

The Evolution of the Industry

VDTA•SDTA News

Information central for the independent Floorcare, Central Vac, Sewing, Quilting & Embroidery retailer

January 2020 | ISSUE 460



Cover Story, p8

Chameleon®

Retractable Hose System

VDTA-SDTA, 2724 2ND AVE., DSM, IA 50313
ADDRESS SERVICE REQUESTED

PRGRT STD
US POSTAGE PAID
DES MOINES, IA
PERMIT NO 1802

VDTA•SDTA Trade Show, p15

Partnerships - The Sewing
Machine Project & AllBrands, p58

Kimberbear Class Act Project, p59

Collecting Dust, p16

CONTENTS

January 2020 | www.vdta-sdta.com

Business

- 11 Three-Step Performance Improvement, *Oke*
- 12 Competing with Today's Internet Sales
- 30 Insight from the Workbench, *Himebaugh*
- 58 Partnerships- The Sewing Machine Project & AllBrands, *Jankowski*

New Products

- 8 **COVER STORY:** Chameleon® Retractable Hose System Adapts to the Needs of Central Vac Dealers
- 17 Rexair Introduces New Rainbow® SRX Whole-Home Cleaning System
- 24 New Releases from Shannon Fabrics
- 25 Lullaby Cuddle® Kit Enchanting Elephant, *Shannon Fabrics*
- 32 Why You Should Add Cotton Quilting Fabric to Your Dealership
- 41 Bridging the Gap Between Domestic & Professional
- 53 Introducing Sew Fun Projects, *Berglass*
- 54 Aurifil Color Builders
- 60 Corkfabric from Belagio Enterprises Inc.

Modern Influence

- 18 Icon-Insight Millennial Mindset, *Cummins*

Forms

- 6 JOIN VDTA•SDTA Today!
- 15 2020 Las Vegas Show Registration form
- 51 Dealer of the Month Form
- 61 Spring Cleaning Month & Sewing Month Order Forms
- 62 Postcard Order Form

Industry

- 13 MD's Eastern Distribution Center Now Fully Operational
- 16 Collecting Dust, *Gasko*
- 21 My Partial Retirement Story, *Miller*
- 22 Highlighted Dealer of the Month- Carolina Vacuums & More
- 26 Happy New Year, RNK
- 29 Do You Have a 2020 Vision?, *Barnhardt*
- 52 Turn That White Stuff into Dollars, *Jones*
- 56 Return of the Necchi Guy, *Winslow*
- 59 Kimberbear Class Act Project
- 60 Classifieds

2020 Convention

- 4 Central Vac Mystery Panel
- 7 Keynote: The Power of Partnership with Mark Brigman
- 10 Success Studios
- 10 Charity Fun Night
- 15 Registration Form
- 31 Himebaugh Sewing Machine & Serger Repair Class
- 33 Class Schedule
- 42 Exhibitor List
- 53 2020. . . Industry at a Cross Road, Dean Shulman
- 56 FitNice Instructor Certification
- 57 Dime Prime
- 63 Powerhouse



Cocktail Reception Sponsor



2019- 2020 Silver Sponsor



2020 Show Sponsor



VACUUM & SEWING DEALERS TRADE ASSOCIATION

www.vdta.com

VDTA News is published monthly by Vacuum and Sewing Dealers Trade Association (VDTA•SDTA) and is designed exclusively for the floor care and sewing industry and all related products. VDTA News is distributed to floor care, sewing dealers, quilt shops, manufacturers, distributors and suppliers worldwide. The entire contents copyright 2020 by CD Management. Printed in the U.S.A. All rights reserved. Permission must be obtained in writing to reuse contents in any form prior to reuse.

ASSOCIATION STAFF

CHAIRMAN: Charles Dunham
PRESIDENT & CHIEF EDITOR: Judy Patterson
MANAGING EDITOR: Lindsay Henkle
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:
lindsay@vdta.com.

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

For address corrections, Email mail@vdta.com
or call 800-367-5651 or mail to:
VDTA•SDTA
2724 2nd Avenue, Des Moines, Iowa 50313
Phone: 800-367-5651 • Fax: 515-282-4483

Every effort is made to ensure accuracy. The publisher cannot be held responsible for errors or omissions. The statements and opinions expressed herein are strictly those of the authors and do not necessarily represent the views of CD Management. The publication of any advertisement or editorial item is not an endorsement of the products or services covered. VDTA•SDTA, CD Management assumes no liability whatsoever for the content, claims or statements of the advertising and news releases it publishes. Publisher reserves the right to reject or edit advertising and/or news releases inconsistent with the objectives of VDTA•SDTA and CD Management.

Introducing the World's
Most Technically Advanced
Vacuum Cleaners:



WORKS FOR ME

SEBO AUTOMATIC X7, X7 Premium and X8



The AUTOMATIC X is the world's most technically advanced and uniquely easy-to-use vacuum cleaner! Available in two power head widths, the 12-inch X7 and 15-inch X8 feature truly automatic height adjustment! There are four models offered, with a few differences among them. The X7 Premium model offers a choice between two modes of automatic brush agitation! The default setting is perfect for most flooring types, but more aggressive and deeper brush action occurs when its Brush-mode Button is

activated. The X7 Premium and X8 models also have an LED headlight to help illuminate the cleaning path. The red X7 is the basic model, so it does not have an LED headlight, and both the red X7 and X8 do not include a Brush-mode Button. The fourth model option, the X7 Premium PET, is additionally equipped with a hand-held turbo brush, a nine-foot extension hose, and a charcoal microfilter that absorbs pet odors.

Contact your SEBO sales representative today for more information!
If you are not a SEBO dealer yet, please contact us at SEBO America to apply.

www.sebo.us 800-334-6614

President's Corner

Happy New Year 2020!

Are you ready for 2020? It's going to be wild year. We are getting ready for the VDTA•SDTA Trade Show and Convention in Las Vegas, February 16-18. This is where suppliers jump start their sales for the year. They introduce their new products, they announce all their great deals and hope you, the dealer, embrace it all and sell, sell, sell. AND YOU WILL!!! If you want to make money that is.

Our trade magazine has evolved! This January issue has a new vibe. All the vacuum and sewing information combined into one great magazine. We know you'll appreciate the new format. It's more readable, more streamlined and more informative. With so many dealers diversifying into different products, this new format will make it easier to discover what's new on the market in all areas.

Why shouldn't a vacuum dealer carry some of the same stuff a sewing machine dealer carries and visa-versa. It doesn't have to be sewing machines or vacuum cleaners. There are accessories, specialized counter items and so many more products. ***Think outside the box!***

WE NEED YOUR SUPPORT! If you are a current member, thank you. If you are not, we encourage you to join. Membership is less than \$11 per month. I spend almost that much at McDonalds!

Like most Associations, we rely on membership, convention and advertising dollars to exist. Please support your association by joining today and register to attend your industry convention.

With your support, the Association will serve the industry for many more years to come.

See you in Vegas!

Judy



Central Vac Mystery Panel

When: February 17, 2 PM - 3 PM
Where: Room S233

Panelists:
Bill LaMonica
Enhancement Systems
Troy Evans
Starks Vacuums, Inc
Dan Zimmerman
Zimm's Central Vacuum Systems.

Moderator: Trail DeGondea
Trovac Industries

Plus 2 more mystery panelists!



Chameleon®

Retractable Hose System

Hose Socks. Pair of Socks. Get both with Chameleon®.

Socks protect furniture and woodwork from hose scuffs and most homeowners prefer them. That's why H-P Products designed a sock-friendly retractable hose system, Chameleon.

Because the Chameleon valve never clamps down or squeezes on the sock, bunching is practically non-existent.


No extra sock to remove, no zip tie to adjust. Just a perfectly socked hose that retracts smoothly every time and protects your customer's home.

When you're ready to upgrade your retractable hose offering, give H-P Products Central Vacuums a call at 888-281-3705 or visit us at chameleonvac.com.



Get a limited-edition custom pair of Chameleon socks by visiting H-P at VDTA, Booth 201. Simply mention this ad and walk away with the industry's most stylish accessory.

WHILE SUPPLIES LAST



Chameleon®
Retractable Hose System
www.chameleonvac.com



Name: _____ Title: _____

Company Name: _____

Address: _____

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

Phone: _____ Fax: _____

E-mail: _____

Web site: _____

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

Membership Category

☐ Independent Dealer - U.S. :

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

☐ Independent Dealer - Canada & International:

Identified as any dealer whose principal business is the sale of merchandise and services directly to the consumer (end user) not located in the U.S.

☐ Associate Member:

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

☐ Educator Alliance Member:

Includes educators, designers, professional crafters, authors and bloggers.

☐ Miscellaneous Membership:

Includes Independent consulting firms, advertising agencies, media and Independent Sales reps.

SEWING\QUILTING

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

FLOOR CARE

- ☐ 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: _____

U.S. Ind. Dealer: Own 1 Store, New & Renewal

1 Year Membership..... \$130

U.S. Ind. Dealer: Own 2 or More Stores, New & Renewal

1 Year Membership..... \$150

Canada Independent Dealer..... \$150

Int'l Independent Dealer..... \$175

Miscellaneous..... \$150

Educator Alliance - U.S. \$60

Educator Alliance - Canada..... \$100

Educator Alliance - International \$150

Associate..... \$725

Special 2 & 3 year U.S. membership rates available.

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

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

Payment Information

All payments must be made in U.S. funds

☐ Check ☐ MasterCard ☐ Visa Amount: \$ _____

Cardholder Name (Print): _____

Card #: _____ CCV# _____ Exp Date: _____

Card Registered Address (If different than above): _____

Signature: _____

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

☐ This is a one time payment

Keynote: The Power of Partnership

When: Sunday, February 16, 8 AM

Where: Room S233

Dr. Mark Brigman is the Founder of PARTNERNOMICS, a national consulting and training firm that helps business leaders create competitive advantages by leveraging the power of strategic partnerships.

Mark has traveled across the US delivering his critically acclaimed presentation The Power of Partnership, to business leaders sharing his insights that he used to write Partnernomics: The Art and Science of Developing Successful Strategic Partnerships.



Keynote Speaker: Mark Brigman
from PARTNERNOMICS

JOIN VDTA • SDTA TODAY!



Become a member and receive many benefits to help **YOU!**

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

Call **800-367-5651** to go to the 'Join our E-mail list' tab at the bottom of our website at www.vdta.com if you aren't getting your industry news by email.



CLEAN-N-CLEAR 360™ Dual-Action Cleaning Tool

- Combination hook and brush hand tool for removing dust from vacuum cleaners
- Cleans bagless vacuums in seconds
- Multiple household uses!



**Available
through ESSCO!**

800-321-2664 • essco.net



Chameleon® Retractable Hose System Adapts to the Needs of Central Vac Dealers

Since its introduction, the Chameleon® Retractable Hose System from H-P Products has been well received by the industry and has quickly become a preferred product for many central vacuum dealers.

H-P spent several years in the development of the Chameleon, producing 100s of prototypes and testing the product in real-world applications. The result was a valve that addressed many of the concerns dealers and consumers had expressed with other solutions on the market.

Chameleon valves were carefully engineered to give both dealers and users the ultimate central vacuum experience. This includes features like easy installation and serviceability, patented dual-seal system, reduced friction on the hose and automatic lock & turn-off.

Installation & Service

Easy installation starts with the Chameleon valve box. The entire box is installed at rough-in, coming complete with a pre-installed mud guard. This ensures sturdier new construction mounting. The box also works in walls with foam insulation and can easily retrofit into existing homes.

Slava Stefoglo, owner of Vac Express in Federal Way, WA, has been selling retractable hose systems since 2006 and is a big fan of the installation of the Chameleon, stating "Installation is much easier. Rough-ins are so simple and there are no problems finishing a system. Everyone can see your box from the rough-in so they know to work around it. In the past, an electrician

came in after I installed a rough-in and they didn't know what it was and ruined the valve. Overall, it's a much easier experience."

Mike Zahra, who sells about 85% of his customers retractable hose systems through his business, Tri-County Custom Vac in Monroe, NY, agrees, "For installation, I like the concept that it is one piece. The Chameleon is one box, and that makes it 10 times easier to install."

As many installers have experienced, uneven wall surfaces can be frustrating, leading to endlessly tweaking a valve door to close 'just right.' That's why H-P designed the Chameleon to seal independent of the door, using a patented dual-seal design – featuring a ball seal and a handle o-ring seal. You can even run the Chameleon without a door if you wanted!

Randy Melton, owner of Central Vacs of Arkansas in Siloam Springs, AR, stated, "Chameleon is a lot easier to install. I like the doors on it a lot better and it seals better. There are no air leaks or hissing sounds."

Everything on the Chameleon is designed to be serviced – all components are removable or replaceable. Stefoglo states, "From a dealer standpoint, Chameleon saves me money because if you have a problem with the valve you can replace any part of it."

Zahra finds the serviceability to be a key feature, stating, "You can buy separate parts for it. If something needs service, I do not have to replace the entire valve."

Consumer Benefits

Consumers want hose socks to protect their walls and furniture, but in the past, they could sometimes be a challenge to use with retractable systems. The socks tend to bunch near the handle and restrict retraction. H-P designed Chameleon to be sock-friendly, by reducing the friction on the hose. The Chameleon features a patented cam lock system that never clamps down or squeezes on the sock, virtually eliminating hose sock bunching and stretching.



Chameleon is great for whole-house cleaning as well as quick clean-ups due to its automatic lock and instant extension features. When consumers do their thorough cleaning, they just pull the hose out until it automatically locks, attach the cleaning attachment and vacuum. A simple twist releases the hose and the suction of the system retracts the hose back into place. The Chameleon can also be used without the lock engaged. This unique instant extension feature allows users to pull out the amount of hose they need, quickly clean the mess and if they need more hose, continue to pull the hose out to reach the next mess.

RMelton stated, "I like that you can pull out the length of hose needed, vacuum the mess and if you find another mess nearby you can pull the hose and walk to the next mess. This is more convenient than turning around and unlocking the latch to pull out more hose. Right now, I am into speed cleaning and the Chameleon is perfect for that category."

Zahra is very happy with the consumer and builder feedback he has received about the product, stating, "I have about 30-40 retractable jobs right now. I have not received one phone call about having a problem with the hose, valve, or locking mechanism. Builders who are installing the Chameleon valve in new homes want to replace their own personal systems with Chameleon. They notice a difference in the product and prefer Chameleon in their own homes."

Stefoglo agrees, "It's affordable and the automatic lock is easy to use for the homeowner. With other systems, consumers would sometimes forget that they locked the hose. The homeowner would then damage the valve from pulling on a locked hose."

Chameleon is backed by a 5-year warranty and manufactured in the USA by H-P.

Future Upgrades

H-P plans to introduce new upgrades to the Chameleon family of products at the VDTA 2020 show including an upgraded Spot® valve for dedicated quick clean-ups and an adaptable hose system, CamPort™. Dealers can learn more about these products by visiting H-P in booth 201 at the show or attending the H-P Taking Central Vac to the Next Level seminar on Sunday, Feb. 16th at 9:30 am in Room S232.

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



SUCCESS STUDIOS

For both Vacuum and Sewing Dealers

If you've attended a VDTA Show, then you have...

» Listened to speakers, Learned from instructors, Asked questions of panelists

...and now its time for MORE!

When: Sunday, Feb 16, 11:30 - 12:15PM

Where: Room S232

Small Group Discussions

only at the **2020 VDTA • SDTA Int'l
Trade Show & Convention**

**At the VDTA • SDTA
2020 Show
in Las Vegas!**

HOW IT WORKS?

Each table is assigned topics for discussion. Sit at a table of your choice and trade ideas with your peers. After a short time, **switch tables**. You'll be seated with new people and have the chance to discuss new topics.

The VDTA/Epstein Charity Fun Night

You're invited to attend the annual Charity Fun Night benefitting
the VDTA/Epstein College Scholarship Fund

When: Monday, Feb. 17, 5:30 PM

After the show floor closes at 5 PM, join your friends and VDTA for the
real "Vegas experience," all for a charitable cause.

Spin the wheel for a great prize, participate in the tournament, earn bragging rights for next year,
or enjoy some great food and beverage! All donations go to the VDTA/Epstein Scholarship Fund.

*If you join in and participate or
come as a spectator,
you're sure to have a great
time, for a great cause.*

**A \$100 donation ensures your
spot. You can sign up on the
Show Registration form!**

Three Step Performance Improvement

If you're looking for a professional edge, then you'll enjoy this performance improvement strategy. It's designed to help you focus more on the things you do best.

We are living and working in the *Age of Competence*. Most people are good at their jobs or can learn to become good. But how do you reach that next level?

That can be a challenge and if you're not careful, growing workloads, bad habits, or ineffective shortcuts will limit your potential.

Consider and share this three step process with your team:

Identify Your Top Three

What are the three best things you do for your organization? I'm not asking what are the things you enjoy the most. Those are good things but where are you truly exceptional or irreplaceable?

Also, are these activities where performing them more would help your business?

In this step, we want to identify three and only three things. If every activity is perceived as a top priority, then you've just bought real estate on *Frustration Boulevard*.

What are the Barriers to Performance Improvement?

What's preventing you from spending more time on these three activities? Have you inherited a lot of other tasks that monopolize your day?

For these second tier activities, are you the most qualified person for them? If you don't have an advantage, then can they be passed to someone else. The idea is to free up time for your top priorities.

You want to avoid a mass dumping of activities onto other people. Part of this stage should include a review of tasks to decide whether they still have value.

Successful organizations understand that time is a limited resource and you have to be selective in how you invest it.

How Can You Move Faster?

Is there an element of speed that could allow you to focus more on your top three tasks? Don't underestimate the importance of getting things done in less time.

Let's consider how things have changed when it comes to sharing a document with someone in a different place:

In the 1980's, you'd send a courier, which took hours.

In the 1990's you'd send a fax, which could take five minutes.

Today, in seconds, you attach the document to an email and hit send.

All three delivery systems accomplished the same task but do so in different amounts of time. Think about whether you need to change to a faster system.

Sometimes, this is a software solution. It can also involve performing certain activities at different times.

When you're at your most productive, don't invest your time in menial activities. Save those things for when you may feel tired or it's the end of the day. Remember, doing these things when you're at 100% or 50% does not affect the outcome.

Final Thought

Performance improvement comes from strategic decisions. If you commit to the right ones, you'll enjoy the rewards.

About the Author: Ken Okel works with smart leaders and associations that want to unleash employee performance. He pulls from his experiences in TV News, Disaster Relief, and Professional Ballet. He wrote the book, *Stuck on Yellow* and hosts *The 2 Minute Takeaway Podcast*. Weekly articles, clips, and more can be found at: www.KenOkel.com.



Cirrus[®]

MAP Pricing • Dealer Protected

Cirrus Cordless Stick Vacuum

C-VC25

- Lithium-ion Powered
- 2 Speed • Bagless • HEPA
- 35 min Run Time
- Integrated Dust Brush
- 3 Position Adjustable Wand

Great for everyday use especially hard to reach above ground cleaning, steps and your automobile.

Power nozzle comes with two brushrolls for carpet and hardwood floors. Includes accessories and wall mounting kit.

NEW

 **essco**

800-321-2664
essco.net



Competing with Today's Internet Sales

There was a time when your only competition was several blocks or even several miles away but today, web carts allow customers to shop your competitors products inside your store with just their cell phones. But fortunately, those web carts can't provide customers the one-on-one service that will help keep customers walking through your front doors.

Course		Instructor	Price
2 BEGINNER QUILTING		JAN LEE	18.00

Date From To	Time Start	End	Instructor	Enrolled	Min	Max
1/25/2020	10:00am	11:00am	JAN LEE	2	4	8

So, how do you make your services unique to your customers? Once a tool to track your customers and inventory, point of sale systems have been around a long time. In today's retail market, we've expanded our features to offer ways to keep your customers happy. Classes give your customers something web carts and YouTube can't – hands on training. Class schedulers track your classes, students, waiting lists, supply lists and more.

Warranty and serialized tracking can not only save you time and money, but your customers won't have to waste their time navigating phone systems for placing warranty claims on items they purchased from a web cart instead of a retail store.

Keep your customers informed of upcoming sales and events. Customer profiles and sales history reports can also create mailing or email lists based on your customers' purchases to offer promotions based on past purchases.

