caring for kids while trying to earn a paycheck.

A new trend is offering more support for nursing mothers. Organizations are doing this by providing private space for lactating mothers that are designated and equipped for their needs.

It is also becoming common for businesses to offer lactation consulting and education for new moms.

2. Paid Leave For New Parents

With more and more women representing the workforce, more dads are stepping up to the plate to help. A new trend is offering paternity

leave for these new dads to help make the family adjustment that comes with a new baby.

Whether it is a natural birth, foster care, or adoption, more and more organizations are offering paid time off for the transition that comes with a new child. As much as 34% of women and 30% of men now receive this benefit. Definitely a benefit that those under 40 years of age pay attention to.

3. Help With Student Loans

Let's be real. College has become a very expensive investment.

Students are graduating from college with an average of \$28,650 of student loan debt. And, a staggering 1.6 trillion dollars is owed by current student loans. This is a heavy burden for young people trying to make their way and organizations are responding by helping with student loan repayment.

The number of organizations that offer student loan repayment help has doubled just since 2018. Similar to offering a tuition assistance benefit, student loan repayment help is becoming a benefit that can attract and retain top talent.

4. Wellness Programs

We all know that healthy employees are productive employees. A focus on health is now popular, and support for a healthy lifestyle has been attractive to potential job candidates.

More and more organizations are now offering help with fitness memberships or onsite facilities. Whether it is classes or access to equipment, employers are investing in the health of their employees.

Another popular wellness benefit is the trend to move to standing desks. Employers are either providing or offering financial help in providing a standing desk for employees. Offering rewards for participating in wellness programs is another trend that helps keep employees healthy.

5. Choice In Healthcare Options

We are all on a different health journey so options are always attractive. Whether it is HRA, HSA, or FSA, employers are paying attention and offering help for healthcare costs.

In addition, organizations are offering options for health plans designed to help employees choose plans that best fit the needs of their families. A generous health care benefit is always attractive to help recruit new talent.

6. Help With Retirement Planning

Today's workforce cares about its financial security and looks for employers who will help them prepare for retirement years. A constant trend is offering this support.

Employers are meeting this need by offering retirement saving access in the form of traditional 401(k) plans and Roth savings plans. Employer match programs as well as automatic enrollment are popular ways organizations are helping workers save. Retirement planning advice is valued by employees as well as financial advice and credit counseling.

At the end of the day, when employees feel financially secure, they can be more focused at work. Consequently, this trend is important for increasing worker productivity.

There are many challenges that come with running a small business today. Recruiting top talent should not be one of them. Take the time to review your employee benefit package, talk to your employees, and build a compensation strategy that will help your organization not only recruit but retain the best and the brightest.

How attractive is your benefits package?

Source:
ThrivingSmallBusiness.com

To view this article in its original format, visit
<https://thethrivingsmallbusiness.com>

"Dignified lactation spaces and the cultural support needed to continue breastfeeding after maternity leave is still a challenge for the majority of working women"

~Sascha Mayer, CEO & co-founder of Mamava

Avoid the Complicated Solution

Many organizations fall into the trap of a complicated solution when trying to solve a problem. While a complicated solution works, it often takes too much time and energy. Over time, its effectiveness may start to diminish.

Let's consider an example of how this can happen:

Imagine you're in a management meeting. During the session, the group sings "Happy Birthday" to one of the leaders. At the end of the song, the CEO complains, saying, "I never know about these birthdays. Can we come up with a system that can track employee birthdays?"

A colleague, who must have a strong sense of job security, says, "You mean like a calendar?"

In this scenario, the easiest solution is for the CEO to consult his work calendar, where employee birthdays are listed.

But you could see a situation where his complaint is interpreted another way. Employees could form committees, come up with elaborate charts and notifications systems for birthdays.

Both processes get you to the same destination, but while one involves a new habit, simply checking an existing calendar, the other requires a much higher commitment from staff.

Consider these factors to make sure you're not embracing a complicated solution:

Can It Be Easily Explained?

- How long would it take you to train someone in the existing process? Also, is it possible for them to learn it right away or are multiple training sessions necessary?
- Another way to test a process is to explain it to someone and then see if he or she can explain it back to you correctly. Unnecessary complexity often reveals itself during this exchange.

- Also, would there be any embarrassment in explaining the solution to someone outside the organization? That tells you something is wrong.

Does Your Complicated Solution Have Many Moving Parts?

If your process for one task involves using five different programs, then maybe it's too complicated. Is there one program that can perform the five tasks?