Emailing and texting features automatically inform customers of completed repairs and special orders received. Repairs orders are generated through the system and special orders are no longer pink and yellow post-it notes on the order desk. Suggested orders help with stock orders as well as seasonal trends. Tools to give you more time to spend with your customers.

You choose what's right for you! Our Profit Premier software is available as a stand-alone system (non-internet) or a cloud-based internet system – perfect for single or multi-store applications.

Want to learn more? Stop by the Edge Technologies booth 121 at the 2020 Las Vegas VDTA•SDTA show.

We look forward to meeting you!

Don't want to wait until the show?
For a price quote or live demo give us a call
800-275-2015 or email sales@profit-plus.com



Millennial Mindset

A Panel of Industry Millennials

When: 10 AM - 11:30 AM

Where: Room S233

Moderated by Jessica Thurgood

Panelists: Connor Brostek, Chris Blakeman, Mike LaPonte, Jessica Thurgood, and Sebastian Rivera.

The Millennial customer has changed the face of retail shopping by keeping their focus on social media and online shopping. It has become harder for the average brick and mortar store to bring the Millennial generation into their store without marketing specifically to what this new generation wants. The changes the Millennials have made to the industry is a hard topic that we will break down using your questions during this panel. Have your Millennial questions ready!

MD's Eastern Distribution Center Now Fully Operational

What is said to be the top three issues to consider when purchasing a new home? While the industry wishes the first consideration would be, "What central vacuum will be in the home?", instead, it is: "Location, location and location!"

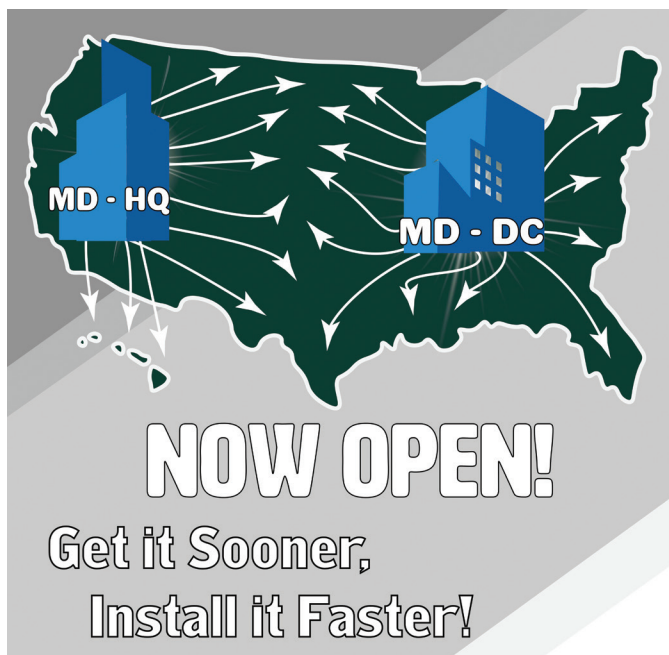
Central Vacuum dealers feel the same when it comes to their suppliers. For almost sixty years, MD Manufacturing has been producing and selling its brands of central vacuums out of its facility in California, therefore being far more predominate on the West Coast. To better serve the central vacuum dealers in the Mid-West and East Coast, MD opened up its Eastern Distribution Center last Spring in the Louisville, KY metropolitan area. This location stocks everything a central vacuum dealer needs to service his or her customers, reducing dealer wait times and freight costs for product and the need for them to carry excessive stock for longer periods of time. Most orders received before 3 PM Eastern time ship the same day.

The new warehouse is now fully operational and saving 3-4 days transit time for many of MD's dealers east of the Rockies. Mike Pepe of DuraVac in Long Island says, "I have been working with MD for over 10 years. Since the opening of the Eastern Distribution Center, my very large orders have been delivered in half the time and my drop ship orders have been reaching my customers the next day! As always, great customer support and service." In fact, MD now can deliver to almost anywhere in the contiguous USA in two days or less!

Eastern Warehouse Manager, Doug Cook, with over 30 years of experience in logistics says, "MD installed its same robust WMS (Warehouse Management System) software to ensure the accuracy of every package's content, best pricing based upon cubic scanning, so we can meet our same day shipping standard".

The Louisville location also helps MD better serve the New England accounts that had been serviced by Central Vacuum Supply in Massachusetts. Previous owners Ron and Bob Boffoli of Cape Cod Vacuum, in order to concentrate on their local installation and retail businesses, asked MD to take over direct support of their central vacuum dealers. In doing so, the DC location provides these and other dealers in the Northeast with 2-day delivery on all their central vacuum products.

"With the addition of its Eastern Distribution Center, MD now has the inventory, service and location to make a major impact in the Eastern market. We are happy to see our former dealers benefiting from their decision to expand." - Bob Boffoli



Steve Ambuter, a 35-year central vacuum industry veteran, hired in 2018 to increase MD's exposure on the East Coast, says, "this new warehouse further emphasizes MD's desires to be the go-to source for all central vacuum needs of the professional central vacuum installation and sales companies."

To learn more about how MD can help your Central Vacuum business prosper, please contact Director of Sales, Tim Foy at tim@builtinvacuum.com or (800) 525-2055.

Register Today VDTA•SDTA 2020 International Trade Show & Convention

The international marketplace for the floorcare & sewing industries

Las Vegas • February 16-18 • Classes begin Feb 14

You do not have
to be a member
to attend.

Attend and see what opportunities are
available at your International Convention

CLASSES, PANELS & ROUNDTABLES



INDUSTRY SOCIAL EVENTS & NETWORKING



EXHIBITORS WITH HUNDREDS OF NEW PRODUCTS



www.vdta-sdta.com

Show Hours:

Feb 16 & 17 11 AM - 5 PM

Feb 18 9 AM - NOON

brother
at your side
Silver Sponsor

Accommodations: Westgate Resorts

\$79 plus \$25 resort fee. *Rates based on availability.

Call: 800-635-7711 Group Code: **SVDT0R**

Passkey: <https://book.passkey.com/go/SVDT0R>

Cut off date for convention rates is January 5.

Cocktail Reception Sponsored by

DOMEL®

SVP WORLDWIDE
SINGER® VIKING® PFAFF®

synchrony
FINANCIAL
2020 Show Sponsor

VDTA•SDTA • 2724 2nd Ave, Des Moines, IA • 800-367-5651 • mail@vdta.com

2020 VDTA•SDTA Show Registration

Las Vegas Convention Ctr, South Hall 3: February 16-18, classes begin Feb14

Company: _____

Address _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

☐ Is this your first VDTA show?

☐ **NEW MEMBERS ONLY.** Join as a U.S. member and pay \$180 for 2 years, waiving my 2020 show registration fee.

☐ **NEW International member.** Join and pay \$220 for 2 years, waiving my 2020 show registration fee.

Badge Names

Use additional paper to list more badge names, if needed.

Name: _____

Email: _____

Name: _____

Email: _____

Name: _____

Email: _____

Name: _____

Email: _____

Convention Fees

Independent Dealer

Member: \$40/*\$15

Non-Member: \$200/*\$25

Manufacturer/Distributor

Assoc. Member: \$800/*\$200

Non-Member: \$1200 each

**Fee for each additional person; All fees in U.S. Dollars*

I authorize a charge of \$ _____

CC# _____

Exp. Date: _____ CCV #: _____

Name on card: _____

Billing Address: _____

Signature: _____

Date: _____

CLASSIFICATION

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

Convention Fee	\$ _____
Charity amount	\$ _____
Class Fee	\$ _____
Membership Fee	\$ _____
Total Due	\$ _____

All fees in U.S. Dollars

Partial class list. See website for all classes.

Pre-registration Classes

**classes open to all dealers unless noted.*

Friday, Feb 14

- ☐ Complete Sewing Machine Repair for Drop in Bobbin and Vertical Styles - **2 day class.** By Norm Himebaugh from Himebaugh's Sewing and Vacuum Center. ***Students must bring their own machines to service.*** 8AM - 4PM **Costs: \$385**
- ☐ FitNice Instructor Course - **2 day class.** Day 1 of 2 by Judy Kessinger. 9PM - 5PM **Cost \$1,200**
- ☐ Floriani Software Sales Training. Training is OPEN to ALL Floriani Dealers, and Invited Guest! By Ricky Brooks, Kathi Quinn, and Trevor Conquergood. RNK. 9AM - Noon
- ☐ Floriani Sketch A Stitch and Lettering Master Sales Training. Training is OPEN to ALL Floriani Dealers, and Invited Guest! By Trevor Conquergood and Kathi Quinn. RNK. 12:30PM - 2PM
- ☐ "Re-Inventing Stabilizer Sales". Training is OPEN to ALL Floriani Dealers & Invited Guest! By Judy Fredenburgh. 2PM - 3:30PM

Saturday, Feb 15

- ☐ FitNice Instructor Course - **2 day class.** Day 2 of 2 by Judy Kessinger. 9PM - 5PM **Cost \$1,200**
- ☐ Everything You Need to Know About Partnering with OESD OESD Team 9AM - Noon
- ☐ Social Media Strategy for 2020: Targeting a Buying Audience! By Eileen Roche from Dime. 9AM - 9:45AM
- ☐ Ten Steps for Profitable Events. By Eileen Roche and Deborah Jones. Dime. 10AM - 10:45AM
- ☐ Stabilizers - Turn that White Stuff into Dollars! By Deborah Jones. Dime. 11AM - 11:45AM
- ☐ The She Shed Embroidery Escape! All the Tools Your Customers Need to Make Their Escape. By Eileen Roche, Deborah Jones and Wayne Walker. Dime. 4PM - 5:15PM
- ☐ Powerhouse Roundtable by Dealers for Dealers. 1PM - 4PM
- ☐ VDTA•SDTA Awards Presentation & Cocktail reception. 6PM

Sunday, Feb 16

- ☐ Dime Prime! 2020-New Product Reveal! By Eileen Roche, Deborah Jones and Wayne Walker. 9:30 AM - 10:15.
To Pre-register call/text Wayne Walker 918-207-7735
- ☐ Total Serger Services - **2 day class:** By Norm Himebaugh, Himebaugh's Sewing & Vacuum Center. ***Students must bring serger to class to work with.*** 9:30AM - 4PM **Cost \$385**
- ☐ The Ultimate Guide to Local Vacuum Store Marketing (Day 1 of 2 - Google). By Justin Haver from Ivar. 9:30AM -10:15AM. **Pre-register for a free Flashdrive.**
- ☐ SCHMETZ Needles Education & Certification. By Rhonda Pierce from Euro-notions. 1PM - 3PM

Monday, Feb 17

- ☐ The Ultimate Guide to Local Vacuum Store Marketing (Day 2 of 2 - Beyond Google) By Justin Haver from Ivar. NOON - 1PM
- ☐ VDTA/Epstein Charity Fun Night Tournament. FREE to watch. \$100 donation to reserve your spot in the tournament. 5:30PM

**Return to VDTA•SDTA
2724 2nd Ave
Des Moines, IA 50313
Ph: 800-367-5651
Fax: 515-282-4483
Email: mail@vdtat.com**

PRODUCTS SOLD

- ☐ Vacuum - Dom
- ☐ Vacuum - Com
- ☐ Central Vacuum
- ☐ Janitorial Supplies
- ☐ Air Purifiers
- ☐ Rental Equipment
- ☐ Small Appliances
- ☐ Sewing - Dom
- ☐ Sewing - Com
- ☐ Sewing - Notions
- ☐ Quilting Equip
- ☐ Fabric

Collecting Dust



Post War Hoover Lineup - 1947

TOM GASKO

Mid Missouri Vacuum

After World War II was over, the Hoover Company got right back into the game of selling vacuum cleaners. The new Post-War models were a big change from the machines made before the war. Hoover introduced their very first tank-type cleaner - the Hoover Aerodyne model 50. They also introduced, "The Finest Hoover Cleaner Ever Built" - the Model 61. The new Economy Model 28. And for the first time, a 2/3 sized machine for smaller homes - the model 115 "Junior". At this time in history, Hoover cleaners were sold by door to door salesmen, through an upscale department store. Store customers would use their store credit accounts to pay for the machine. The Hoover salesmen made the commission.

The Hoover "Junior" was a smaller Hoover, built in the USA but based on the British Hoover model which was made smaller with a shorter handle. British homes were smaller in size than the

typical US home of the time. The shorter handle was a carryover from the British models which typically had to be stored under the stairs in the 'cupboard'. The 115 featured the Hoover beater bar agitator, and even had an optional set of attachments. It sold in 1947 for \$59.95

The Hoover model 28 was an economy model. It featured a six bladed fan along with Hoover's famous agitator. The rear wheels were spring loaded for 'automatic' height adjustment - however it could be raised one position for thick rugs. It had the plug-in attachment set which did not require removal of the belt to attach the hose. The cleaning tools came in a 'kit'. The cleaner was \$74.95 and the attachment tools were an additional \$19.90.

The model 50 Aerodyne tank type cleaner was revolutionary. Hoover's heart was never in canister vacuums. They always knew you needed a brush, driven by the motor, to dislodge embedded dirt and grit. Since there were no power nozzles yet, the Hoover Company's engineers had to develop a rug nozzle that would out clean all the competition. By engineering the nozzle to apply the suction to the carpet in a unique way, Hoover found a method of making the tank type cleaner remove most of the rug dirt without a revolving brush. Emptying it was simple. There was no bag to take out. The user spread out a

newspaper on the floor, upended the machine, and pressed a lever on the bottom which shook the bag for you. At the end of the 40's, Hoover employed Lucille Ball (star of the radio show "My Favorite Husband" which became "I Love Lucy" for TV) to promote the new Tank Type cleaner. The Aerodyne was \$79.50.



The Hoover 61 was the finest Hoover

cleaner built to date. Featuring automatic height adjustment, a newly designed beater bar agitator, and a disposable bag that you didn't throw away all the time. The bag was made of "fibre felt", a type of paper that would allow the user to empty the disposable bag without shaking and reuse it any number of times. Type W bags for those of us in the business for a while. The attachments came in a handy 'hang up' kit with a plug-in hose connector. Henry Dreyfuss designed this model as well as the Model 28 for Hoover in his signature brown color. The price was \$89.95 and the cleaning tools were an additional \$19.90.

The post war Hoover display is up now at the New Museum of Vacuums in Rolla, Missouri, which is part of my store, Mid Missouri Vacuum. It will be available for anyone who wants to see the display, or the Museum itself, until the Spring when we will feature another make or brand of cleaner.

Rexair Introduces New RAINBOW® SRX™ Whole-home Cleaning System

Rexair LLC, manufacturer of the Rainbow Home Cleaning System, has announced the release of its new Rainbow SRX model.

The result of more than three years of intensive research, development and testing, the SRX offers significant performance improvements over its predecessors, as well as considerable advancements relative to competitors' offerings.

Boasting a newly redesigned four-speed high performance motor, enhanced air cleaning capabilities, and 30% improved airflow over preceding models, the SRX is the most advanced home cleaning system ever produced, and continues to be the only home cleaning system certified as an air cleaner by the Association of Home Appliance Manufacturers.

The new system's other added features include new attachments, an improved user interface, quieter operation, an automated timer mode for unattended air cleaning, self-rising water basin access and a four-speed motor for expanded cleaning capabilities.

Since Rexair pioneered water-filtration cleaning systems with the original Rexair Model A in the early 1930s, the company has consistently refined its designs and improved its products in an effort to expand the system's capabilities. The new system is the culmination of more than eight decades of continual innovation and development, and replaces the company's venerated Rainbow e2 model, the heart of its product line for the last 14 years.

"We've created the SRX system to be more powerful, more versatile, more effective and more user-friendly than anything else on the market, and to firmly establish the Rainbow as the world's leading home cleaning system for years to come," says Momir Popovic, Rexair President & CEO.

"We are delighted to be able to present the world with the SRX, which marks the latest leap forward for the Rainbow system and for our company."

The Rainbow SRX Home Cleaning System will be made available exclusively through the company's international network of independent authorized distributors and dealers in the coming months.



About Rexair: Rexair LLC manufactures and markets the Rainbow family of home cleaning systems and accessories, making them available through its global network of independent authorized distributors and dealers. The company maintains its manufacturing operations in Cadillac, Michigan. For further information, visit www.rainbowsystem.com.

NEW!

STEELCITY VACUUM COMPANY

More powerful vacs!
More profitable sales!

<p>T4000.2</p> <ul style="list-style-type: none"> • 12 amp motor • full bag indicator • metal brushroll, bottom plate and handle • carpet/floor selector • on/off switch on body • HEPA filtration • telescopic metal wand • onboard tools • full wrap bumper • headlight • metal pivot point • 30' cord • 14.5 lb • 1 year warranty <p>17-4724-08 Heavy Duty</p>	<p>TC6000.2</p> <ul style="list-style-type: none"> • 10 amp motor • telescopic metal wand • metal brushroll, bottom plate, handle, cord hook • HEPA filtration • onboard tools • riveted bumper • suction relief valve • thermal reset button • metal pivot point • 40' cord • 1 year warranty <p>17-4732-08 Commercial</p>
--	---

Order today! steelcityvac.com
800.822.1199



An ongoing discussion in our industry--how to reach new customers, especially in younger demographics. In these interviews, hear from experienced industry pro's, each from a different generation. To keep everything even and to hear each interviewee's perspective, we asked them the same 20 Questions! "The Icons" are Baby Boomers born 1946-1964, or Generation X, born 1965-1980. "The Millennials" were born 1981-2000.



The Millennial
CHRIS BLAKEMAN

Christopher Blakeman opened his first sewing machine and vacuum location in 2013 in Cheyenne, Wyoming after working for a small store in Colorado. Chris has a degree in Business Administration with certificates in Human Resources, Entrepreneurship, and a Minor in Economics. A serial entrepreneur, he personally sold millions of dollars in sewing machines and vacuums in his career, and truly loves this industry.

Q: What is your role/title, and what are your responsibilities?

A: Owner and Operator at Blake-man Vacuum and Sewing LLC

Q: How many years have you worked in this industry?

A: 12

Q: How did you get into this industry?

A: A friend got me a job in a small shop as a technician.

Q: Do you have mentors that helped you along? Who?

A: Jerry Hixon, Steve Baldwin, Tim Myers, Ron Brooks, Bob Bartolozzi, and Joyce Douglas.

Q: What's the greatest skill you have learned from a mentor? OR What is the greatest skill learned from your parents?

A: My dad grew up in Wyoming working on a ranch and then in the oil field. He had an unbelievable work ethic that he instilled into me. I learned very early on that getting a job done the right way, and not giving up, was the best way to go to work.

Q: What keeps you in this industry?

A: My passion for the products, customers, and niche business development opportunities.

Q: How would a colleague describe you in one word?

A: Hyper

Q: What is the last book you read? OR What is the last business article read?

A: Email Marketing Demystified

Q: What is the last Podcast you listened to? OR What is the last Video you watched?

A: Your Next Million with Frank Kern.

Q: What do you consider to be your competitive advantage for working in your business/this industry?

A: My ground-up industry knowledge, ability to close high-ticket sales at higher than average industry values, and re-investment strategies of those larger profits back into my business.

Q: What type of research have you done to understand your customers/audience?

A: On 4 occasions I have developed and worked through an annual strategic marketing model which includes a section on the customer profile. This strategic model looks at general characteristics, statistical traits from government data, and any previous company data collected on the customer avatar model.

Q: What upcoming trends do you see as important to this industry?

A: New vendor technology, intent based branding strategies that target behavioral interest groups, and high-quality selling strategies for closing high ticket products.

Q: What do you feel is the most important thing a retailer can do to reach their desired customers?

A: Create services, content, and educational value around the customers needs or desires, as part of a front-end marketing model.

Q: Would you consider Millennials to be a part of your current customer base? What percentage?

A: Yes, less than 10%

Chris Blakeman continued

Q: What's the greatest skill you have learned from a mentor? OR What is the greatest skill learned from your parents?

A: Being new to the industry of manufacturing, I had to immediately begin learning how adhesives are made and how they react to surfaces, air and other elements. This has been one of my biggest lessons!

I love the challenge of learning and I am so fortunate to have friends and colleagues who have taken me under their wing and tutored me.

Q: What keeps you in this industry?

A: The independent retailer keeps me in this industry. I love creating quality products exclusive to the independent; giving them products they will never have to compete with Amazon, big box or their supplier, RNK Distributing!

Q: What do you consider to be your competitive advantage for working in your business/this industry?

A: I feel my advantage is that I actually use the products I create and another is my retail experience. I draw on that past life a lot when I am creating a product and how it will be used, sold and marketed.

Q: What type of research have you done to understand your customers or audience?

A: Being in the field at consumer events is the best research. I love interacting with consumers and dealers to find out new needs, wants and ideas. I also have a very talented group of designers and artists that keep me informed of their needs and desires for products. Listening is the best research!

Q: What upcoming trends do you see as important to this industry?

A: Back to basics and time saving are two big ones. Millennials have moved into the category of our main buyer in the crafting world. They want to be shown how to do a technique but quickly. Also, we have a generation of sewist' who have inherited

their Mother or Grandmothers first (or second) embroidery machine. This customer is all about up-cycling and repurposing. These machines are being gotten out of the closet and now being used--this is an incredible opportunity! Independents must find a way to get these new customers into their stores, teach them the basics, sell them correct supplies, and make them their customers. Most importantly, they must show this new customer how to have fun in a time-saving way!

Q: What do you feel is the most important thing a retailer can do to reach their desired customers?

A: Having a fresh presence on various social media outlets is very important. Keeping content new and exciting will create a desire for this customer to actually visit the retail store. Once in the store, having demonstrations (not long, involved classes) and "how to" displays will keep them coming back. A retailer must also have sales people that look like the customer they are trying to reach! I strongly urge every retailer desiring to reach the future crafters/makers of our industry (Millennials) to provide an interactive educational and DIY center within their retail space that this customer will view as a "maker center" - this will create an instagram worthy experience within their store and keep this customer coming back.

Q: Would you consider Millennials to be a part of your current customer base? What percentage?

A: Absolutely, 50% conservatively.

Q: Where do you spend more time on social media--Facebook, Instagram, Pinterest, other?

A: Pinterest, YouTube

Q: What type of social media strategies have been successful for you?

A: Video on various social media outlets has been the most impactful for us. Video is a quick way for consumers and dealers to learn new products and techniques in the quiet and comfort of their own space.

Q: What was the latest "best thing" you've learned? OR Last "Aha!" moment?

A: I recently developed a new appliqué process and have been working on a new adhesive that will be a game changer for our industry!

Q: If you could change one thing about how we do things in the industry what would it be and why?

A: Over the last couple of years I have been very involved in the world of Cosplay. I have attempted to convince the industry and sewing machine retailer to open their classrooms and spaces to teach this eager, young customer how to sew. My wish is the independent retailer would embrace this unique customer. This segment of sewist has been ignored and even shunned by our industry - they just want to learn how to properly use supplies and equipment - it would be a win win for our industry and increase our customer base instantly.

Q: Is there a question you wish I would ask you?

A: Is there another industry you wish you would have chosen as your career? This would have given me the opportunity to say "no"!! I love this industry, I grew up in it - there is nothing else like it. Where else can you get paid to create products that change a makers masterpiece - What other industry provides compensation to teach fun and creativity? I have been truly blessed to be part of this ever-changing industry.

The Interviewer's

Cindy Cummins and Allyce King are the Mother-Daughter duo behind DIYStyle®. Cindy is a Boomer, Educator, Instructional Designer, and wearer of many hats at DIYStyle. Allyce is a Millennial, and the Fashion Designer/Product Developer for Allyce King Swim and DIYStyle. Combined, they have over 50 years of experience in the sewing and fashion industries, working with fashion sewing consumers and independent retailers.

ICON INSIGHT MILLENNIAL MINDSET

Kay Brooks continued

Q: What's the greatest skill you have learned from a mentor? OR What is the greatest skill learned from your parents?

A: Being new to the industry of manufacturing, I had to immediately begin learning how adhesives are made and how they react to surfaces, air and other elements. This has been one of my biggest lessons!

I love the challenge of learning and I am so fortunate to have friends and colleagues who have taken me under their wing and tutored me.

Q: What keeps you in this industry?

A: The independent retailer keeps me in this industry. I love creating quality products exclusive to the independent; giving them products they will never have to compete with Amazon, big box or their supplier, RNK Distributing!

Q: What do you consider to be your competitive advantage for working in your business/this industry?

A: I feel my advantage is that I actually use the products I create and another is my retail experience. I draw on that past life a lot when I am creating a product and how it will be used, sold and marketed.

Q: What type of research have you done to understand your customers or audience?

A: Being in the field at consumer events is the best research. I love interacting with consumers and dealers to find out new needs, wants and ideas. I also have a very talented group of designers and artists that keep me informed of their needs and desires for products. Listening is the best research!

Q: What upcoming trends do you see as important to this industry?

A: Back to basics and time saving are two big ones. Millennials have moved into the category of our main buyer in the crafting world. They want to be shown how to do a technique but quickly. Also, we have a generation of sewist' who have inherited

their Mother or Grandmothers first (or second) embroidery machine. This customer is all about up-cycling and repurposing. These machines are being gotten out of the closet and now being used--this is an incredible opportunity! Independents must find a way to get these new customers into their stores, teach them the basics, sell them correct supplies, and make them their customers. Most importantly, they must show this new customer how to have fun in a time-saving way!

Q: What do you feel is the most important thing a retailer can do to reach their desired customers?

A: Having a fresh presence on various social media outlets is very important. Keeping content new and exciting will create a desire for this customer to actually visit the retail store. Once in the store, having demonstrations (not long, involved classes) and "how to" displays will keep them coming back. A retailer must also have sales people that look like the customer they are trying to reach! I strongly urge every retailer desiring to reach the future crafters/makers of our industry (Millennials) to provide an interactive educational and DIY center within their retail space that this customer will view as a "maker center" - this will create an instagram worthy experience within their store and keep this customer coming back.

Q: Would you consider Millennials to be a part of your current customer base? What percentage?

A: Absolutely, 50% conservatively.

Q: Where do you spend more time on social media--Facebook, Instagram, Pinterest, other?

A: Pinterest, YouTube

Q: What type of social media strategies have been successful for you?

A: Video on various social media outlets has been the most impactful for us. Video is a quick way for consumers and dealers to learn new products and techniques in the quiet and comfort of their own space.

Q: What was the latest "best thing" you've learned? OR Last "Aha!" moment?

A: I recently developed a new appliqué process and have been working on a new adhesive that will be a game changer for our industry!

Q: If you could change one thing about how we do things in the industry what would it be and why?

A: Over the last couple of years I have been very involved in the world of Cosplay. I have attempted to convince the industry and sewing machine retailer to open their classrooms and spaces to teach this eager, young customer how to sew. My wish is the independent retailer would embrace this unique customer. This segment of sewist has been ignored and even shunned by our industry - they just want to learn how to properly use supplies and equipment - it would be a win win for our industry and increase our customer base instantly.

Q: Is there a question you wish I would ask you?

A: Is there another industry you wish you would have chosen as your career? This would have given me the opportunity to say "no"!! I love this industry, I grew up in it - there is nothing else like it. Where else can you get paid to create products that change a makers masterpiece - What other industry provides compensation to teach fun and creativity? I have been truly blessed to be part of this ever-changing industry.

The Interviewer's

Cindy Cummins and Allyce King are the Mother-Daughter duo behind DIYStyle®. Cindy is a Boomer, Educator, Instructional Designer, and wearer of many hats at DIYStyle. Allyce is a Millennial, and the Fashion Designer/Product Developer for Allyce King Swim and DIYStyle. Combined, they have over 50 years of experience in the sewing and fashion industries, working with fashion sewing consumers and independent retailers.

My Partial Retirement Story

By **Stuart Miller**



I closed my retail store at the end of April after 42 years in business. I tried to sell it, and could not give it away. I was closing in on 70 years old and facing a lung disease, Idiopathic Pulmonary Fibrosis (IPF scarring of lung tissue). I wonder if breathing vacuum dust for many years contributed to my lung problem?

I had had enough of running a one-man store and being stuck in a store all day. I don't like golf that much and did not want to sit in front of a television all day. I kept my phone number, web site and moved my business to an office building close to my house at a much lower expense. My plan was to repair sewing machines and central vacuums by appointment and offer home calls for \$25. I thought sewing machine customers would go for that. I still charge \$90 for central vac calls. I try to limit vacuum repairs because of the parts you have to stock. I was trying to limit my work and get rid of low paying customers.

As I look back over my retail career, I think about what I could have done better. I wish I would have collected an email list; I wish I was a better salesman. Sales is where the money is. Repairs are important, but for time spent sales is where it's at. During my last few months in my store, I sold more vacuums than anything else. I was motivated to sell. No reasonable offer was refused. You can always buy new inventory. After 7 months, I think I have found a good balance of a little work and a lot more freedom. I am still going to the VDTA Convention in February to keep up with the industry.

I hope to see you all there.



INTRODUCING THE NEW

Slimline 3™

TABLE & FLOOR SERIES

- New **DIMMABLE** Feature!
- New & Improved aluminium shade emits a 50% brighter light!
- Aluminium shade with full length diffuser for better diffusion & shadow control.
- Table clamp has been re-designed to be even less obtrusive, & comes in a beautiful brushed steel finish for a sleek look & feel.



www.daylightcompany.com



Highlighted Dealer of the month



Carolina Vacuums and More

In the Summer of 1995, Brian Teague and his mother Glenda Vogler opened their first Oreck Home Center in Winston Salem, North Carolina. Over the last two decades the company has grown from one location to nine locations spanning two states. Brian employs 20+ hardworking sales and service techs and has diversified the stores' product offerings greatly. One of the newest additions to Brian's stores has been BONECO. So far they have been extremely successful with the products.

Brian has been really happy with BONECO, "BONECO is a solid addition to our lineup of air purifiers. Cleaning air is an important part of a clean & healthy home. Currently we are carrying the P500, P400 HEPA air purifiers and the F230 fan. Customers love the look, features and benefits. We love the product quality and support we receive from BONECO."

Brian believes its super important to have a great looking display and have the products always ready for a demo. His employees all follow a simple script of getting to know the customer, asking pointed questions to create the need, demo the machine with focus on the features that benefit the customer, know competing products and finally ask for the sales.

We've been super happy to partner with them and look forward to help their business grow into the future! For the full article and more pictures please go to www.elevatedproductmarketing.com/highlighted-dealer-january/

Andrew Merrill
Andrew@elevatedproductmarketing.com
(760) 689-0277

Jeff Merrill
Jeff@elevatedproductmarketing.com
(203) 395-1035

The importance of exciting, well branded consumables lines in your store.

Highly consumable, good looking products are key components to the health and success of an independent retail store. Whether it be thread or fabric, vacuum bags or filters our industry relies on these consumables to help generate future foot traffic, add on additional sales and diversify our offerings to our customers. We find that the most important attribute of a consumable line is that if done correctly it can really help generate foot traffic and dedicated repeat business.



Fred's Fine Cleaning Center

Fred's Fine Cleaning Center products lean on protection, making surfaces stay cleaner longer and become easier to clean thereafter. With Fred's Fine Cleaning Center all products are guaranteed to out perform their competing products. Our Favorite thing about Fred's Fine Cleaning Center is that there is a different cleaning solution for virtually every surface in the home. Fred's makes it easy to do business nationwide with their industry leading free freight program. Our dealers usually find that if they get a customer hooked on one Fred's product they end up coming back for two to four more. This is a very exclusive, profitable line that is very protected.

Nellie's

Nellie's offers our industry way more than just the WOW MOP. Nellie's originally formed as an earth first, safer alternative laundry care company. All their products are attractively merchandised and priced right for your customers. The Nellies Laundry Soda is a prime example of this. Nellies Laundry Soda only has 4 ingredients in it, doesn't leave behind any residue, is scent free and is a great buy compared to other leading brands. Nellie's Laundry soda is \$21.00 MSRP and only costs \$0.20 per load of laundry. Compared to leading brands, Nellie's costs \$0.05 and \$0.10 less per load. But not only is Nellie's more cost effective for consumers to buy, Nellie's is safer to use than most brands. Most brands use dyes, chemicals and fragrances and leave behind residue on the clothes and in the washing machine. If some one has sensitive, dry or itchy skin this can be harmfully affecting them. One of the first questions a dermatologist always asks their patients is, "what kind of laundry detergent do you use?" To partner with the Laundry Soda Nellie's also offers, stain sticks, wrinkle releases, wool dryer balls, a baby laundry detergent and an oxygen brightener. They are all packaged very attractively and are great products for your customers to use!



Do you give away bags with the purchase of a vacuum? Here's a suggestion.

Across the country we hear of vacuums stores giving away a pack of bags for free with the purchase of a vacuum cleaner. It is a very nice gesture and giving a gift with the purchase of a high end appliance definitely builds good rapport between a customer and a retail location. The truth is, if you didn't offer a free box of bags with the purchase of their vacuum cleaner, they would purchase the bags because they are essential to operating their newly bought vacuum. If this is a practice at your store maybe it is time to consider offering the consumer a gift of a great cleaning solution or laundry care product instead. By making this simple change, you now have created a new marketing strategy for your store that is aimed at generating incremental future foot traffic.

Elevated Product Marketing is a father/son marketing firm bringing great product lines to independent retail locations like yours nationwide! We have a combined 40 years' experience in the vacuum industry. To learn more please visit our website ElevatedProductMarketing.com

New Releases From Shannon Fabrics

Fads in the fabric industry come and go, but here at Shannon Fabrics, we're focused on one thing: providing quality products that offer a strong value to our customers year after year. This year is no exception — we've expanded our ultra-successful collections of Cuddle® and Luxe Cuddle® minky plush fabrics to not just include new colors, but we've also released new Cuddle® kits and new embossed designs.

We've seen firsthand how minky fabric can transform a variety of ordinary sewing projects into something beautiful and useful, and with over 100 Cuddle® minky colors, patterns and textures, as well as digital printed minky and Luxe Cuddle® minky fabric to choose from, we have something for everyone.

While our fabrics are always best felt in person, here are some of our must-see new releases for the new year.

Cuddle® Kits

Despite popular belief, you don't have to be an expert to make an eye-catching, irresistibly-cozy quilt. We championed this mindset after unveiling our Cuddle® Kits a few years ago, and they've been a home run seller for shops. For Fall 2019, we released several new kits — two Fabulous 5 kits, two Wee Ones kits, two Picture Perfect kits and two Bambino kits — featuring anything from frogs (our personal favorite) and cowboys, to dinosaurs, rainbows and elephants.

Most notably, though, we released our new Read To Me Cuddle® Kit Woodland, which is a fun new twist on both our Digital Cuddle® panel and Cuddle® kit. It includes the top, backing and binding fabric for an outdoorsy, woodland-themed 28" by 40" quilt, but it also includes a digital fabric panel complete with instructions for a 9" by 9" Cuddle® soft book. Appropriately named Critter Count, each page features a super-cute woodland critter for each number to not only teach how to count, but how to recognize animals.

Luxe Cuddle® Seal

In 27 mouth-watering colors, our exclusive, Luxe Cuddle® Seal minky fabric features a higher-than-usual pile and a plush, bunny-soft surface. We (and everyone else who sees it in person) can't stop running our hands through it, and we keep thinking how perfect it would be for not just apparel

(hello, infinity scarves, jackets and vests) and quilts, but baby products, home décor, pet accessories, and more.

"Everyone can't stop talking about this fabric, it's one of our biggest hits, and it's so soft and lightweight too," said Ellen Mickelson, Shannon Fabrics Marketing Manager "I think it's the softest thing I have ever felt, and customers just love it!"

Luxe Cuddle® Demi Rose

We may be biased, but this addition to our always-popular line Luxe Cuddle® fabric has quickly become one of our favorites. With a slightly abstract, yet oh-so-beautiful rose/floral pattern embossed into the 100% polyester material, it's the Luxe Cuddle® you've come to know and love with an elegant twist. Our Demi Rose fabric is available in 14 colors to fit just about any home decor or sewing project, and is great in anything from throw blankets to accent pillows.

"You really have to see Luxe Cuddle® Demi Rose in person to get a sense of how beautiful it really is," says Michael Nystrom, Inbound Digital Content Manager. "The rose pattern is so tasteful, and with lots of colors to choose from, it's surprisingly versatile!"

Stay in the Loop

This is just a sample of what has recently been

released — be sure to follow Shannon Fabrics on Instagram and Pinterest, check out our blog and sign up for our newsletter for new product releases and daily sewing inspiration. Also, tune in to the Shannon Fabrics Facebook page on Tuesdays for LIVE tips on working with minky fabric from our National Educator Teresa Coates (to see what we've covered in the past, check out our YouTube channel).

About the Company: Shannon Fabrics, a wholesale fabric supplier, is the premier destination for all types of plush fabrics. The company offers Cuddle® (minky) plush fabric, Luxe Cuddle®, Embrace® (100% cotton double gauze), Terry Cloth, Faux Fur, Solid Silky Satin, and kits. In addition to a licensing agreement with Hoffman California Fabrics, Robert Kaufman, Premier Prints, Sweet Melody Designs and other industry leaders, the company works with independent and in-house designers to develop and create some of the best fabric collections available in the industry. With its signature "Cuddle®" collection, Shannon Fabrics, a family owned business founded in 1995, has become a household name and is always Making The World a Softer Place™.

**For more information, visit
shannonfabrics.com!**





New from Shannon Fabrics!

Lullaby Cuddle® Kit Enchanting Elephant



Create this cozy quilt for a new baby, friend or loved one! This complete Cuddle® kit includes fabric for the top, applique, backing and binding, as well as a free pattern to make sewing a breeze. Fabrics included in this kit are Solid Cuddle® 3 in Aqua, Snow, Teal, Graphite and Black, Bubble Dot Cuddle® print in Topaz and Luxe Cuddle® Hide in Graphite. This kit can be made as a strip kit using the stitch and flip method, and the approximate finished dimensions are 28" x 41".

Learn More: To join the conversation, be sure to follow Shannon Fabrics on Instagram and Pinterest, check out their blog or sign up for their newsletter updates. Also, tune in to the Shannon Fabrics Facebook page on Tuesdays for LIVE tips on working with minky fabric from their National Educator Teresa Coates. To see what they've covered in the past, check out their YouTube channel.

About the Company: Shannon Fabrics, a wholesale fabric supplier, is the premier destination for all types of plush fabrics. The company offers Cuddle® (minky) plush fabric, Luxe Cuddle®, Embrace® (100% cotton double gauze), Terry Cloth, Faux Fur, Solid Silky Satin, and kits. In addition to a licensing agreement with Hoffman California Fabrics, Robert Kaufman, Premier Prints, Sweet Melody Designs and other industry leaders, the company works with independent and in-house designers to develop and create some of the best fabric collections available in the industry. With its signature "Cuddle®" collection, Shannon Fabrics, a family owned business founded in 1995, has become a household name and is always Making The World A Softer Place™. **For more information, visit shannonfabrics.com!**

FUN, Fabulous
FLORIANI®



QUILTERSSELECT.COM



RK
RNK DISTRIBUTING

2020 Happy New Year

For those excited about the end of 2019—you may want to read this!

By Ricky Brooks, *RNK Distributing*

For many, the start of a brand new year is a Joyous Occasion! It is a time for multiple celebrations, and one may be simply, “we made it!” If you are one of those retailers saying quietly to yourself, “Finally, 2019 Is Over And We Can Start On A New Year,” this article is dedicated to you and your business.

Having the opportunity to partner with so many retailers in the Home Sewing and Crafting Industry for almost two decades has been one of my cherished advantages as a Multi-Line Manufacturer and Distributor. I am the proudest of the deep friendships I have been allowed to develop with so many of you. I have often been honored by your trust and confidence.

Continued ►►



In other words, when the low hanging fruit has all been picked, it's time to roll up the sleeves and get to work.

Many have shared their moments of celebration and many have shared their moments of concern.

I have felt blessed to be a partner you would confide in. We have celebrated your victories and commiserated when the victories were not so great. To those who are saying, "Finally, 2019 Is Over, And We Can Start On A New Year," I say "Happy New Year!" 2020 is Finally Here!

Those who have been in this business for some time, would realize the cycle of our industry. In the years a brand-new Top-End product is introduced, we know sales are going to be over the top, but we have also learned to plan for the years after. We know those following years may require more creativity in our thinking and, yes, we may have to work a little more, or even harder. We might have to host an extra event. We might have to host several smaller events in our retail space instead of one or two of those gigantic events off site. We might even have to hone our daily, weekly, and monthly creative classes that are all taught in-house, and we for sure will need to re-vamp our monthly sewing, crafting, quilting, and embroidery clubs. In other words, when the low hanging fruit has all been picked, it's time to roll up the sleeves and get to work.