A simple software upgrade could save a lot of time. It's important that employees let their supervisors know of possible upgrades and supervisors ask if they exist. Neither side should assume the status quo will last forever.

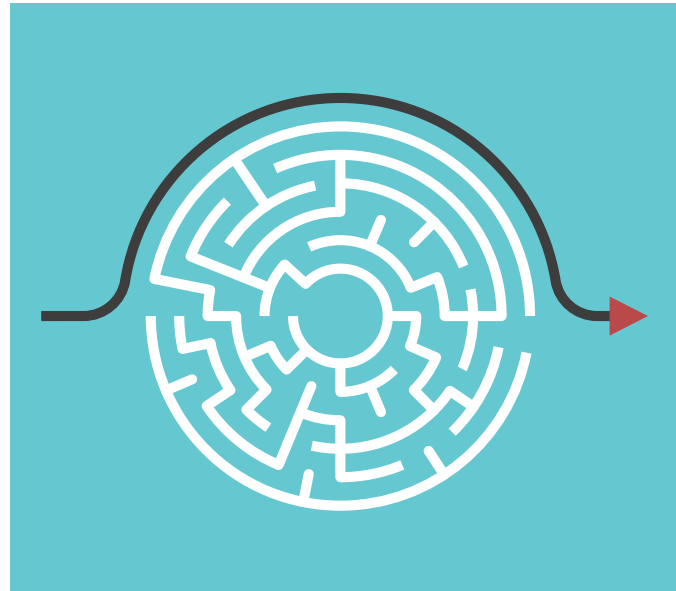
Is There an Education Gap?

The person who is asking for the solution may not be an expert in the problem. In our birthday example, the boss didn't know the solution already existed.

You could imagine a scenario where no one says anything about the calendar and a complicated solution is engineered, simply because the boss asked for it.

The boss would probably prefer that someone, who is an expert, suggest a simple solution rather than let time and energy be wasted on a complex idea. Just because someone is in a higher position in an organization doesn't mean he or she is an expert in everything.

About the Author: Ken Okel speaks to smart leaders and associations who want to unleash employee production, performance, and profitability. He introduces them to lessons learned from his time in TV News, Disaster Relief, and running a Professional Ballet Company. He wrote the book, *Stuck on Yellow* and is the host of the 2 Minute Takeaway Podcast. Ken's weekly productivity tips can be found at: www.KenOkel.com.



A woman with long blonde hair, wearing a dark patterned top and blue jeans, is using a blue hose to vacuum a grey patterned rug in a living room. A beige vacuum base is visible in the foreground. The room features a grey sofa with blue pillows and a dark coffee table. The background shows a modern interior with white walls and a glass display cabinet.

Our Hide-A-Hose Journey Continues

Recently I read a book by Angela Duckworth titled **Grit, The Power of Passion and Perseverance** . I realized there are often times I don't have the experience or skill to do the things on my list, but there is something many of us do have. It's what Duckworth calls "Grit": a person's ability to keep getting up when they're knocked down, to keep trying in the face of failure.

Almost twenty years ago, my Dad told me his crazy idea of sucking a central vac hose back into the wall. At the time, we didn't know anything about product development, patents, cfm, or inches of waterlift.

We were excited about our rough prototype when we arrived at our first VDTA show. I had never been this amped up about anything else related to business. Walking into the show, the first thing we saw was the Hose Genie. Watching the demo, I felt sick. Our rough prototype looked pathetic next to the Hose Genie and it did exactly what we were trying to do. We were too late. It was a long flight home.

However, by the next day I thought, "I've learned a little bit about this industry. I know I can sell a retractable hose system." Grit took over. I called Hose Genie about becoming a dealer and they told me the closest dealer was Gary Phillips in Portland. Not realizing Gary was one of the largest central vacuum dealers in the world, I gave him a call. He said he wouldn't install the Hose Genie, but he was curious about our product. I went for a visit, we had a wonderful conversation, and I was back on track.

When we retracted the hose at our first Seattle Home Show, all the marketing research I needed was seeing visitors' reactions as they walked by our booth. This was the future of the industry.

I meet people every week who ask what I do. I give them my pitch, and if they are interested, I show them our video on my phone. I often hear "I want one of those in my house!" But I also hear "How come I've never heard of it?" The answer? We've been good at product development, but way behind at marketing.