I have a confession to make. In the 36 years I spent as a retailer, I know I left a fortune laying on the tables while picking the low hanging fruit and ignoring that which required more work. This was especially true during the mid to late 90's as we enjoyed the introduction of Home Embroidery Machines. As a retailer, I was totally focused on the machine sale, and fortunately there were many, as almost no one owned an Embroidery Machine, and no one for sure owned three or six!

Hear me now, when you think the low hanging fruit has all or nearly all been picked, remember, the harvest is just starting. You indeed will have to do more, but if you spend the time, train the staff, and educate the educators to sell more than 10 to 20 thousand dollar machines you will be amazed at the amount of money your customers will spend after the major machine purchase.

Please understand, I am not saying it will be without effort, and I am not saying you will make the same size sales, but the dollars will add up!

When my wife and I founded RNK Distributing and promised our retailers that if given the opportunity, we would send educators to their store, ship in product on consignment, and sell more notions and supplies in two days than they would sell in six months, dealers were in disbelief. When we promised them \$1000.00 in sales per attendee, they did not believe us. In the last 15 years we have taught not only our retailers, but also our industry how much money they were "leaving on the table."

The table in this case being Chain Fabric Stores or Large Discount Stores, and today, Amazon. In years like 2019, we must make every sale count and give every customer a reason to spend more. The following is just one example:

"Just wanted to check in and let you know that the embellish event was a total and massive hit this week! Hope and Kim knocked it out of the park. We averaged approximately \$3500 per head which is about double what I was expecting. She came out and did training for my staff and I received 100% positive comments from them. Looking forward to selling more embellish! Just thought you should know. "

Rob Richards

Rocky Mountain Sewing and Vacuum, LLC

Stores in Arvada, Aurora,
Colorado Springs and Littleton

rockymountainsewing.com

Continued ►►►

2020 Happy New Year

As my very good friend Paul LaPonte has said, "We are so lucky to be in an industry that has customers willing to spend ten, twenty or a hundred thousand dollars on products they don't really need, just because they want them."

In years like 2019, RNK's \$20,000.00, \$50,000.00, or \$100,000.00 events mean a lot, and the fact that RNK does not sell direct, or allow retailers to violate MAP, or sell through Amazon, means a lot.

Yes, in years like 2019 you may have to work harder, advertise more, teach more, sell a larger variety of machine types and you may possibly have to accept less in return, but we are still invested in the greatest industry in the world. As my very good friend Paul LaPonte has said, "We are so lucky to be in an industry that has customers willing to spend ten, twenty or a hundred thousand dollars on products they don't really need, just because they want them."

RNK has enjoyed another amazing year of growth in 2019, and we are proud to know we have again helped many of our loyal dealers have a successful year by offering them the best products money can buy, at very competitive prices, and a dealer program that is unmatched in our industry.

We are only human and we employ humans, which means we can and do make mistakes. But it is our goal to offer you "Exceptional" service every time you call for our help. If you want to check our dedication to

the independently owned retailers, just put any other brand name into Google with the word "Amazon." Then replace the brand with any RNK Brand (Floriani, Embellish, Quilters Select, RNK) and search again.

RNK only sells through Independently Owned Retailers, like you! Join the RNK Family - you will be glad you did! And soon you will send us a note like the one above.

If you want to learn more about RNK Distributing, our amazing products and our exclusive dealer programs, please send us a note to Sales@RNKDistributing.com or call us at 865-549-5115

If you would like to speak to us face to face, please join us at the Greatest Sewing Industry Trade Show In The World, VDTA/SDTA February 16-18 in Las Vegas! www.VDTA.Com We will see you there!

Ricky

RNK Distributing



RNK Distributing • Phone: 865-549-5115 • Fax: 865-549-5116 • www.RNKDistributing.com

Do You Have a 2020 Vision?

Can you believe it? Another year has passed. While we're used to seeing those years fly by, it's a little different this time in that we get to see the close of one decade and the start of another. Can you believe it's 2020?

2020. It has a nice ring to it. For many years, I've wanted 20/20 vision for a multitude of reasons. Of course, one of the reasons is my eyesight. Maybe it is time to put priority on going in for that laser surgery to repair my vision back to 20/20?

Seriously, or NOT, the start of 2020 is a great time to step back and make a few plans. If 2019 ended on a high note, perhaps it's just a progress check to see where things are at on your way to your destination. Is your personal life where it should be? Are you happy with your relationships? If not, perhaps it's you who needs to take that first step. Being standoffish will usually get you nowhere. Just like in business, you'll get a lot more done in your personal life by being proactive and good to people.

How about your health? Do you exercise or do any physical activity or are you a couch potato? It's important that we take care of our bodies as well as our minds. How about your spiritual health? When was the last time you went to church? Spiritual health is important as it does a lot to improve our mental health and even our physical health at times. If we don't have HOPE for tomorrow, all is lost. Why try? Go to a progressive church and you'll be inspired to volunteer and do something you'll love. There's a lot of work to be done in this world and nonprofit volunteers in many cases are the ones who make it happen!

So, back to the vision. The 2020 vision. Do you have a clear vision for 2020? Have you made plans for the year? For the decade? Don't consider yourself a visionary? That's ok. Just keep in mind they say failing to plan is planning to fail. It's usually true too. Which one are you doing? It's really not that hard to put together a clear 2020 vision for not only this year but also the next several years. Carefully consider what your goal should be and go for it!

You'll never reach your goal if you don't start!

Along the road to your long-term goal there's going to be bumps in the road and detours. If you picked out the right vision it will "stretch" you to be your best and be strong enough to keep you going thru the tough times.

If your vision or your resolve is a little weak you will quit at that first big obstacle and decide you no longer need a plan. Would you drive anywhere you haven't been to before without your GPS?

Why go thru life without a vision of where you want to go and a way to get there? We all need something to motivate us.

It's a New Year AND a chance to say, "this year is going to be different". Much success in both your professional and your personal life in the upcoming year.

May your vision for the year be 2020 perfect and filled with success and happiness!



JIM BARNHARDT

J & R Vacuum and Sewing
VDTA•SDTA Board Member



Request our free Marketing Kit
for 2020 Dealer Programs!

nina@hoopsisters.com

866.497.4068



INSIGHT FROM THE WORK BENCH



NORM HIMEBAUGH

Himebaugh's Vacuum & Sewing Center

In this article I'm going to discuss a touchy topic. I'm going to talk about something that truly bothers me to my core. I hear it from dealers in my repair classes and just about every dealer I've ever tried to help from a consulting aspect. The important fact here is that the dealers who don't complain about it are the ones who are much more successful. When I say that, I don't mean from only a dollar viewpoint. I do not judge success by dollar volume, I do judge it somewhat by monetary profit, to make sure we aren't losing money! What you feel success is and how you want to live your life when it comes to money is a personal thing.

The touchy topic I want to address is your "Area". I have tried for years (with almost total failure) to get dealers to see that, that viewpoint (a depressed area) isn't the thing holding them back. If you'll stop the resistance feeling you might have just had in your heart and just for kicks, read this article with a viewpoint of, "I'll drop my guard and at least think of this as a possibility", I would really appreciate it.

Far too many times dealers use the excuse of their surrounding demographics to dictate why they're not successful or making enough money. Granted, if your store is in an area that has lost almost all employment, then you have a valid viewpoint, and this doesn't pertain to you. My heart breaks for situations like that in our country. So that aside, if you see Mercedes Benz cars or the like, on your streets and people's homes are well-kept, the restaurants are busy and so on, your customer base is better than you think. If your vacuum shop has a lot of Kirby or Rainbow vacuums that come in for service, you have high end buyers to convert.

Think of this right now, the year has gone by, you have money in the bank. Your bills are paid, and your business is running like a well-oiled machine. You feel successful, your store is very profitable. You just bought a new car and you are planning a family vacation. You should get an award for how good you're doing! Now, what changed from your current store operation? Really dwell on it for a moment before reading further. What did you see in your mind that improved your company? A procedure? A cleaner store? Happier people? You getting a better attitude?

Write down the improved differences right now on a sheet of paper before you forget them. What you thought of is your real problem area or areas. Now ATTACK IT! Like your business life depends on it, because it does. Put the easiest one to change at the top of the list and the hardest at the bottom. You need early success to fuel your attack.

I've just come through another time in my life where I was my biggest problem. It's difficult when you're small and nobody is your boss to kick your butt when you screw up. I would say my "out of touch" phase lasted for about 7 months. I was blaming everything from the dying shopping center, to people's behavior, the news, the weather and so on. Sound familiar? But wait, I'm in a big city with lots of wealth. Shouldn't my area guarantee my success? No, it won't. My dad outsold all the Necchi Dealers in the country in 1959 just 2 years after he opened his first store. In a town of 20,000 people near Buffalo, New York, in a steel mill town. What about the Dealers in New York City or larger metropolitan areas? It's never the location, it's always who's in the driver's seat and their vision. Locations differ, success stories share a theme. Great focus by a strong leader who doesn't blame anyone for anything and just keeps moving forward and when you lose that focus, you won't succeed. Improve your system.

If you need more money and think the only way is to advertise to get people for more sales, it's not. Making your procedures better in terms of flow and easy information to the customer costs you nothing and can improve your position in a month. Change is not easy which is why dealers avoid it.

I was so beaten up, I started to avoid customers and I'm the number one sales producer in my company. Less sales equals less money, less money equals mad vendors. Then it leads to empty shelves which drives the final nail into my self-fulfilling prophecy of how bad business is, so I might as well close. To fix my issue, I simply started greeting just about every customer, especially ones with a repair. Don't take it in to call them with an estimate. Estimate it right then and hope for a machine in serious trouble. If it's ready for the trash, a new sale is standing in front of you. When you call them next week it's too late. Their sister gave them one.....blah blah blah. The stories are endless of how you didn't do your job. Are your machines ready to demo near your take in area? I've seen dealers whose floor model sewing machines aren't even plugged in. You must be ready to go, special price in mind with some value-added perk that makes them decide right then to buy from you.

If they don't buy right then, put your best foot forward with the offer written on your business card or brochure and let them go. Get back to work and realize you won't sell everyone and get excited about the next one. A customer called me the other day for a used machine. Instead of instantly brushing her off, which many of those reading this currently do, I engaged her in a conversation about what she needed and 3 hours later I had \$1,300.00 in my register. Your phone is your greatest asset unless you rush your calls.

The hardest part of small specialized retail like ours is that it requires constant focus and it's exhausting. Inventory, pricing, connecting with people, emotion, overcoming false customer beliefs, product knowledge, balancing the flow of information, reading the customer, and on and on.

So now, how is your area compared to all these variables? It is something to evaluate and be educated about for sure. If 5 miles from you the area improves, your store name better be in print somewhere. A sponsored little league team, or something.

When I moved to Charlotte in 1983, the #1 Bernina dealer on the east coast was 20 minutes down the road from me. He reminded me of my dad with his no-nonsense approach and total in charge persona. His store was nothing special and not even very large. His location was on the edge of the not so nice part of town in one direction and a better part in the other.

His wife was a very good sewing instructor and he was a very good technician but his "area" wasn't so spectacular. He was brilliant with one of his marketing plans that set him apart and guaranteed him long success. His area like yours and mine had enough qualified people in it to make him successful because he told them he was worth it and delivered value with exceptional quality workmanship and quality products, with no broken promises. Your integrity wins customers and retains them. Now, what are you worth? Only you can answer that. What part of the market are you catering to?

When is the last time you raised your repair rates? I once raised my sewing machine service rate \$50 in one day. I raised it from \$75 to \$125, not one person complained the next day or the next. Today your minimum labor charge on a vacuum repair should be \$65. Full service with a wash should be \$100 to \$175 or so depending on brand. My sewing machine minimum is \$115 with a full service starting at \$170 for the most basic style. So, how is your pricing? If you haven't raised it by at least \$30 in the last 5 years you are going backwards.

Simply put, if more money whether its cash flow or profit, will fix your problem, the answer is easy! Just get more money. See it as easy in your mind, not difficult. Your customers have it, so they are your answer. Become more valuable to them. The quickest way to your recovery is simple. You must decide to see your store as a happy place that people trust because of you. Pretend you just opened and put everything on the line. Remember being excited when someone walked in? If you complain or make fun of your customers after they leave, you are the problem infecting everyone around you. Decide to be happy and glad they come in; they are looking for an answer to a problem. Help them to the best solution even if it makes you no money with caring and your cash register will start to fill up! It's not our area, it's our focus.

Complete Sewing Machine Repair & Total Serger Services Classes at the 2020 VDTA Show



These 2-day classes are taught by Norm Himebaugh, Expert Service Technician.

Complete Sewing Machine Repair

February 14 8AM - 4PM

February 15 8AM - 4PM

Cost \$385

Total Serger Services

February 16 9:30AM - 5:30PM

February 17 8AM - 4PM

Cost \$385

**Register for these classes online at VDTA.com,
submit the form on page 27 or call 800-367-5651**

"My overall goal with teaching is to give people clarity of understanding of how a sewing machine simply ties a knot and how the settings work with each other or against each other. Once you see that, you will understand how the physical adjustments in the different systems affect the tightness of the tensions needed to form the stitch in the middle of the material. Simply said, perfect settings equal perfect tension. When your settings are incorrect your tensions will be proportionately incorrect and your stitch will not form properly when you try to sew across different weights of fabric or use different threads. That leads to the machine that doesn't like a specific type of thread or the proverbial "Lemon". I've said for years, there are no lemons, they're only technicians who don't know how to set up machine properly."

With Norm's 42 years in the business, this is a class you won't want to miss!

Why You Should Add Cotton Quilting Fabric to Your Dealership



**Adding cotton quilting fabric to your shop
is the best way to grow your business.**

Cotton is the world's most important and popular natural fabric, and the easiest fabric to sew with. A true story of a dear client of ours:

"I remember when my daughter bought her first sewing machine, she was so excited, but the sewing machine dealership had no fabrics to buy, and we were so disappointed.

Imagine if they had fabrics to sell, we would have been going back not only to buy fabrics, but accessories as well. That's a one stop shop."

My goal in coming to the VDTA•SDTA show has always been to attract not only the dealerships already carrying fabrics, but the ones that do not carry fabric yet.

And if you already have fabric in your store...

Then you know buying promotional fabric means you can pass along amazing prices to the customers already in your store. You win by increasing your profits and the customer wins by getting amazing prints at a phenomenal price. You will start building a community as you create a one stop shop for your customers. And that is when they stop being customers and start becoming your friends.

About Textile Collections: Textile Collections has been a family business operating wholesale since 1990. We hand pick quality, selecting current, discontinued, and over-stock fabrics from importers, and converters. We stock many well-known designers and importers, such as: Wilmington Prints, Timeless Treasure, Robert Kaufman, Hoffman, Elizabeth Studio, Windham, Riley Blake, Benartex, FabriQuilt, Quilting Treasure, Alexander Henry and more. We have high-quality quilting cotton, 108" wide backs, batiks, panels, flannel, triple velvet, minky, pre-cut/jelly rolls, and more. We ship internationally and offer competitive shipping rates.

Visit us at booth 745 or at textilecollections.com

WE ARE TEXTILE COLLECTIONS-WHERE SMART PEOPLE SHOP

 **TEXTILE
COLLECTIONS**

Partial Class Schedule

Look forward to next month's issue for a more complete list

FRIDAY, FEBRUARY 14

8 AM - 4 PM S224

Complete Sewing Machine Repair for Drop in Bobbin & Ventile Styles Day 1

Instructor: Norm Himebaugh, Himebaugh's Sewing and Vacuum Ctr

Cost: \$385 for 2-day class.

Students must bring their own machines to service

Learn where to start your settings and how they all rely on one another. Only a completely serviced machine guarantees your success rate with your customer. The starting point differs due to the manufacturer. You'll know the differences after this class.

9 AM - 5 PM S226

Brother Int'l National Service Training

Instructors: Charles Sweeten and Scott Agent
Class details are published with the disclaimer, "By Invitation Only"

This formal technical service training is designed for technicians of Brother Accounts to become more familiar and proficient with the technical side of the Luminaire Innov-is XP1 Sewing and Embroidery Machine. Topics covered will include: Cover, Component and Part Removal and Installation; Brother Specialty Tools and Lubricants; Entering and Utilizing Test Modes to Troubleshoot, Diagnose and Perform Adjustments; Firmware Update Mode Utilization; plus, much more!

9 AM - 12 PM S231

Floriani Software Sales Training

Instructors: Ricky Brooks, Kathi Quinn, and Trevor Conquergood, RNK

PRE-REGISTRATION NEEDED

OPEN to ALL Floriani Dealers, & Invited Guest.

Part 1: What, When, Why? What is FTC-E, Fusion, FTC-U?

Part 2: Breaking Down the Difference - FUSION vs FTC-U

Part 3: Selling the Difference - FTC-U vs FUSION

Part 4: Adding 3 Months of P.C. To Close the Sale.

Floriani Dealers, or those who become Floriani Dealers, attending this three-hour session will receive a **FREE** FLORIANI FTC-U Software Program to sell, Retail Value Over \$4,000!

9 AM - 5 PM

S228

FitNice Instructor Course Day 1

Instructor: Judy Kessinger

Cost: \$1,200 for 2 Day Course.

PRE-REGISTRATION NEEDED

Bring new customers to garment sewing and increase sales from classes, machines and more. You will receive ads, handouts and class instructions ready to go on a USB. You will also receive bi-monthly FitNice Club articles with full accessibility to Judy Kessinger, The Fit Doctor for consultations. Each attendee will receive the FitNice System Package Design It Yourself Book, Simple Sewlutions, Master Top and Pant Pattern.

12:30 PM - 2 PM

S231

Floriani Sketch A Stitch and Lettering Master Sales Training

Instructors: Trevor Conquergood and Kathi Quinn, RNK

PRE-REGISTRATION NEEDED!

Training is OPEN to ALL Floriani Dealers, and Invited Guest! Floriani Dealers, or those who become Floriani Dealers, attending this 90 minute session will receive a FREE FLORIANI Sketch a Stitch and Lettering Master Software, Retail Value \$800.

1:00 PM - 5:00 PM

S227

Grace / Q'nique Machines Tech 101-15", 19", 21" Tech Training and Servicing

Instructors: Cody Wayment and Marie Nielson

Technical service training on the Grace Company/ Q'nique machines. Items to be discussed and reviewed include: Identifying the mechanical similarities and differences between versions and machine platforms, part removal and installation techniques, component level exploded views, test modes, trouble shooting and much more.

2 PM - 3:30 PM

S231

Re-Inventing Stabilizer Sales

Instructor: Judy Fredenburgh, RNK

Believe it or not, stabilizers are not ONLY for Embroidery, and Floriani has developed a totally new customer base that will embroider things never thought of before, as well as many new uses for stabilizers that have nothing to do with embroidery.

SATURDAY, FEB 15 cont.

8 AM - 4 PM

S224

Complete Sewing Machine Repair for Drop in Bobbin & Ventile Styles Day 2

Instructor: Norm Himebaugh, Himebaugh's Sewing and Vacuum Ctr

Cost: \$385 for 2-day class.

Students must bring their own machines to service
Learn where to start your settings and how they all rely on one another. Only a completely serviced machine guarantees your success rate with your customer. The starting point differs due to the manufacturer. You'll know the differences after this class.

9 AM - 5 PM

S226

Brother Int'l National Service Training

Instructor: Charles Sweeten and Scott Agent

***Class details are published with the disclaimer, "By Invitation Only"**

This formal technical service training is designed for technicians of Brother Accounts to become more familiar and proficient with the technical side of the Luminaire Innov-is XP1 Sewing and Embroidery Machine. Topics covered will include: Cover, Component and Part Removal and Installation; Brother Specialty Tools and Lubricants; Entering and Utilizing Test Modes to Troubleshoot, Diagnose and Perform Adjustments; Firmware Update Mode Utilization; plus, much more!

9 AM - 9:45 AM

S229

Social Media Strategy for 2020: Targeting a Buying Audience!

Instructor: Eileen Roche from Dime

Learn how to plan, measure and execute your social media activities - it's easier than you think!

9 AM - 12 PM

S231

4 Million Digital Cutters/ One Super Crafting Software

Open to ALL Retailers

Instructor: Hope Yoder and Team, RNK

Learn how to SELL the software that taught the world to craft. Craft-N-Cut is the solution for anyone who owns a digital cutter, even if your store doesn't sell them. Learn the "TOP 10 LIST" of selling features. What everyone loves about Craft-N-Cut is it doesn't need to be connected to the internet, is easy to use, and the only program which includes Save2Cut with application videos and machine settings. Craft-N-Cut integrates into Embellish® Maker software forming the world's greatest super crafting software duo.

9 AM - 5 PM

S228

FitNice Instructor Course Day 2

Instructor: Judy Kessinger

Cost: \$1,200 for 2 Day Course.

PRE-REGISTRATION NEEDED

Bring new customers to garment sewing and increase sales from classes, machines and more. You will receive ads, handouts and class instructions ready to go on a USB. You will also receive bi-monthly FitNice Club articles with full accessibility to Judy Kessinger, The Fit Doctor for consultations. Each attendee will receive the FitNice System Package Design It Yourself Book, Simple Sewlutions, Master Top and Pant Pattern.

9:00 AM - 12:00 PM

S227

Everything You Need to Know About Partnering with OESD

Instructor: OESD Team

PRE-REGISTRATION REQUIRED

Spend time with us learning everything you need to know about how easy and profitable it is to partner with OESD. Preview our brand new events for 2020 - we've partnered with your favorite machines brands to create custom embroidery events designed to SELL MACHINES! Learn about our simple B2B site that makes ordering direct from OESD simple and quick. Learn how you can be rewarded for ordering the OESD products your customer already love. We'll help you implement a monthly embroidery club without hours of prep. OESD can teach your customers everything they want to know about their embroidery passion while helping you sell more product and machines. **Stores that attend will receive a \$250 credit for OESD product!**

10 AM - 10:45 AM

S229

Ten Steps for Profitable Events

Instructor: Eileen Roche and Deborah Jones, Dime

Happy, spending customers are the key to profitable events. Learn how to set the stage for a great customer experience while boosting your bottom line.

11 AM - 11:45 AM

S229

Stabilizers: Turn that White Stuff into Dollars!

Instructor: Deborah Jones, Dime

Give your customers the confidence to buy when you know the right stabilizer products to recommend. Designed by embroidery expert Deborah Jones, this class will make you a stabilizer consultant. Help your customers be more successful with their embroidery projects and they will be sure to seek your advice all year long.

SATURDAY, FEB 15 cont.

1 PM- 4 PM

S233

Powerhouse Roundtable - By Dealers, For Dealers!

Panelists: Paul LaPonte, Donny Cathey, George Moore, Linda Zachman, and Rhonda Lopez

Come see some of the best dealers in the industry tackle myths plaguing our business, and how you can bust them on your way to success! Join your fellow dealers for the 5th annual Powerhouse – A panel of 5 outstanding dealers who are ready to talk about the myths that are plaguing our businesses and how you can bust them on your way to success!

4 PM - 5:15 PM

S229

The She Shed Embroidery Escape! All the Tools Your Customers Need to Make Their Escape

Instructor: Eileen Roche, Deborah Jones and Wayne Walker, Dime

In this class, you will see how much excitement a gift of friendly embroidery software can create. Then, when the educator weaves tangible tools into the mix, the vision of the perfect She Shed is complete. Delight your attendees with this fun new event concept and you'll be delighted with your sales.

4:15 PM - 5:15 PM

S231

Quilt It Quick, and They Will Come!

Open to All Retailers!

Instructor: Alex Anderson and Judy Fredenburgh, RNK

Come see, and "experience" the very latest and cool Quilting Rulers, yes Rotary Cutters, and many more time saving tools and techniques that will draw the "NEXT" Generation of Crafters to YOUR store.

6 PM

S233 and S227-228

VDTA Awards and Cocktail Reception

Sponsored by Domel and Synchrony Financial.

SUNDAY, FEBRUARY 16

8 AM - 9:15 AM

S233

Keynote: The Power of Partnership

By Mark Brigman from PARTNERNOMICS

Dr. Mark Brigman is the Founder of PARTNERNOMICS, a national consulting and training firm that helps business leaders create competitive advantages by leveraging the power of strategic partnerships.

Mark has traveled across the US delivering his critically acclaimed presentation The Power of Partnership, to business leaders sharing his insights that he used to write Partnernomics: The Art and Science of Developing Successful Strategic Partnerships.

9 AM - 5 PM

S230

Continental M7 Technical Training

Instructor: Gazmend Gjyzezi, Janome

JANOME DEALERS ONLY

During this class, will take the machine completely apart and go through the entire machine including removing the step motors, circuit boards, thread cutter unit, tension unit, needle threader, and more. This class will cover every aspect of the machine including errors and troubleshooting. Machine, tools and gauges will be provided with the option to buy at the end of the training.

9:30 AM - 5:30 PM

S224

Total Serger Services Day 1

Instructor: Norm Himebaugh, Himebaugh's Sewing and Vacuum Ctr

Cost: \$385 for 2-day class.

PRE-REGISTRATION REQUIRED

Students must bring Serger to Class to Work with.

Learn the proper way to start a Serger repair rather than going through each setting to finish it properly. Resetting every adjustment guarantees your customers satisfaction.

9:30 AM - 10:30 AM

S231

Fast Strategies for Social Media for Retailers

Instructor: Cheryl Sleboda, RNK

Open to ALL Retailers who want to attract THE NEXT GENERATION of Crafters! Retailers wishing to reach the "Next" Generation.

SUNDAY, FEB 16 cont.

9:30 AM - 10:15 AM

S227

Thriving in the Age of Amazon

Instructor: Tom Proctor, Vacuum Hospital

Vacuum Cleaner Hospital Hill, owned by Tom Proctor, has achieved record breaking sales in the last 3 years by treating each incoming repair as a potential sale. Coupled with a commission and enhanced bonus plan, sales are higher now than they have ever been. Tom will cover a variety of ways this has been accomplished and show how you can do this in your own store.

9:30 AM - 10:15 AM

S225

Uncut Precuts Fun with 5" Squares and Strips

Instructor: Loralie Harris from Loralie Designs

Using handouts and samples, Loralie will demonstrate how fun and easy it is to work with pre-cuts, cut or uncut! With just a minimal selection of pre-cuts you can provide your customer with strategic elements for making projects from pot holders and coasters to precious little dresses. These ideas will also make great blank items for machine embroidery and great subjects for class projects.

9:30 AM - 10:15 AM

S229

Dime Prime! 2020-New Product Reveal!

Instructors: Eileen Roche, Deborah Jones and Wayne Walker from Dime

See the 2020 lineup of NEW patented-pending products! Hear from dealers that have had success with dime! Get & use \$100 instant credit on products! Plus receive your very own Goodie Bag value at \$215! **To Pre-register call/text Wayne Walker 918-207-7735**

9:30 AM - 10:15 AM

S232

Take Central Vac to the Next Level with Chameleon® Adaptable Hose Systems

Instructor: Greg Calderone and Chris Slackford, H-P Products

Retractable hose systems revolutionized the central vacuum industry with their convenience. Adaptable hose systems, like Chameleon® from H-P Products, join the innovation of retractable hoses with the affordability of standard central vac inlets. The result is a truly adaptable system of central vacuum hose management and storage. Join us to learn more about this revolutionary new product category and how it can increase your central vac sales.

10:30 - 11:15 AM

S225

How to Manage All Your Sales Channels from the Cloud

Instructor: Clinton Brady from Like Sew

Learn how new Cloud technology allows you to manage in-store, online, and 3rd party sales in one place. We'll explore how Like Sew's Cloud based POS System integrates with various channels to manage retail sales, rentals, service repairs and classes.

10:30 - 11:15 AM

S227

The Ultimate Guide to Local Vacuum Store Marketing (Day 1 of 2 - Google)

Instructor: Justin Havar from Ivar

PRE-REGISTRATION REQUIRED

On Day 1 of the seminar we'll review Google and why Google matters so much for local marketing. We'll cover Google my Business, Schema Markup for your website, Google MAPS, Waze, Youtube and other Google owned services that can be optimized to gain local customers. All attendees will receive a FREE USB flash drive that contains detailed videos, how-to guides and more useful resources. You **MUST** pre-register for this seminar to attend and receive a USB flash drive.

10:30 AM - 11:30 AM

S226

Central Vac 101

Instructor: Grant Olewiler of MD Manufacturing

Adding Central Vacs to your offering is far easier than you think. This fast-paced, fact-filled course gives you all the basics to get started. Topics include: History of CVs, definitions, how to price the product, understanding the components, add-ons like hose-management and sweep-inlets, filtration theories, motors, installation, service, marketing, and profitability.

11:30 - 12:15 PM

S227

The Future of Technology & How it Will Affect the Vacuum Industry

Instructor: Justin Havar from Ivar

What does the future of technology look like for the vacuum industry? How will blockchain, The Internet of Things (IoT) and tomorrow's Internet transfer protocols change your vacuum business? In this seminar Justin will review these topics, as today is the best time to prepare and capitalize on the next wave of technology changes that are on the horizon!

SUNDAY, FEB 16 cont.

10:45 AM - 12 PM S231

Quilt It Quick, and They Will Come!

Open to All Retailers!

Instructor: Alex Anderson and Judy Fredenburgh, RNK

Come see, and “experience” the very latest and cool Quilting Rulers, yes Rotary Cutter/S, and many more time saving tools and techniques that will draw the “NEXT” Generation of Crafters to YOUR store.

10:30 - 11:15 AM S232

Event Marketing for Sewing Dealers

Instructor: Josh Sutherland, Sew and Vac Media

Having trouble getting new customers to your events? Learn how to effectively use social media to find and attract new customers to your events.

11:30 AM - 12:15 PM S232

Success Studios

VDTA•SDTA is thrilled to present SMALL GROUP DISCUSSIONS for BOTH vacuum and sewing dealers!

How it works: Each table is assigned various topics. Sit at a table of your choice and trade ideas with your peers. After a couple topics, switch tables. You'll be seated with new people, discussing new topics.

12:15 PM - 2:15 PM S231

Embellish® With a Twist

Instructor: Hope Yoder and Team, RNK

Open to All Retailers

Millennials are ready for crafting but are you ready for them? Crafting is a \$36 Billion dollar industry and personalizing things one wears to decorating the home and making gifts are the reasons why millennials are turning to crafting and creative hobbies. Learn how EMBELLISH® products from RNK Distributing can get people into your shop creating an experience that is Instagram worthy. If you want different customers, different results, then let's do something different together. Embellish® can take you there and Hope will show you who, what, why and when!

12:30 AM - 1:15 PM S232

Using Educational Materials to Boost Sales

Instructor: Michael Nystrom from Shannon Fabrics

In this seminar we'll teach you how to use demos, video tutorials, workshops, lectures and shop hops to educate your customers on the products you offer while creating lasting relationships and selling sewing machines and vacuums.

1 PM - 1:45 PM

S225

How to Use and Sell Laura Star

Instructor: Mike Venditti from Laura Star

Demo of a Laura Star unit while the features and benefits are explained. We will discuss how this Laura Star unit makes a professional clean at home easy.

1 PM - 3 PM

S229

SCHMETZ Needles Education & Certification

Instructor: Rhonda Pierce from Euro-notions

Successful sewing demands needle performance. Learn home sewing machine needle basics- eyes, types, systems – then delve into SCHMETZ needle facts. Class is easy to replicate in presentations to staff, customer, clubs, and guilds. Class is appropriate for technicians, sales staff, educators & dealers. Leave class armed with confidence, needle facts, a lesson plan and impress others with a SCHMETZ certificate.

1:30 PM - 2:15 PM

S232

Content Marketing Drives Sales- Learn How!

Instructor: Michael Nystrom from Shannon Fabrics

In this seminar we'll provide the basics on how to become the most trusted educational resource and thought leader in your space by creating blogs, videos and infographics that answer your customers' top-asked questions (and Drive Sales!).

1:30 PM - 2:30 PM

S233

2020...An Industry At A Cross Road

Instructor: Retired Sr. VP Brother International Dean Shulman, Think Different Marketing LLC

The past decade has been one of the most exciting and transformational; providing dealers and the industry with new products, new management, and a better tomorrow. What will the next decade bring as dealers and manufacturers continue to seek new customers and explore roads less traveled?

2:30 PM - 5:30 PM

S231

Embellish® Maker Hands-On Training BYOC

Instructor: Hope Yoder, RNK. Open to ALL Retailers

Bring your own computer as Hope guides you through the “TOP 10 LIST” of selling features for Embellish® Maker. The software is very powerful yet easy to use with a quick learning curve. Learn how to create embroidery from images you find on the internet to recycling and repurposing any embroidery design. What to bring: Computer with fully charged battery, mouse, note pad and pen.

MONDAY, FEBRUARY 17

8 AM - 4 PM

S224

Total Serger Services Day 2

Instructor: Norm Himebaugh, Himebaugh's Sewing and Vacuum Ctr

Cost: \$385 for 2-day class.

PRE-REGISTRATION REQUIRED

Students must bring Serger to Class to Work with

Learn the proper way to start a Serger repair rather than going through each setting to finish it properly. Resetting every adjustment guarantees your customers satisfaction.

8 AM - 8:45 AM

S232

The Fit Doctor Is In the House

Instructor: Judy Kessinger

Give your customers a fresh new look at garment sewing. See how the Fit Doctor teaches and inspires to sew the easy way. Let fit and fashion boost your sales.

8 AM - 8:45 AM

S225

Is It Time To Purchase A Heat Press

Instructor: Bob Robinson, Stahls'

For years, crafters/makers have relied on a common household iron to apply their designs but in a lot of cases, you need the accuracy that only a quality heat press can offer. In this class, you will learn the basic principles of heat printing and knowing when it is time to equip yourself to start pressing like the pros.

8 AM - 9:30 AM

S231

Crush Your Competition: Online Strategies for Brick and Mortar Stores

Instructor: Cheryl Sleboda, RNK

Open to ALL Retailers

8 AM - 8:45 AM

S227

Control the Customer- Control Sales and Profits

Instructor: Jim Rasmus from Retail Design Associates

This seminar provides 6 steps on how to improve sales, profits, and customer traffic flow through an improved exterior and interior image. We will talk about how having the right fixtures, and better merchandise products among other things can help you to maintain a "Grand Opening" experience every day.

8 - 9:30 AM

S233

Floorcare Panel

A must-see panel of floorcare dealers who are constantly learning and evolving to make sure their business stays relevant and moves into the future.

8 AM - 8:45 AM

S229

How Email Marketing Can Help Drive Sales

Instructor: Michael Nystrom from Shannon Fabrics

From tips on how to collect your customers' email addresses to strategies on creating engaging email campaigns, we'll go over email marketing basics and how consistent on-brand email campaigns can help drive sales.

9 AM - 10 AM

S226

Marketing CVAC to Millennials Roundtable

Moderated by Grant Olewiler of MD Manufacturing.

Panelists: Evan Strittmatter, Cade Coltrin, & Jason Carson

What can be done to pursue the 56 Million buyers born between 1981 and 1996? This digital consumer generation will spend millions on avocado toast and designer coffee so what needs to be done to wake them up to Central Vacs? How do you influence their social networks and what marketing tools still work for them? Come participate in a round table with those who are making inroads into this huge market.

9 AM - 5 PM

S230

Continental M7 Technical Training

Instructor: Gazmend Gjyzezi, Janome

JANOME DEALERS ONLY

During this class, will take the machine completely apart and go through the entire machine including removing the step motors, circuit boards, thread cutter unit, tension unit, needle threader, and more. This class will cover every aspect of the machine including errors and troubleshooting. Machine, tools and gauges will be provided with the option to buy at the end of the training.

9 AM - 9:45 AM

S225

Easy Money - The Basic Sewing Machine Demo

Instructor: Ray Winslow from Maverick Sewing Services, LLC

This seminar will show you how to make a winning presentation in a short time. Tips on preparation, qualifying the prospect, and showing the benefits to be had with your machine are covered. A strong, concise demo will win the sale over the big box shelf machine.

9 AM - 9:45 AM

S227

Point of Sale and Inventory Control at Your Fingertips

Instructor: Ron Koppes from Tri-Technical Systems, Inc.

Stage Demo of AIM: demo of system and modules.

MONDAY, FEB 17 cont.

9 AM - 9:45 AM

S229

Curious about Cuddle® Enquiring about Embrace®?

Instructor: Teresa Coates from Shannon Fabrics

Get an overview of Cuddle® minky and Embrace® double gauze fabrics and kits. Learn how to make the most of the fabrics you carry. Find out about our packages, promotions, and our money back guarantee! Get free patterns, tip sheets, and oodles of inspiration. Don't miss the chance to win finished samples and patterns.

9 AM - 9:45 AM

S232

Party with Sew Fun Projects

Instructor: Wendy Berglass from Sew Fun Projects

Showing retailer how to expand customer base by introducing sewing parties/ events for children.

9:45 AM - 12:45 PM

S231

Embellish® With a Twist

Instructor: Hope Yoder and Team, RNK

Open to All Retailers

Millennials are ready for crafting but are you ready for them? Crafting is a \$36 Billion dollar industry and personalizing things one wears to decorating the home and making gifts are the reasons why millennials are turning to crafting and creative hobbies. Learn how EMBELLISH® products from RNK Distributing can get people into your shop creating an experience that is Instagram worthy. If you want different customers, different results, then let's do something different together. Embellish® can take you there and Hope will show you who, what, why and when!

10 AM - 10:45 AM

S225

Succeeding in Modern Day Retailing

Instructor: Clinton Brady from Like Sew

Nowadays it is critical for stores to be present wherever and whenever the shopper is. We will share solutions for how retailers can meet customers' needs throughout the shopping journey.

10 AM - 10:45 AM

S229

Upselling with Integrity

Instructor: Teresa Coates from Shannon Fabrics

Having the right notions and tools helps customers and keeps them coming back for more. Learn about the best patterns, notions, tools, machines feet, and more to sell with our fabrics...then watch your sales soar! We'll share insider tips and finished samples to inspire. Win a selection of finished projects, patterns, and notions.

10 AM - 11:30 AM

S233

Millennial Mindset

Moderated by Jessica Thurgood

Panelists: Connor Brostek, Chris Blakeman, Mike LaPonte, and Jessica Thurgood, and Sebastian Rivera.

The Millennial customer has changed the face of retail shopping by keeping their focus on social media and online shopping. It has become harder for the average brick and mortar store to bring the Millennial generation into their store without marketing specifically to what this new generation wants. The changes the Millennials have made to the industry is a hard topic that we will break down using your questions during this panel. Have your Millennial questions ready!

10 AM - 10:45 AM

S227

So, Who Wants to Sell Amazon?

Instructor: Justin Haver from Ivar

Amazon without a doubt has changed the sewing and vacuum industry. Today more and more people shop Amazon than ever before. Should you sell on Amazon? Until recently I managed a company for years that was a top Amazon USA seller and had several month with over \$1,000,000 in monthly sales on Amazon.com. In this seminar I'll review Amazon and the opportunity it offers businesses. I'll share the good and bad about selling on Amazon, insights, opinions and more about the marketplace.

10 AM - 11 AM

S232

Bring Retractable Hose Excitement to the Garage with Vroom Retract Vac®

Instructor: Greg Calderone and Amy Wesely from H-P Products Central Vacuums

Classic cars. Motorcycles. Woodworking. The garage is a place many homeowners use for their hobbies or passion projects. Help them clean it up with a vacuum system designed specifically for garages like Vroom Retract Vac®. When they realize it's the best vacuum in their garage, they'll want it in their home, too! Join us to learn about using the garage as a gateway to a central vac system and as an add-on sales generator.

10:15 - 11:00 AM

S226

Effective Websites for Vac Dealers

Instructor: Josh Sutherland, Sew and Vac Media

Learn how to use your website to drive local traffic to your store for new sales and repairs.

MONDAY, FEB 17 cont.

11 AM - 12 PM

S226

Hiring and Training CVAC Installers

Instructor: Grant Olewiler of MD Manufacturing

Expanding your business is often uncharted territory. How do you find top-quality employees? What are you really looking for? How do you train them and manage them and retain them? This new VDTA Seminar should help you with the search process, the interviews, and the hiring so that your team grows with dedicated quality employees.