We're setting out to change that with our 2019 campaign: "Hide-A-Hose Central Vac Systems: A Smarter, Healthier Way to Clean Your Home." We believe this is a winning message that can grow our industry. We've begun a Facebook campaign that has over 95,000 views. We're creating awareness, showing people that central vacuums are evolving, and getting people excited about hoses that retract. We want to partner with our dealers to help bring these ads to their local markets.

smart

Pull. Vacuum. Retract.

healthy

Dirt. Not stirred up. Gone.

powerful

5 times more. 20 years.

versatile

The whole house. Top to bottom.

Thinking of dealers and industry leaders I've known, Grit is something we have in common. Anyone who builds a successful company must have it. You must have staying power, something that won't give up.

So the next time you hear someone make a negative comment about the future of our industry, ask them to take a Grit check and keep retracting the hose. I guarantee your business will grow.

Thanks to all of you who have helped on this journey. I hope we've helped yours.

VDTA/Epstein

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



With **YOUR donation**, we
can continue making this
scholarship possible!



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



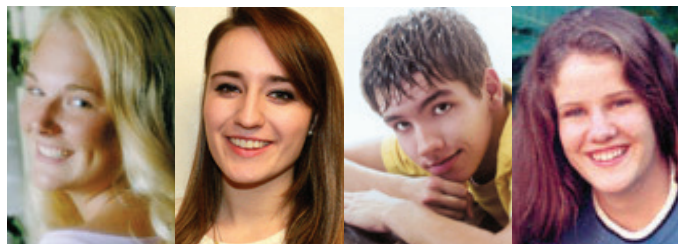
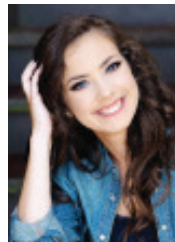
*Scholarship is available
to students connected to
our dealer industry. Pictured
here are all Scholarship
recipients since the fund
was established.*

Scholarship

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

Support the youth
of our Industry,

Donate to the
Scholarship fund
and make a
difference!



25
YEAR
Anniversary

2020 Hall of Fame

DEADLINE: OCTOBER 1, 2019

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

- ☐ Sewing: Independent Dealer
☐ Sewing: Mfg./Dist./Sply./Field Sales

(Please check only one category)

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

CRITERIA FOR HALL OF FAME

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

1. Nominee's Last Name: _____ First Name: _____ Middle Ini. _____

2. Company: _____

3. Address: _____

4. Phone: _____ E-mail: _____

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

6. Place of Birth: _____

7. Nominee's local/hometown newspaper: _____

Address: _____

City, State, Zip: _____

8. Nominator's Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ E-mail: _____

Relation to nominee (if any): _____

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

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

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

Classified Ads

BUSINESS FOR SALE:

150K retire me!! Great location for the last 20 yrs, town is always growing, set to grow a lot more. I'm selling for less than paid 9 yrs ago. We sell and service vacuums, washers, dryers, stoves, refrigerators. Many parts new and used. ColumbiaVacuumandAppliances.com (1-1)

MERCHANDISE FOR SALE:

Looking for Dealers. Namco's Newest Floor Machine, Namco FloorWash. Light-weight, easy to use. Does all types of floor surfaces. www.floorwash.com/en-us. (4-6)

BUSINESS FOR SALE:

Owner of thriving store retired after 35 years due to health. Store contents consisting of most name brands, large inventory. Bargain price. Call Gerald 865-679-0311 for info!

HELP WANTED:

TOPS VACUUM & SEWING. HIRING FOR ALL POSITIONS!
Longarm Installer: Experience with HandiQuilter a must
Sewing Mechanic: Experience necessary (Brother / Baby Lock)
Vacuum Sales/Service: Simplicity / Miele / Oreck
Web Developer/Unique Content Writer: Any web experience?
Telephone Customer Service (vacuums)
Good At Your Craft? - Relocate To Florida! Top wages paid on all positions. Email resume to Greg Bank, Owner - gregoryabank@gmail.com.

ATTENTION SEWING EDUCATORS:

Are you tired of being on the road teaching the same class over and over again? Do you want to have fun and make money? Do you love seeing your student's eyes light up? I am looking for an experienced, passionate, fun Education Coordinator/teacher who wants to spend her days sharing knowledge with our eager customers in a bright and spacious classroom. You will be responsible for choosing the curriculum and overseeing more teachers as needed. Excellent pay and benefits. Contact me at Howard@StonyBrookSewandVac.com or call 609-356-6111.

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- Cleans bagless vacuums in seconds
- Multiple household uses!



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A graphic featuring a hand holding a megaphone on the left, with the text "We appreciate your business" written inside. On the right, a stylized building icon contains the text "THANK YOU!" in large letters, with "SHOP INDEPEND" written vertically next to it.

Why change your vacuum cleaner belt every 3 months?