12 PM - 1 PM

S232

The Ultimate Guide to Local Vacuum Store Marketing (Day 2 of 2 - Beyond Google)

Instructor: Justin Haver from Ivar

PRE-REGISTRATION REQUIRED

On Day 2 we'll review marketing beyond Google. We'll cover USPS Every Door Direct Mail (EDDM), Newsletters, Facebook, local aggregates, Yelp, Craigslist, NextDoor, Offer-UP, Twitter & so much more! All Attendees will receive a FREE USB flash drive that contains detailed videos, how-to guides and more useful resources. You MUST pre-register for this seminar to attend and receive a USB flash drive.

12:00 PM - 2:00 PM

S229

Grace Automation - QuiltMotion QCT 5 Pro - Features, Functions, and How to Sell

Instructor: Nathan Erznok

Come and see the "New" features that are helping to revolutionize computer automated quilting. More powerful functions make it easier for both beginner and pro users. The class will review: Key changes in the software (from earlier version 3-4 to the new 5), increase your staffs confident and comfort with the built-in training (tools, wizards, and help tips). In addition, best practices on how to increase total unit sales and the attachment rate will be discussed.

1 PM - 1:45 PM

S227

Hide-A-Hose 101

Instructor: Rod Drivstuen from Hide-A-Hose

Hide-A-Hose president, Rod Drivstuen, will lead an open discussion on how to grow your business with the Hide-A-Hose Retractable Hose system. Rod will cover installation, marketing, and pricing strategies. Hear valuable input from experienced Hide-A-Hose dealers as well.

1 PM - 2:30 PM

S231

RNK Isn't Just the Name of a Company, It Is A "Brand"

Instructor: Judy Fredenburgh, RNK

Open to ALL Retailers

RNK Isn't just the name of a company, it is a "BRAND" that is available to nearly all Sewing, Quilting, and Embroidery Retailers. Not Floriani, No Problem! Not Embellish, No Problem! You DO NOT have to be Floriani or Embellish to sell RNK Products. There are no competing products with either brand in the RNK Product Line. Come see what specialty products you have access to and if you have a need for new and exciting products you can offer your customers. This just might be the most valuable 90 minutes you will spend in Vegas!

2 PM - 3 PM

S233

Mystery Central Vac Panel

Moderated by Trail DeGondea

2:45 PM - 5:30 PM

S231

Embellish® Maker Hands-On Training BYOC

Instructor: Hope Yoder, RNK

Open to ALL Retailers

Bring your own computer as Hope guides you through the "TOP 10 LIST" of selling features for Embellish® Maker. The software is very powerful yet easy to use with a quick learning curve. Learn how to create embroidery from images you find on the internet to recycling and repurposing any embroidery design. What to bring: Computer with fully charged battery, mouse, note pad and pen.

TUESDAY, February 18

8 AM - 9:30 AM

S231

4 Million Digital Cutters/ One Super Crafting Software

Instructor: Hope Yoder and Team, RNK

Open to ALL Retailers

Learn how to SELL the software that taught the world to craft. Craft-N-Cut is the solution for anyone who owns a digital cutter, even if your store doesn't sell them. Learn the "TOP 10 LIST" of selling features. What everyone loves about Craft-N-Cut is it doesn't need to be connected to the internet, easy to use, and the only program which includes Save2Cut with application videos and machine settings. Craft-N-Cut integrates into Embellish® Maker software forming the world's greatest super crafting software duo.

Bridging the Gap Between Domestic and Professional



For all quilters, there comes a time when they discover their needs have outstretched their trusty machine, and an upgrade is needed.

The problem for most quilting enthusiasts looking to upgrade from their domestic machine is that a professional longarm comes with its own obstacles (pricing, weight, and intimidating size to name a few). The Q'nique 19 resolves these as a best-of-both-worlds style of machine.



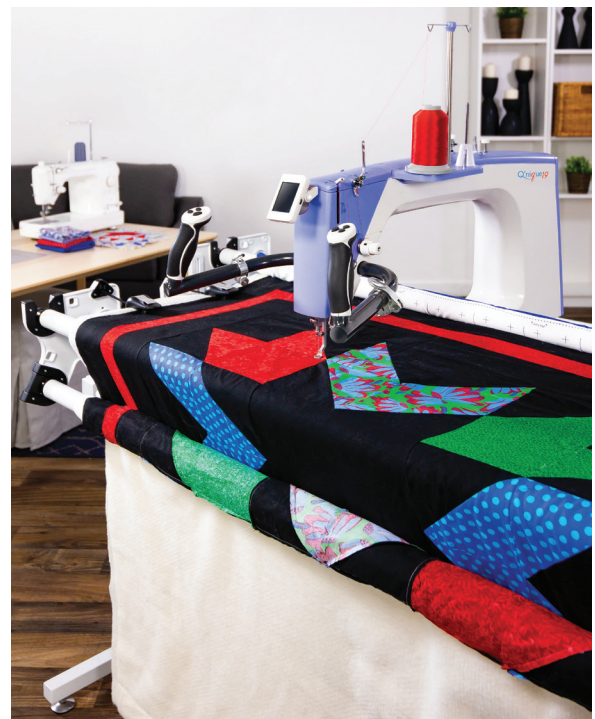
Slim and lightweight, the Q'nique 19 provides the comfortable control of a domestic machine, while delivering all the capabilities and reach of a professional longarm. With the built-in stitch regulation and powerful motor, the Q'nique 19 retains stitch quality, whatever speed your customers sews at. Its 19" throat, and other features give your customers the reach to tackle larger projects faster.

Karla Gerome, Quilting Enthusiast and Educator with The Grace Company, had this to say, "The Q'nique 19 was lightweight and very easy to put on my grace frame. I was up and quilting in no time with a big smile on my face. I love to quilt, and the machine was so smooth and easy for me to follow my chalk marks. The touchscreen allowed me to set my settings exactly to my specifications and how I like to quilt. I felt like I was controlling the machine rather than it controlling me. My quilting experience with the Q'nique 19 was 'SEW MUCH FUN!'"

The Grace Company spent decades developing the tools by which quilters create their masterpieces. The Q'nique 19 is the culmination of those years of experience, helping your customers bridge the gap between the familiarity of domestic machines, and the capacity of professional longarms.

It's our lightest machine; it fits on any current Grace frame; and it's designed to have the same familiar feel as a stretched domestic machine.

Grace Company Bio: For over 30 years, The Grace Company has consistently brought innovation and improvements to the world of quilting. The Grace Company continues to generate new and exciting ideas and product designs, and is always on the rise to better heights in excellence and quality. The Grace Company continues in the tradition of creativity, innovation, and customer-centered service with its unveiling of the Q'nique 19 Quilting Machine.



Exhibitors

VDTA • SDTA Int'l Trade Show • February 14-16, 2020
Las Vegas Convention Center, South Hall 3

This is a partial list. For additions and updates, visit www.vdta-sdta.com

A&E Gutermann Consumer Divison

Booths #713, 715

Mt. Holly, NC

704-817-1311

Exhibiting Gutermann, Maxi-Lock, Robinson-Anton, Signature, Intrassa and YKK threads and zippers.

NEW Adaven Marketing Inc (Stain-X)

Booths #725, 727

Madison, WI

www.stain-x.com • 608-268-2090

Exhibiting Stain-X, NEU Homecare -- household cleaning products and odor control.

Air-Lite Manufacturing

Booth #1029

Pontiac, MI

www.airlitemanufacturing.com • 248-235-8131

Exhibiting embroidery batting, cotton batting, polyester batting, urethane foam and fiberfill.

AllAboutBlanks.com

Booth #918

Lawrenceville, GA

www.allaboutblankswholesale.com • 678-714-2606

Exhibiting our blanks for crafting.

AMETEK Dynamic Fluid Solutions

Booth #429

Kent, OH

www.ametekdfs.com • 704-206-1296

Exhibiting Windjammer, Nautilar, Lamb brushless blowers, and series universal motors.

Anita Goodesign

Booth #717

Charlotte, NC

www.anitagoodesign.com • 704-206-1296

Exhibiting embroidery design software.

Arrow & Kangaroo Cabinets

Booths #613, 615, 617, 619, 712, 714, 716, 718

Delavan, WI

www.arrowcabinets.com • 800-533-7347

Exhibiting Arrow and Kangaroo Sewing Cabinets.

Aurifil USA Inc

Booths #933, 1032

Chicago, IL

www.aurifil.com • 312-801-4840

Exhibiting Aurifil 100% Cotton Threads.

Baby Lock

Booths #824, 826, 828

Fenton, MO

www.babylock.com • 800-482-2669

Exhibiting Baby Lock sewing machines.

BEAM

Booths #213, 215, 312, 314

Beatsall Grout Cleaner

Booth #232

Largo, FL

www.beatsallcleaner.com • 727-224-3901

Exhibiting Beatsall Grout and Tile Cleaner, shower grout and tile cleaner and grout brushes.

Beeswax

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Belagio Enterprises

Booth #741

Los Angeles, CA

www.belagioenterprises.com • 323-731-6934

Exhibiting Cork fabrics and trimmings.

Benson Marketing Group

Booths #1037, 1039

Westerville, OH

www.bensonmarketinggroup.com • 614-890-2355

Exhibiting custom printed products: bags, ribbons, labels, tags, promotional items, resale gifts, shophop giveaways, USB drives and more.

BERNINA of America

Booths #912, 913, 914, 915, 916, 917

Aurora, IL

www.bernina.com • 630-978-2500

Exhibiting BERNINA domestic sewing, quilting, and embroidery systems. BERNINA longarm quilting systems.

Bissell Big Green

Booths #226, 228

Grand Rapids, MI

www.bissell.com • 800-242-1378

Exhibiting full line of Bissell Big Green commercial equipment.

Blank Quilting Corp

Booths #1014, 1016

New York, NY

www.blankquilting.com; www.freespiritfabrics.com

• 800-294-9495

Exhibiting printed and solid cotton fabrics. Precut printed and solid flannels, 108" backings, yarn dyes, batting and tea towels.

Bloc Loc Rulers

Booths #836, 838

Loveland, CO

www.blocloc.com • 970-635-3005

Exhibiting Bloc Loc Rulers, books and patterns.

Bluefig

Booths #216, 218

Vancouver, WA

www.bluefig.com • 360-993-2247

Exhibiting BlueFig B, Bluefig U and Trolley bags, project bags, notion bags and Felt sewing kits.

Boneco / Elevated Product Marketing

Booth #428

Sherman Oaks, CA

www.elevatedproductmarketing.com • 203-395-1035

Exhibiting Boneco home air solutions, Air purifiers, air showers and air washers.

BRANOfilter GmbH

Booths #533, 632

Dietenhofen, Germany

www.branofilter.de • 0049-9824-9550

Exhibiting BRANOfilter, BRANovac, BRANovac air filters, filter bags, filter cassettes and cartridges.

Brother International

Booths #513, 515, 517, 519, 612, 614, 616, 618

Bridgewater, NJ

www.brother-usa.com • 908-252-3036

Exhibiting sewing, quilting, embroidery and cutting machines.

Canavac

Booths #233, 332

Stratford, ON, Canada

www.canavac.com • 519-508-6800

Exhibiting central vacuums.

Carpetpro

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Cen-Tec

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

China Feiyue USA Inc

Booths #124, 126

Chino, CA

www.feiyueusa.com • 909-613-1817

Exhibiting Feiyue Yamata Family World Steamers.

Cirrus

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Clover Needlecraft

Booths #801, 803

Ontario, CA

www.clover-usa.com • 800-233-1703

Exhibiting sewing, quilting, knitting, crochet and crafts.

Creature Comforts Toys Inc

Booths #731, 733

Niagara Falls, NY

www.embroiderbuddy.com • 800-667-2327

Exhibiting Embroider Buddy, Pillow Christmas Stocking and Gift Plush.

CutterPillar LLC

Booth #930, 932

Bluffdale, UT

www.cutterpillar.com • 801-553-8886

Exhibiting CutterPillar Glow Light Boards and Accessories.

CWP

Booth #316

Cleveland, OH

www.cwptechnologies.com • 216-252-1190

Exhibiting brushrolls and specialty vacuums.

Cyclo Vac

Booths #601, 603, 605, 700, 702, 704

Blainville, QC, Canada

www.cyclovac.com • 888-292-5682

Exhibiting Cyclo Vac, Hayden, Airstream - Central vacuum systems, retractable hoses and canister stick vacuums.

Daylight Company

Booths #724, 726

Jupiter, FL

www.daylightcompany.com • 732-684-4443

Exhibiting Daylight - lights, magnifiers.

Desco Vacuum Cleaner Supply

Booths #413, 415, 417, 512, 514, 516

Hauppauge, NY

www.descovac.com • 800-833-3726

Exhibiting vacuums, vacuum parts and accessories.

Dime Emb LLC

Booths #640, 641, 642, 643, 644

Dallas, TX

www.dzgns.com • 888-739-0555

Exhibiting machine embroidery and quilting software, designs, thread, stabilizers, hoops and notions.

Domel Inc

Booths #700A, 700B

East Rutherford, NJ

www.domel.com • 201-315-5525

Exhibiting Domel vacuum motors.

Dulwich Hill Sewing Centre

Booth #844

Dulwich Hill, Australia

www.sewingmachine.com.au • 61-2-9569-2845

Exhibiting sewing machine parts and tools.

DuoVac

Booths #213, 215, 312, 314

Durkee Hoops

Booths #1021, 1023

Cornelius, NC

www.dehoops.com • 866-743-5133

Exhibiting embroidery hoops and frames.

Dyson

Booths #313, 412

Chicago, IL

www.dyson.com • 312-989-0045

Exhibiting floorcare and environmental control products.

Eclipse Quilter

Booth #525

Draper, UT

www.eclipsequilter.com • 801-631-6765

Exhibiting Eclipse Quilter Longarms, upgrades, frames, automation, lights, co regulators and candlemate notions.

Edge Technologies

Booth #121

Gig Harbor, WA

www.profit-plus.com • 253-383-9181

Exhibiting point of sale and retail management software.

Elna USA

Booths #113, 115, 212, 214

Mahwah, NJ

www.janome.com • 201-710-2119

Exhibiting sewing machines, presses, sewing furniture, embroidery machines, sergers, parts and notions.

EnMart

Booth #207

Traverse City, MI

www.myenmart.com • 866-516-1300

Exhibiting machine embroidery and cotton thread. Iris Thread and JSI Stabilizers.

Envirocare

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Essco

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Twinsburg, OH

www.essco.net • 800-321-2669

Exhibiting floor care products.

Eureka

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Euro-notions

Booth #1012

Willowbrook, IL

www.euronotions.com • 800-527-2408

Exhibiting Schmetz needles and Grabbit sewing tools.

Eversewn

Booths #919, 921, 1018, 1020

Aurora, IL

www.laurastarus.com • 630-236-7069

Exhibiting Laurastar Irons, EverSewn Sewing Machines and sewing notions.

F2M International Inc

Booth #431

Woodbridge, Ontario, Canada

905-856-5120

Exhibiting Central Vac, Vacuum accessories and the best hose covers in the business.

Fabric Confetti

Booth #927

Scottsdale, AZ

www.fabricconfetti.com • 480-332-0550

Exhibiting machine embroidery patterns.

Famore / Specialty Product Sales

Booth #925, 1024

Gainesville, GA

www.famorecutlery.com • 678-971-4438

Exhibiting Famore Cutlery -- scissors, sewing, crafting, quilting and embroidery tools.

NEW Fersan Makina Inl Ltd

Booth #432

Gaziemir / Izmir, Turkey

www.fersanfiltre.com • 9023-2281-4343

Exhibiting vacuum cleaner dust bags.

Fit Nice

Booth #928

Louisville, KY

www.fitnicesystem.com • 502-802-9571

Exhibiting patterns, work books and classes.

FragranceLite

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

NEW Fred's Fine Cleaning Center / Elevated Product Marketing

Booth #427

Westlake Village, CA

www.elevatedproductmarketing.com • 760-689-0277

Exhibiting high end, safe household cleaning products.

Free Spirit Fabrics

Booths #1014, 1016

New York, NY

www.blankquilting.com; www.freespiritfabrics.com

• 800-294-9495

Exhibiting printed and solid cotton fabrics. Precut printed and solid flannels, 108" backings, yarn dyes, batting and tea towels.

Fresh Wave by OMI Industries

Booth #526

Palatine, IL

www.freshwaveworks.com • 847-304-9111

Exhibiting Fresh Wave Natural Odor Eliminators, such as vacuum pearls, sprays, gels, and packs.

Galaxy Cabinets / Boswell Wasatch Galaxy LLC

Booths #1028, 1030

Springville, UT

www.boswellwasatch.com / galaxycabinets.html •

801-756-6016

Exhibiting sewing machine cabinets.

NEW General Merchandise & SVCS LLC

Booth #329

Hockessin, DE

302-690-8662

Exhibiting traditional and robotic vacuum cleaners.

NEW Global 1 Wholesale Merchant Services Inc

Booth #527

Las Vegas, NV

www.global1wms.com • 702-248-8900

Exhibiting point of sale systems.

NEW Green Technology

Booths #414, 416

Twinsburg, OH

www.essco.net • 702-248-8900

Exhibiting floor care products.

Gruene

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Guidelines4Quilting

Booth #920

Aliso Viejo, CA

www.guidelines4quilting.com • 949-837-1494

Exhibiting quilting tools to square up, cut and sew accurately for perfect piecing.

H-P Products Central Vacuums

Booths #201, 203, 205, 300, 302, 304

Louisville, OH

www.smartcentralvac.com • 330-875-5556

Exhibiting central vacuum systems and accessories.

Hayden

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Henry Glass

Booths #1014, 1016

New York, NY

www.blankquilting.com; www.freespiritfabrics.com

• 800-294-9495

Exhibiting printed and solid cotton fabrics. Precut printed and solid flannels, 108" backings, yarn dyes, batting and tea towels.

Hide-A-Hose Inc

Booths #337, 436

Monona, WA

www.hideahose.com • 360-863-0775

Exhibiting Hide-A-Hose products and central vacuum system.

Hizero Technologies Co Ltd

Booths #219, 221

Shenzhen Guangdong, China

www.hizero.com • 86-0755-2161-5218

Exhibiting Hizero F801.

Hoover

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Horn of America Inc

Booths #937, 939, 941, 1036, 1038, 1040

Sutton, WV

www.hornofamerica.com • 304-765-7254

Exhibiting Horn of America sewing cabinets.

Husky

Booths #213, 215, 312, 314

NEW IHLAS Ev Aletleri Iml San Tic A S

Booths #125, 224

Istanbul, Beylikduzu, Turkey

www.IEA.com • 304-765-7254

Exhibiting Roboclean, Livac, Qvac and Wdry.

InterVac

Booths #213, 215, 312, 314

NEW iVar

Booths #345, 444

Dublin, OH

www.iVar.us • 614-401-6495

Exhibiting Regina Vacuums & prototypes.

Janome

Booths #101, 103, 105, 107, 109, 200, 202, 204, 206, 208

Mahwah, NJ

www.janome.com • 201-710-2119

Exhibiting sewing machines, embroidery machines, longarms, sergers, software, parts, notions and sewing furniture.

Juki America Inc

Booths #1001, 1003

Doral, FL

www.jukiquilting.com • 305-594-0059 ext-153

Exhibiting Juki Sewing Machines.

Kenmore

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Kimberbell Designs

Booths #807, 809

North Logan, UT

www.kimberbelldesigns.com • 435-915-6741

Exhibiting machine embroidery and sewing products.

Kirby

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Kleenco

Booths #637, 639

Everett, WA

www.kleenco.com • 425-883-2976

Exhibiting cleaning chemicals.

Koala

Booths #831, 833

Fenton, MO

www.mykoalastudio.com • 800-482-2669

Exhibiting Koala sewing furniture.

Koblenz

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Laura Star

Booths #919, 921, 1018, 1020

Aurora, IL

www.laurastarus.com • 630-236-7069

Exhibiting Laurastar Irons, EverSewn Sewing Machines and sewing notions.

Like Sew

Booth #805

Springville, UT

www.likesewwebsites.com • 801-841-4012

Exhibiting integrated web site and POS Software.

Lindhaus USA

Booths #325, 327, 424, 426

Savage, MN

www.lindhaususa.com • 952-707-1131

Exhibiting Lindhaus vacuums, backpacks and floor scrubbers.

Loralie Designs

Booth #721

Windsor, CO

www.loraliedesigns.com • 970-568-6581

Exhibiting machine embroidery and fabric.

Maison Berger Paris

Booths #438, 440

New York, NY

www.maisonberger.us • 212-615-3112

Exhibiting Lampe Berger, reed diffusers, candles, car diffusers, and electric mist diffusers.

MD Manufacturing Inc

Booths #425, 524

Bakersfield, CA

www.builtinvacuum.com • 800-525-2055

Exhibiting the Silent Master, Flo-Master, Modern Day Airmaster and Stealth central vacuums.

Mettler USA

Booths #949, 1048

Boennigheim, Germany

www.amann-mettler.com • 49-714-327-7256

Exhibiting a huge selection of Quilting, Sewing and Embroidery threads.

Martelli Enterprises

Booth #730

Pensacola, FL

www.martellinotions.com • 850-433-1414 ext 113

Exhibiting height adjustable work stations, reversible cutting mats, ergonomic rotary cutters for both left and right hands, no slip rulers, templates in various shapes and sizes, sewing notions and tools.

Maverick

Booth #120

Westminster, CO

www.mavericksewing.com • 303-929-4745

Exhibiting Necchi Sewing Machines.

MidSouth Crafting Supplies

Booths #607, 706

Smyrna, GA

www.midsouthcraftingsupplies.com • 615-462-5918

Exhibiting heat transfer vinyl, adhesive vinyl, textile foils, store fixtures for vinyl display, heat presses including the Siser, Style Tech, and MSCS Foils brands.

Miele Inc

Booths #237, 239, 241, 243, 245, 336, 338, 340, 342, 344

Princeton, NJ

www.mieleusa.com • 800-843-7231

Exhibiting Miele vacuum cleaners and accessories.

Museum of Clean

Booth #143, 145, 242, 244

Pocatello, ID

www.museumofclean.com • 208-236-6906

Exhibiting a one of a kind collection of vacuum cleaning equipment including many antique items.

Myraton Industries

Booth #306

St Catharines, ON, Canada

www.myraton.com • 905-646-2513

Exhibiting telescopic wands, hose handle products and related parts.

Nacecare Solutions

Booths #321, 420

Mississauga, ON, Canada

www.nacecare.com • 800-843-7231

Exhibiting Nacecare Solutions - Vacuums.

NEW Nellie's / Elevated Product Marketing

Booths #419, 518

N Vacouver, ON, Canada

www.elevatedproductmarketing.com • 203-395-1035

Exhibiting the WOW Mop and safe, household consumables.

Nuera-Air

Booths #213, 215, 312, 314

Laval, QC, Canada

www.neura-air.com • 800-361-3965

Exhibiting Beam, Duo Vac, Smart, Soluvac central vacuums and accessories.

OESD

Booths #624, 625, 626, 627, 628, 629, 630, 631

Edmond, OK

www.oesd.com • 866-505-5665

Exhibiting embroidery events, stabilizers, thread, embroidery designs and accessories.

Plastiflex Hose System Solutions

Booths #209, 308

Statesville, NC

www.plastiflex.com • 704-871-8448

Exhibiting Diamondback Retractable Hose, new Premium hose and Vacpan.

POSIM Software

Booth #1027

Layton, UT

www.posim.com • 801-546-1616

Exhibiting Point-of-Sale Software.

Proteam

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Q'Nique

Booths #936

Salt Lake City, UT

www.graceframe.com • 800-264-0644

Exhibiting quilting machines, frames, accessories and notions.

RaNae Merrill Quilt Designs

Booth #728

New York, NY

www.freemotionmasteryinamonth.com • 212-316-2063

Exhibiting books, tools, videos and teacher certification program related to this free-motion quilting technique.

Reliable

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Retail Design

Booth #1026

Fernley, NV

916-784-6600

Exhibiting store designs.

Riccar

Booths #812, 814, 816, 818, 820

Fenton, MO

www.riccar.com; www.simplicityvac.com •

800-482-2669

Exhibiting Koala sewing furniture.

NEW Rita's Racques

Booth #116

Minneapolis, MN

www.rrrulerrack.com • 612-816-7131

Exhibiting quilting racks.

RJR

Booth #931

Torrance, CA

www.rjrfabrics.com • 310-222-8782

Exhibiting fabric.

RNK Distributing

Booths #900, 900B, 901, 902, 902B, 903, 904, 904B, 905, 906, 906B, 907, 908, , 908B, 909, 1000, 1002, 1004, 1006, 1008

Knoxville, TN

www.rnkistributing.com • 865-549-5115

Exhibiting Floriani, Embellishes, Quilters Select and Sew Much Cosplay.

NEW Roidmi Information Technology Co Ltd

Booths #225, 227, 229, 231, 324, 326, 328, 330
Wuxi Jiangsu, Taiwan
www.roidmi.com • 0510-8359-9410
Exhibiting Roidmi Vacuum Cleaner and Car Air Purifier.

Royal

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Sanitaire

Booths #541, 543
Grand Rapids, MI
Exhibiting full line of Sanitaire commercial equipment.

Sebo America

Booths #437, 439, 441, 536, 538, 540
Centennial, CO
www.sebo.us • 303-792-9181
Exhibiting Sebo upright and canister vacuum cleaners.

NEW Sew Fun Projects

Booth #719
Boca Raton, FL
704-254-9111
Exhibiting step-by-step sewing kits specifically designed for kids 8+. Basic machine sewing projects.

Sew Steady & Westalee Design

Booths #108, 110
Eugene, OR
www.sewsteady.com • 800-837-3261
Exhibiting extension tables, accessories and quilting rulers.

Shannon Fabrics

Booths #737, 739
Los Angeles, CA
www.shannonfabrics.com • 323-234-5252
Exhibiting Minky, Faux fur, knits and prints.

Shark

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Simplicity

Booths #819, 821
www.simplicityvac.com
Exhibiting new line of residential uprights & canisters.

Sirena

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

SMART

Booths #213, 215, 312, 314

Stahls'

Booth #220
Sterling Heights, MI
www.stahls.com • 586-772-6161
Exhibiting Hotronix heat presses; CAD-CUT Heat Transfer Vinyl.

Steel City Vacuum Co

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608
Mt. Pleasant, PA
www.steelcityvac.com • 800-822-1199
Exhibiting vacuums, vacuum parts and accessories.

StudioE

Booths #1014, 1016
New York, NY
www.blankquilting.com; www.freespiritfabrics.com • 800-294-9495
Exhibiting printed and solid cotton fabrics. Precut printed and solid flannels, 108" backings, yarn dyes, batting and tea towels.

Suzhou Minkang Filter Co Ltd

Booth #106
Suzhou, Jiangsu, China
www.mingkang.cn • 86-512-6541-6862
Exhibiting air filters for vacuum cleaners, HEPA filter for vacs, filter bags, air filter bags, vacuum cleaner accessories and parts.

SVP Worldwide

Booths #701, 703, 705, 707, 709, 800, 802, 804, 806, 808
La Vergne, TN
www.pfaff.com; www.husqvarnaviking.com; www.singer.com • 615-332-4917
Exhibiting sewing, embroidery machines and software.

SVP Sewing Brands, Sewing & Home Essentials

Booths #800A, 800B
La Vergne, TN
www.pfaff.com; www.husqvarnaviking.com; www.singer.com • 615-332-4917
Exhibiting garment care, notions and aftermarkets.

Synchrony

Booths #528, 530
Alpharetta, GA
www.synchrony.com • 866-419-4096
Exhibiting Synchrony consumer / dealer finance.

NEW Sweet Pea / Sallie Tomato

Booths #521, 620
Pittsburgh, PA
401-441-1986
Exhibiting Sweet Pea Embroidery, projects, sewing kits, specialty materials and curated specialty cruises.

Tacony Corporation

Booths #825, 827, 924, 926

Fenton, MO

www.tacony.com • 800-482-2669

Exhibiting Koala sewing furniture.

Tacony Home Floor Care

Booths #812, 813, 814, 815, 816, 817, 818, 819, 820, 821

Fenton, MO

www.riccar.com; www.simplicityvac.com •

800-482-2669

Exhibiting Koala sewing furniture.

Tacony Sewing Central

Booths #830, 832

Fenton, MO

www.taconyonline.com • 800-482-2669

Exhibiting Koala sewing furniture.

Tailormade

Booth #829

Fenton, MO

www.tailormadecabinets.com • 800-482-2669

Exhibiting Koala sewing furniture.

Textile Collections

Booth #745

Los Angeles, CA

www.textilecollections.com • 888-406-2026

Exhibiting fabric, quilting fabric and velvet fabric.

The Grace Company

Booths #839

Salt Lake City, UT

www.graceframe.com • 800-264-0644

Exhibiting quilting machines, frames, accessories and notions.

The Sewing Machine Project

Booth #529

Monona, WI

www.thesewingmachineproject.com •

608-225-2315

Sharing information about charitable avenues for dealers and their customers.

Titan

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

TrueCut

Booth #837

Salt Lake City, UT

www.graceframe.com • 800-264-0644

Exhibiting quilting machines, frames, accessories and notions.

TTI Floor Care North America

Booths #315, 317, 319

Charlotte, NC

www.ttifloorcare.com • 704-617-5526

Exhibiting vacuums, and floorcare.

USAUS Inc

Booths #836, 838

Loveland, CO

www.blocloc.com • 970-635-3005

Exhibiting Bloc Loc Rulers, books and patterns.

Vaculine

Booths #318, 320

Barrie, ON, Canada

www.vaculine.com • 289-881-0120

Exhibiting Vaculine products.

VacuMaid Central Vacuum Systems

Booths #331, 333

Ponca City, OK

www.vacumaid.com • 580-401-5714

Exhibiting VacuMaid Central Vacuum Systems.

Vapamore

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Wessel-Werk USA

Booths #537, 539, 636, 638

Mooresville, NC

www.wessel-werk.com • 704-658-0502

Exhibiting Wessel-Werk products.

Westalee Design

Booths #108, 110

Eugene, OR

www.sewsteady.com • 800-837-3261

Exhibiting extension tables, accessories and quilting rulers.

Wonderfil Specialty Threads

Booths #736, 738, 740, 742

Calgary, AL, Canada

www.wonderfil.net • 403-250-8262

Exhibiting quilting and specialty threads.

Wool Shop

Booths #1007, 1009

Grant City, MO

www.woolshop.com • 660-564-2444

Exhibiting sheepskin products: dusters, mops, telescopic dusters, ceiling fan dusters, and lambs wool vac bumper covers. Town talk cleaning products, wax applicators, buffing pads, microfiber clothes and lanolin.

Become a Dealer of the Month!

**Fill out the info
on **page 51** and
send to VDTA**

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



**Diane and Ron Linhart,
Above and Beyond
Creative Sewing**



**Ron and Marilyn Gatinella,
Close to Home**

**This could
be you!**

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

Product and credit with
vendors, trips to dealer
meetings, a European
cruise, fine bottles of
wine, gift cards
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.

Turn That White Stuff into Dollars

A class instructed by Deborah Jones at the 2020 VDTA•SDTA Trade Show

Embroidery stabilizers have evolved wildly since the advent of home embroidery models. Back in the 1980s and 90s, we often used off-label products like industrial paper towels and coffee filters for tear-away and dressmaker interlining for cut-away. Thankfully, nonwoven manufacturers have risen to the occasion and now we have dozens of choices of products.

Embroidery stabilizers can be confusing, and it's a real challenge to plow through all the conflicting information on their use. Most of them look exactly alike and even embroidery educators have differing opinions on their selection and use. Needless to say, when advising your customers on stabilizer products, it's important to give accurate advice.

You want to be sure that you're recommending and selling stabilizer products that result in successful projects for your customers. Being a stabilizer expert helps sell stabilizers to be sure, and it also develops embroidery customers who want to advance their skills and upgrade their machines.

The price points of today's stabilizer products vary widely, with some specialty products causing an understandable case of sticker shock. Sometimes processes such as coating the stabilizer with fusible or adhesive coatings makes it convenient to use but adds significant cost. Customers who use one of these products incorrectly may feel they have been "burned" while those who use them successfully save time and effort and may achieve a superior result.

So how can you do everything possible to recommend the best stabilizers for an intended purpose? The complete solution has three parts:

1. A simple and accurate reference tool
2. Free stabilizer classes
3. Stitched samples

A Simple and Accurate Reference Tool

My background as a production manager in large embroidery houses helped me learn by trial-and-error on a grand scale. Operating mostly machines with 12 and 20 heads, I learned from my mistakes made 12 at a time. Using this knowledge based on firsthand experience I designed a compact reference called

the Embroiderer's Compass that contains formulas for successful embroidery on over two dozen fabric types.

To use the Compass, the user rotates the arrow on the wheel to the fabric being embroidered. Three separate windows show my recommended stabilizer, needle size and point type and other recommendations for the specified fabric. Put a small chain through the center of the Compass and hang it from your stabilizer rack, ready for your staff to use to recommend an appropriate stabilizer for almost any fabric type – even those modern moisture-wicking knits.

Free Stabilizer Classes

Host short and interesting stabilizer classes that focus on popular fabric types of that season. For example, fleece and stocking in winter and T-shirts and lightweight cottons in the summer. Adding a simple make and take can demonstrate the recommendation as well as a highlight a machine type.

Stitched Samples

Seeing is believing and small, simple samples such as a quilt square, lightweight stretchy knit, plush material and others go a long way toward giving a customer confidence. I like to leave the excess stabilizer on the reverse side of the sample rather than trimming or tearing it away. Label the samples with the stabilizer type and any other details.

Your store's endorsement of a stabilizer also gives a customer confidence. There's no clearer endorsement than having your store name on your own high-quality stabilizer line. A well-stocked, attractive stabilizer rack with your own private label stabilizer line costs no more than other competitively priced stabilizer product lines, but it makes it much easier to turn that white stuff into green.

Attend her class Turn That White Stuff into Dollars at VDTA 2020

Deborah Jones
djones@embstore.com



Introducing Sew Fun Projects

By Wendy Berglass

sewFUN
PROJECTS



I'm proudly introducing Sew Fun Projects to focus on the young generation of "sew"ers. Kids are overlooked in this creative outlet and haven't been given a chance to showcase their skills.

These simple projects are beginner friendly with easy, step-by-step instructions that contain all the fabrics and materials (pre-cut and ironed) allowing beginners to start and complete the project themselves. I've test marketed these sewing projects for years with beginners and then chose the most popular ones to package.



The results were enormous because not only was there a sense of pride elicited but these children continued with their newly found interest afterwards. Sewing is an important life skill no longer taught in schools and needs to be continued. It is my passion and dedication to transform the sewing industry to finally focus on a new generation and develop a life-long sewing base. Sew Fun Projects will change the way the sewing industry markets to children.



2020.... An Industry at a Cross Road *with Dean Shulman!*

The past decade has been one of the most exciting and transformational; providing dealers and the industry with new products, new management, and a better tomorrow. What will the next decade bring as dealers and manufacturers continue to seek new customers and explore roads less traveled?

When: Sunday, Feb 16, 1:30 PM - 2:30 PM
Where: Room S227





AURIFIL COLOR BUILDERS

We're keenly aware of the importance of color in this creative world of ours. Color can change the tone of an entire project. It can represent time, convey emotion, evoke a feeling... Color is powerful and exciting, and is at the center of everything that we do.

Finding the right color can sometimes be a challenge. The selection can be the difference between a project that sings and a project that's just ho hum. We strive to offer shades for that winning combination and don't want you to get frustrated if you don't have the perfect match. It's a process, part of the fun of it all, but it could always be easier.

What if we could offer the perfect solution... a monthly thread club. A no-fuss subscription service hosted by your store. Each month, Aurifil will provide you with a thread set introducing a new hue, a new chance at your next best project.

Introducing Aurifil Color Builders, a capsule of twelve curated mini-collections inspired by (and named after) Italy's most vibrant and colorful destinations. Each collection contains three large spools of 50wt thread -- a warm, a medium, and a dark -- within the location's primary color palette. From the lemon groves of Sicily to the pink sand beaches of Sardinia to the clear teal waters of Capri to the stark city grey of Milan... each collection is crafted to evoke images of Aurifil's beloved Italian landscape. The colors were selected not only for their aesthetic appeal, but for their practicality in every day use. We think

you'll appreciate the Color Builder collections both for their beauty and for their utility.

**Read the stories, absorb the hues,
pick your favorites, and sign up for our
2020 Thread Club today!**

Milan: Your morning begins with a brisk walk through the city, down a series of narrow cobblestoned streets, the noise of trams and weaving vespas giving way to the morning bustle. The streets are bursting with smartly dressed people, soaking up the morning sun, sipping fresh coffee, and reading the daily paper. The sweet smell of jasmine lingers in the air, and a new day begins in Milan.

Pompeii: The sun beats overhead as you slowly make your way through the ruins. Bright red stones stand out against shades of soft grey and white, telling silent stories of an ancient and tragic history. Pompeii stands as a remarkable tribute to a once vibrant city, looking out over the mighty Mount Vesuvius, whispering of the strength of the Italian people.

Dolomites: The lush green of the Alpine meadows stretches in front of you, forming a path that leads to the gigantic grey peaks of the Dolomites. Fresh, clean air fills your lungs and the faint clatter of cow bells can be heard in the distance. Lago di Braies sparkles in the distance, sharing a dazzling display of colors that seem to shift from emerald to sapphire under the light of the midday sun.

Verona: An evening stroll through the narrow streets of Verona leads you to an outdoor café in the Piazza overlooking the Colosseum. The sun is just starting to set, casting a soft light on the magnificent stone structure. You find a table, order a cocktail, and take in the jovial sounds of Figaro's Aria from Rossini's *Il Barbiere di Siviglia* taking place inside.

Sardinia: The Spiaggia Rosa sparkles and glistens in the Summer sun. Waves lap at the shore while your feet slowly sink deeper into the pink sand. You stand, perfectly still, a light breeze brushing your skin. You look out over the sprawling turquoise of the Mediterranean Sea, taking in the subtle scents of the flowering Mirto plants in the distance.

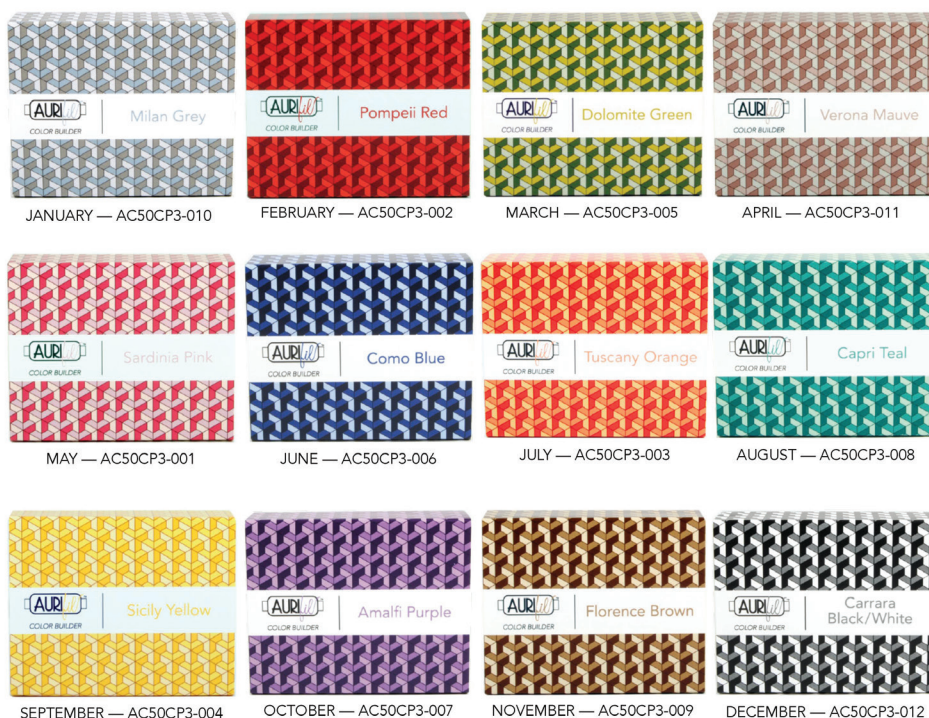
Como: You watch intently as the Brunate Funicular slowly makes its way up the mountain from Como. As the mechanical noises of the train fade, your eyes shift and scan the lakeshore, taking in the magnificence of the private villas. Boats skim across the water while the sun shines brightly above, the vibrant sky reflected in the pristine blue waters of the lake.