Your vacuum's cleaning efficiency depends on it.

[illegible]

Clean better.
It's time for a checkup!


[illegible]

NO MERCHANDISE DELIVERED WITHOUT THIS CLAIM CHECK. NOT RESPONSIBLE FOR GOODS LOST OVER 30 DAYS NOR FOR LOSS BY FIRE OR THEFT.


It's Time for a Checkup!

A red alarm clock with yellow bells and a blue sewing machine are shown on a yellow background. The clock is on the left, and the sewing machine is on the right. The background has a red and white striped border on the left and bottom.

How often should you service your vacuum?

A cartoon vacuum cleaner with a sad face, looking tired or stressed, with a large blue starburst behind it.

Disposable Vacuum Cleaner Bags



How Often Should You Change Your Bag?

VDTA NEWS August 2019 | FLOORCARE & CENTRALVAC Professional™

Inside of Brochures

Disposable vacuum cleaner bags

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

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

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

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

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

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

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

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

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

How often should you service your vacuum?

Your vacuum should be serviced every 6 to 12 months.

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

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

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

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

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

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

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

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

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

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

Why change your vacuum belt?

What is the purpose of the vacuum belt?

The drive shaft or motor pulley turns the belt which causes the brush roll to turn and provides the necessary agitation to deep clean your carpet.

After about three months the belt has stretched, causing the belt to slip on the drive shaft. This means the brush roll turns slower not at all. The vacuum still picks up the easily seen surface litter, but the sand and grit at the base of your carpet starts to build up, causing excessive carpet wear.

Choose a quality belt purchased from your local independent dealer.

If your new belt is too loose, the brush roll will turn slow, if at all. If it is too strong or tight, it puts excessive wear and strain on

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

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

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

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

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

Back of Repair Tags

Claim Check	
VDTA SDTA Member	
Claim Check Customer Name: _____ Date: _____ Address: _____ State: _____ ZIP: _____ Phone: _____ Email: _____ <input type="checkbox"/> Cleaning <input type="checkbox"/> Belt Work <input type="checkbox"/> Seal Pad <input type="checkbox"/> Motor <input type="checkbox"/> Initial Parts Only <input type="checkbox"/> Basic <input type="checkbox"/> Tune-up <input type="checkbox"/> Complete Text Size: _____ Software: _____ INITIAL ESTIMATE (Includes Parts & Labor) \$ _____ Non-refundable Deposit: \$ _____ Assembly fee is estimate is deductible: \$ _____ Customer Referral: Day phone _____ per page _____ Deposit/Fee Paid by: <input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Credit Card Customer Signature: _____ REVISED ESTIMATE (Includes Parts & Labor) \$ _____ Authorized by: _____ Date: _____ Time: _____ AM/PM Repair Completed by: _____ Date: _____ Time: _____ AM/PM Customer Contacted by: _____ Date: _____ Time: _____ AM/PM Machine picked up: _____ Date: _____ Time: _____ AM/PM Signature: _____ <small>No signature constitutes acceptance of the above work as being satisfactory and equipment has been returned in good condition. Please see shop policies.</small> <input type="checkbox"/> Check <input type="checkbox"/> Credit Card Subtotal of parts, labor & tax: _____ Deposit Paid: _____ TOTAL DUE: _____ Place Stamp Here	
Bring in Your Sewing Machine for a Checkup A smooth-running, well-oiled machine is necessary for optimum sewing performance. A regularly scheduled maintenance checkup can prevent problems before they occur. You can trust our trained service technicians to maintain your machine. With your satisfaction, please refer your friends to our service team. Schedule your checkup today! VDTA-SDTA MEMBER	
POST CARD _____ _____ _____ _____	
Claim Check VDTA SDTA Member Claim Check To be: <input type="checkbox"/> picked-up <input type="checkbox"/> delivered on (date): _____ a.m. <input type="checkbox"/> p.m. First Name: _____ Last Name: _____ Phone: _____ City: _____ Address: _____ Zip: _____ Brand: _____ Color: _____ Model: _____ Service Contract I agree to receive this machine's parts within 30 days. If not, this store may consider this as abandoned and dispose of it in anyway they see fit without any further communication. I understand the estimate to be: _____ Customer Signature: _____ Date: _____ Service signature: _____ Service Department Serviced by: _____ Comments: _____ Inspected by: _____ Place Stamp Here	
VACUUM SERVICE ALERT Your vacuum is the most valuable tool to guard against wear, replacement and appearance of your floors. Annual service is the best way to ensure your vacuum does its job effectively, providing you the service it was built to give. Cleaning, lubrication and replacement of worn parts such as roller brushes and belts greatly improve the way your vacuum cleans. Bring your vacuum into our Professional Floor Care Center today. With your satisfaction, please refer your friends. VDTA-SDTA MEMBER	