Tuscany: You take your place at the table, prepping for an evening of good food and laughter. The table sits outside, overlooking a sprawling vineyard. Crickets are chirping and the air is cooled by a light breeze. It's evening and the sun is just creeping toward the horizon, spilling rich orange hues across the sky. You're struck by the expansive beauty and entranced by the magnificence of an Italian sunset.

Capri: The sun shines above while your sailboat gracefully cuts through the water, creating soft ripples and scattering schools of fish below. Your eyes scan the rocky shoreline, a parade of jagged structures that serve as a stark juxtaposition to the clear and crisp waters, highlighting varying shades of teal that stretch out toward the horizon. You can feel the salt on your skin, soon to be a reminder of your day at the sea.

Sicily: You step out onto the terrace, balancing a tray of cannoli in one hand and a carafe of coffee in the other. Breakfast is *al fresco*, overlooking the faint silhouette of Greek temple ruins in the distance. The scent of citrus lingers in the air, a delightfully subtle reminder of the lemon trees below.

Amalfi: Wind whips through your hair as your '63 Alfa Romeo speeds along the edge of the Mediterranean coastline. The brightly colored houses look like an impressionist painting, highlighted by blue skies and twinkling sunlight. A burst of color catches your eye and you pull over to admire the Bougainvillea, its beauty accentuated by the soft hum of bumblebees.



Florence: You stand at the top of the Duomo, 463 steps conquered, now rewarded with the sprawling views of Florence. Your eyes take in the sea of terracotta roofs below, making way for bustling markets, rushing tourists, and busy cafes... the Ponte Vecchio sparkling in the distance. The smell of rich leather and roasted coffee wafts through the air.

Carrara: There is a low rumble and your eyes open wide in wonder as the 4x4 climbs to new heights, exploring the jagged cliffs of one of Carrara's Marble Quarries. The landscape is uniquely majestic, harsh angles cut into the hillside, giving way to a stone once used to build the Pantheon, once chiselled and carved to create the famed sculptures of the Renaissance.



Return of the Necchi Guy

By Ray Winslow

A long, long, time ago (1919 to be exact), in a land far, far away (Pavia, Italy), Vittorio Necchi returned home from WWI to manage his family business. His wife was wanting a sewing machine and he came up with the idea of building one of his own from the cast iron produced in their factory. The first production model was the Necchi BD.

1932 heralded the arrival of the Necchi BU, the first domestic zig-zag sewing machine. Second generation BU models had the “Wonder Wheel” which allowed the operator to sew many decorative stitches. You can still find these sturdy “classics” running smoothly today, some in industrial setups.

1954 brought the “Supernova”, the first automatic machine, into the market. Trading a Supernova owner out of her machine was a feat rarely accomplished.

1956 was the year of the “Mirella” series, a masterpiece of functionality and aesthetics. This machine won the “Compasso de Oro” and the “Grand Prix” of the XI Triennale di Milano and obtained the highest recognition in the field of industrial design by joining the permanent exhibition of MOMA, the Museum of Modern Art in New York. In America, this machine evolved as the Necchi 544, 544 Lydia, Lydia MKII, Lydia III, and finally the 586 Sylvia; all very popular machines.

1969 saw Ray Winslow come to Colorado and begin selling Necchi sewing machines out of the trunk of a company car.

1983 was the year of the “Logica”, the machine with a futuristic design and electronic control panel.

2019 sees the Necchi label available once again in America. Necchi celebrates the 100th anniversary of their existence by bringing their world renowned label back to the American market with Ray Winslow and Maverick Sewing Services, LLC. Ray worked decades for Allyn International, selling Necchi machines wholesale and retail until the end of 2011. In this extremely competitive and evolving market there is still a place for this iconic label to flourish. Dealers across the country will have the opportunity to hear prospective buyers say, “Oh, Necchi, my mother had one of those”.

According to Ray Winslow, “We are going to start out walking, with two machines, bringing others along, including an electronic model, in 2020. This will be an opportunity for the independent dealer to present a high quality, modern version of a legendary brand name to their prospects. Machines are available now. Product details will be coming soon. In the meantime, Ray Winslow is available at 303-929-4745 and mavericksewing@comcast.net.

FitNice Instructor Course

At the 2020 VDTA • SDTA Trade Show & Convention

Sewing is the easy part. **It's the fitting that makes your customers want to keep sewing and keep patronizing your store. So become a FitNice Instructor!**

Becoming a FitNice instructor opens a whole **NEW PROFIT STREAM** for your business.

This course can **PAY FOR ITSELF** after just 20 students attend your FitNice classes or events!

When: February 14-15, 9 AM - 5 PM

Where: Room S228

2-day Course. Cost: \$1,200 per person

To sign up for this EXCLUSIVE, profit-building course:

1. Call VDTA-SDTA at **800-367-5651** **OR**
2. Sign up through the Show Registration found in VDTA • SDTA's **monthly magazines** **OR**
3. Sign up online at **www.vdta-sdta.com** as you register for the show!

To learn more about the FitNice System, visit ***Fitnicesystem.com***. For questions, call Judy at **502-802-9571**.



Las Vegas • VDTA • February 15-18, 2020

dime prime 2020

SATURDAY FEBRUARY 15

Social Media Strategy
for 2020! Targeting a
Buying Audience!

1:00-1:45PM • Room: S229

Instructor: Eileen Roche

Ten Steps for
Profitable Events

2:00-2:45PM • Room: S229

**Instructor: Eileen Roche
& Deborah Jones**

Stabilizers: Turn that
White Stuff into Dollars!

3:00-3:45PM • Room: S229

Instructor: Deborah Jones

The She Shed
Embroidery Escape

*All the Tools Your Customers Need
To Make Their Escape*

Room: S229 • 4:00-5:15PM

SUNDAY FEBRUARY 16

**DIME Prime! 2020
New Product Reveal!**

9:30-10:30 AM • Room: S229

5 Reasons to Attend dime prime 2020

- See 2020 lineup of NEW patent pending dime products!
- Hear from dealers that have had success with dime!
- Get & Use \$100 instant credit on dime products!
- Enjoy some Fun Door Prizes!
- Receive your very own Goodie Bag valued at \$215!

To Pre-register call/text Wayne Walker 918-207-7735

Partnerships-The Sewing Machine Project and AllBrands

By Margaret Jankowski, Founder, The Sewing Machine Project

Our partnership with John Douthat and AllBrands in Baton Rouge, LA has stretched over many years. John found us and we've been collaborating for over a decade. And for every step we have been grateful.

We have shipped pallets of machines to different AllBrands locations, most often to the Metairie, LA store for our work in New Orleans. We ship the pallet or UPS set of machines shortly before we plan to work there and then fly in and pick them up on that end. The AllBrands staff members are amazing and so helpful.

AllBrands donated 100 Brother machines after the earthquake in Haiti in 2010. Partnering with a charitable group gathering supplies for a container in Mississippi, John shipped the machines to Mississippi and we shipped fabric and notions to the same site. The charitable group, hurrying to deliver supplies, gathered everything and sent it on to Haiti.

John arranged a partnership with LSU's New Orleans campus and we shipped a pallet of machines to supply their theatre department as they recovered after Hurricane Katrina. We met John for a presentation of the machines in their newly renovated theatre.

It was John's work that helped us partner with a company supplying small industrial machines for use on sailboats when we launched our SeaHope project in 2010 following the Deep Horizon oil spill. With SeaHope we gathered donated sails from sailors in Wisconsin and took them to Houma in Terrebonne Parish, LA, to make into messenger bags to sell as a fundraiser. John connected us with Sailrite out of Indiana and they donated 10 compact Industrial machines for the project. Proceeds from the sale of the messenger bags were donated to organizations working with those affected by the spill.

The Sewing Machine Project worked with AllBrands to ship machines and supplies to Cuba to begin sewing lessons there. AllBrands donated the machines and we asked our donors to offer fabric and supplies. Together we launched a sewing program in Cuba.

Today AllBrands collects donated sewing machines for our work in New Orleans. They are currently preparing a set of donated machines for a 4-H group helping kids learn the benefits of sewing and then will prepare a second set for a group of working teens creating a community center in the area. Partnership

works. While the SMP clearly benefits from AllBrands' generosity, AllBrands benefits as well being known as a leader in the community as well as putting their brand in front of new sewers who, when able to purchase their own machines in the future, will more likely than not, purchase through AllBrands. We are exponentially grateful for the kindness that AllBrands has shown us and continues to show the world.

Becoming an Ambassador Dealership

One of the benefits of becoming a Sewing Machine Project Ambassador Dealership is how a gracious charitable effort can turn into the sale of a new machine. In the early 2000's, when I worked at Hans' Sewing in Madison, WI the Sewing Machine Project was just beginning to percolate. I'd often sit down with a customer who would be on the fence about purchasing a new machine. "I really love this machine but my old one is ok...I feel a little guilty replacing it when it still works" "Hmmm," I'd reply, "well, you know, there is an organization that takes in good older working machines like yours and gets them to people in need." This statement was often the final straw in the decision to purchase a new machine.

It was a win win. I made the sale. The customer not only got a new beautiful sewing machine but also knew her old machine would find a new chapter. And someone out there, someone who couldn't afford a machine but to whom a sewing machine would make a world of difference, was gifted this creative, powerful tool.

Logistics of the donation are left up to the donor—the shipping and subsequent tax write off. The dealership is known as one that gives back and The Sewing Machine Project appreciates them spreading the word about the work we do.

For more information about becoming a Sewing Machine Project Ambassador Dealership as well as the guidelines for acceptable machines, check out our website at www.TheSewingMachineProject.org and/or contact info@thesewingmachineproject.org.



Kimberbear Class Act Project

Clover, Kimberbell Designs, Shannon Fabrics, and Fairfield Collaborated for the Kimberbear Project

The gift of compassion seems inherent in our industry. What begins as a desire to create, naturally develops an eagerness to share what we have made. Kimberbell® Designs has partnered with Clover®, Shannon Fabrics, and Fairfield™ to create the Kimberbear™ for charitable giving.

Education Manager for Clover, Steve Butler, started the popular Clover Class Act project bringing together designers, fabrics, and Clover tools in an exciting project collaboration. Dealers receive the box by watching a demonstration in the Clover booth at industry trade shows, which they may use to host a class for customers in their shop. This February at VDTA, Clover will offer a new demonstration box featuring Cuddle® and Luxe Cuddle®, Fairfield Poly-Fil®, with Clover accessories to make a stuffed bear.

Designed by Kim Christopherson, the Kimberbear is a free pattern for both sewing and machine embroidery which can be made in cheerful colors of Cuddle® from Shannon Fabrics. With three sweet sizes, the bear will fit perfectly in tiny hands or packed in comfort kits prepared for children in foster care or entering emergency shelters as well as hospitals and other charities for children.

"When words are not enough for tender hearts in need, this adorable fabric bear will provide comfort," says Kim Christopherson, owner and CEO of Kimberbell. Childhelp.org reports that every year more than 3.6 million referrals are made to child protection agencies. "We invite everyone to join us in making bears for donation to children's hospitals, police departments, fire stations, child and family support centers, safe houses, or homeless shelters."

True to their nonprofit initiative of *Making The World A Softer Place™*, Shannon Fabrics has provided free blankets and fabrics to several organizations, as well as support to a local adaptive sports team and meal baskets to low-income families for the holidays. "The Kimberbear project is the ideal mix of working with others in the industry to give back to our customers, their customers, and especially children in need of a soft hug," said Ellen Mickelson, Marketing Manager for Shannon Fabrics. "We appreciate our loyal partners, especially Kimberbell, Clover, and Fairfield for working with us on this heartfelt project."



While you may personally make any number of Kimberbears for donation, we know serving together is twice blessed. If you are a shop owner, consider inviting customers to your classroom for a day of stitching. Quilt guilds and embroidery clubs could set a goal to finish a certain amount of bears for a local shelter.

Butler tells of his daughter's experience as an ER trauma nurse saying, "She has shared stories with me of the visible difference it makes in a child who receives a toy bear either during or after a needed medical procedure. It is truly gratifying for Clover and Class Act to join with Kimberbell Designs, Shannon Fabrics and Fairfield in furthering this worthy effort."

Arvin Pairavi, President and CEO at Shannon states, "This Kimberbear project is a great collaboration between two worlds we care so much about."

Classifieds

Help Wanted:

We are looking for an experience-motivated individual to manage our service department. We have three retail locations, sell online and have a separate service center where we employ eight technicians to service and repair sewing machines and vacuums. We need someone who can organize the workload, order and organize parts, handle estimate calls, communicate with the store staff and inspect outgoing repairs and rebuilds. \$42k per year plus benefits. Email your resume to matthew@catheys.com (10x3)

Help Wanted:

TOPS VACUUM & SEWING. HIRING FOR ALL POSITIONS!

- Longarm Installer - Experience with HandiQuilter a must
- Sewing Mechanic - Experience necessary (Brother/Babylock)
- 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.

Business for Sale:

Vac and Sew shop, established, growing community. Between Tuscon and Phoenix, only shop for 70 mile radius. Selling for health reasons. 25K. info@thevacdoctor.com.

Business For Sale

Owner-operated vacuum business for sale in Swift Current, KS. Currently sells Cyclovac, Aerus/Electrolux, SEBO, Ghibil, Taski, and Nilfisk. Busy repairs and central vacs, sewing machine repair. Solid customer base. No competition for 100 miles. Email superiorvac@sasktel.net for real estate listing. (12x3)

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.

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. (12)

Merchandise For Sale

Save 80% on merchandise and freight for all of your Janitorial Chemical Blends and Mix your own products. Namco Mfg. 713-829-2974 (12x3)

Cork Fabric from Belagio Enterprises Inc.

By Debi Schmitz,
The Creative Director of Sales and Marketing

Why Belagio cork fabrics?

Because Belagio cork fabric is a lightweight, pliable, versatile fabric that is perfect for pillows, handbags, craft projects and fashion accessories. Traditional cork fabrics have a thicker base which makes some patterns and techniques very hard if not impossible to accomplish.

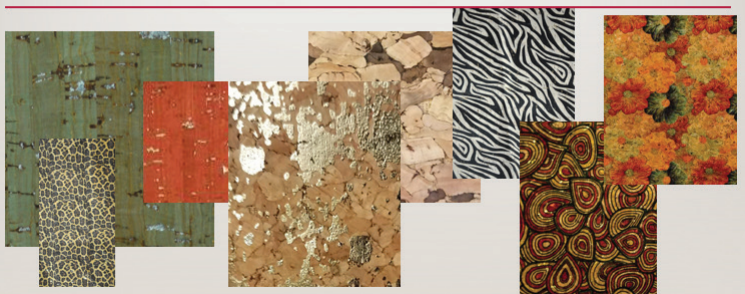
At Belagio, we work hard to bring you quality product at competitive pricing. We've researched the downfalls, characteristics and styles of cork fabric to bring the best selection of fabrics to the market. The decision to release a cork fabric of this nature was thoughtfully considered. We focused on being able to integrate this fabric to work with quality cotton fabrics in the quilting world.

Cork Fabric Characteristics

Cork has many unique characteristics that are often thought of as flaws. Since this is a wood product that is laminated to a fabric that will be folded and manipulated, it is likely that there will be some edge overlaps, minor cracks and slight imperfections.

For movement and elasticity, the pieces of cork are not layered on top of each other, the pieces butt up against each other, sometimes with gaps between allowing fabric flow and versatility. Rules are bent when discussing natural products used in a conventional manner. These products dictate their own norm, and their norm is beautiful.

ENDLESS CORK CHOICES...



ORDER FORM for

International Spring Cleaning Month - March

International Sewing Month - September



Updated PROGRAM DETAILS

VDTA•SDTA, along with the manufacturers and distributors in the floorcare and sewing industry, co-sponsor International Spring Cleaning Month and International Sewing Month. The industry sponsors donate merchandise prizes and VDTA•SDTA sponsors a gift certificate worth \$600 as the Grand Prize to be used and valid only where the winner registered. This brings the customer back to the dealer's store again to shop.

How does the dealer get paid for the gift certificates?

The winner will be sent a gift certificate worth \$600, indicating the dealer's name and address where it must be used. When the winner comes into the store and uses all or part of the gift certificate, the dealer is asked to give them the product they want to buy, have them sign a form provided, and the customer is happy and out the door. The dealer will then need to provide a copy of the receipt along with the form that the winner signs to VDTA.

Next, VDTA•SDTA mails a check to the dealer for the gift certificate within 2 business days. Please do not make your customer wait until you get paid for the certificate. You want a HAPPY, EXCITED customer.

The winner will not be required to use the entire amount of the certificate at one time. Example: if they buy \$50 worth of products, they will have \$550 left to spend at another time. There is NO cash back on the certificates so they have to buy merchandise. NO copies will be allowed and NO replacement for lost certificates.

If the dealer has their own gift cards, VDTA•SDTA will send the dealer a check for \$600 so the dealer can issue the winner their company gift card. This makes it really easy for your customer to shop!

The dealer will not be sent any money until the customer makes their first purchase with the gift certificate. If the winner forfeits or decides not to use the gift certificate at all, the dealer will not be paid.

FYI: VDTA•SDTA has entered into a contract with Heartland Payment Solutions that has a gift card program. If you do not have gift cards presently, this might be a great time to start. Everyone loves to give gift cards. They are an easy solution for that "hard to buy for" person.

If you have any questions, please contact us at 800-367-5651.

Please return this form to our office to reserve your promotional kit by the following deadlines below.
Feb. 15 to receive International Spring Cleaning Month. July 30 to receive International Sewing Month.

☐ Yes, send me the International Spring Cleaning Month FREE promotional kit

☐ Yes, send me the International Sewing Month FREE promotional kit

Your Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

FAX this form to 515-282-4483 or scan and E-mail to mail@vdta.com or mail to 2724 2nd Ave, Des Moines, IA 50313

Powerhouse Roundtable BY DEALERS FOR DEALERS

When: Saturday, Feb 15, 1PM - 4PM

Where: Las Vegas Convention Ctr

**2020 VDTA • SDTA
Trade Show &
Convention**

COME SEE SOME OF THE BEST DEALERS IN THE INDUSTRY
TACKLE MYTHS PLAGUING OUR BUSINESSES, AND HOW YOU
CAN BUST THEM ON YOUR WAY TO SUCCESS!

1. Young People Aren't Worth Pursuing as Prospective Customers.
2. My Business Reputation is All the Marketing I Need
3. Since My Business is Part of a Specialty Industry, I Can Count on Customers Seeking Me Out Online -- All I need Is a Website.
4. Top-End Products Sell Themselves, No Strategy Needed
5. Add-On Sales in Our Industry are a Thing of the Past
6. Product and Service Reviews May Be Important In Some Industries, but Not Ours.

PANELISTS INCLUDE:

Paul LaPonte – Quality Sewing & Vacuum, Puyallup, WA

Donny Cathey – Cathey's Sewing & Vacuum, Tucson, AZ

George Moore – Moore's Sewing Centers, Mission Viejo, CA

Linda Zachman – Linda Z's Sewing Center, Arlington Heights, IL

Rhonda Lopez – Nuttall's Sewing Centers, Layton, UT

Listen to topics you need to be thinking about, as discussed by
some of the most successful sewing & floorcare dealers! Get
one-of-a-kind insights into the success YOUR STORE NEEDS!

The panel for the 2019 Powerhouse Roundtable is of varied age and years of experience in an effort to provide multiple perspectives on the subjects or topics. Thank all of the panelists and sponsors whose commitment makes this event possible.



Pacesetter

CREATE *Holiday* HOME DÉCOR WITH PACESETTER



SERGE
PS5234



SEW
PS500



QUILT
PS700

DESIGNED FOR DIY ENTHUSIASTS

Your customers can create their own pillows, quilts, table runners and unique home décor items this holiday using a Pacesetter machine by Brother. This versatile lineup of sewing, quilting, and serger machines cater to all levels of experience, with affordability in mind. With supportive bundles and a wide range of accessories included, your customers can tackle virtually any project with ease.*

To learn more, visit: PacesetterbyBrother.com
Become an Authorized Brother Dealer. Call 908.252.3036



PERSONALIZE YOUR DÉCOR
with decorative stitches

[f](#) [t](#) [v](#) [i](#) [p](#) /brothersews 1-800-4-A-BROTHER

*Bundles and features vary by machine. ©2019 Brother International Corporation.

brother
at your side