Sewing Repair Tag Vacuum Repair Tag

Back of Postcards

	Thank you for your business. We know you can shop at the one stop for all your sewing needs. An independent Dealer will find the personal attention and professional expertise you deserve. We are trained in the products we carry and service what we sell. We offer the best products on the market and can help you decide which is best for YOUR needs. We appreciate your choice to shop with us. With your satisfaction, please refer our specialty store to your friends.
--	---

	It's Time For a Checkup! Bring Your Vacuum in for a Checkup Your vacuum may not be operating at 100% efficiency, which means more work for you and more wear on your floors. As your vacuum cleans, small particles of grit, dust and lint build up in the bearings of your brush roll. This causes the belt to slip, and the brush to turn slower. Buildup in the motor bearings causes it to slip, and the brush to turn slower, meaning less performance. We appreciate your trust in our trained service techs to maintain your machine. With your satisfaction, please refer your friends. Schedule a checkup today!
--	--

	It's Time for a Checkup! Bring in Your Sewing Machine for a Checkup A smooth-running, well-oiled machine is necessary for optimum sewing performance. A regularly scheduled maintenance checkup can prevent problems before they occur. You can trust our trained service technicians to maintain your machine. With your satisfaction, please refer your friends to our service team. Schedule your checkup today.
--	---

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NEW

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your information.

500 @ \$90
plus shipping.

Customer Name: _____ Date: _____

Brand	Color	Model	Serial Number
-------	-------	-------	---------------

All charges C.O.D.: _____ Service Salesperson: _____
(estimate)

[illegible]

Notes: _____

VDTA
SDTA

VACUUM & SEWING DEALER:

MEMBER

Professional Floor Care Center

To be: ☐ picked-up ☐ delivered on (date): _____ ☐ a.m. ☐ p.m.

First Name		Last Name		Phone	
Address				City	Zip
Brand	Color	Model	Serial Number		

I agree to receive this machine or parts within 30 days. If not, this store may consider this as abandoned and dispose of it in anyway they see fit without any further communication.

I understand the estimate to be: _____

Customer Signature: _____ Date: _____

Service salesperson: _____

Serviced by: _____ Comments: _____
Inspected by: _____

Serviced by: _____ | Comments:

Inspected by: _____

Place
Stamp
Here

VACUUM SERVICE ALERT

Your vacuum is the **most** valuable tool to guard against wear, replacement, and appearance of your floors.

Annual service is the **best** way to ensure your vacuum does its job effectively, providing you the service it was built to give.

Cleaning, lubrication and replacement of worn parts such as roller brushes and belts greatly improves the way your vacuum cleans.

Bring your vacuum into our *Professional Floor Care Center* today. With your satisfaction, please refer your friends.

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Vacuum Dealers Trade Association - Our Products Nationally Guaranteed

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AVNAN ELECTRO INC
BABY LOCK USA
BERNINA OF AMERICA
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CYCLOVAC - TROVAC INDUSTRIES LTD
DAYLIGHT COMPANY
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DIYSTYLE®
DOMEL
DULWICH HILL SEWING CENTRE
DYSON INC
ELECTRO MOTOR LLC
ELNA INC
ENVIROCARE TECHNOLOGIES LLC
ESSCO
EURO-NOTIONS INC
FAMORE CUTLERY / SPECIALTY PRODUCT SALES
FERD SCHMETZ NEEDLE CORP
FLEXAUST-TUEC
FLOOR CARE EQUIPMENT LTD / SEBO CANADA
GAMMILL INC
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GROZ-BECKERT
HIDE-A-HOSE INC
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HUI FILTER
HOOVER VACUUMS
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HOST / RACINE INDUSTRIES
H-P PRODUCTS INC

HUSQVARNA VIKING SEWING MACHINES
IROBOT CORPORATION
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JKL GLOBAL SALES INC
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QUALTEX GLOBAL LTD
REXAIR LLC
RICCAR
RNK DISTRIBUTING
ROYAL
SEBO AMERICA
SEW STEADY
SHARKNINJA
SIMPLICITY
SINGER SEWING COMPANY
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TACONY CORPORATION
TACONY HOME FLOORCARE
THORNE ELECTRIC CO
TRANSNATIONAL
TRI-TECHNICAL SYSTEMS INC
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10 Years Ago...



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