

VDTA NEWS

VACUUM DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer

December 2018 | ISSUE 447 www.vdta-sdta.com

FLOORCARE
CENTRALVAC
Professional™

*Holiday Greetings
and Best Wishes for the New Year!*

– The Trovac Family

**CycloVac
Feature, p27**

**Intervac Design Corp
Reaches Milestone, p13**

**2019 VDTA Show
Info, p29**



Don't miss the great
Floorcare events at
VDTA 2019



**18 Ways to Unclog
Central Vacs, p18**

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

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

**FLOORCARE
CENTRALVAC**
Professional™

FloorCare Professional™ / Central Vac Professional™ is published monthly by Vacuum and Sewing Dealers Trade Association (VDTA•SDTA) and is designed exclusively for the floor care industry and all related products. FloorCare Professional™ / Central Vac Professional™ is distributed to floor care dealers, manufacturers, distributors and suppliers located in the U.S.A. as well as around the world. The entire contents copyright 2018 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: Tonya Tienter
MEMBERSHIP DIRECTOR: Joe Burklund
GRAPHIC ARTIST: Miranda Snell
ACCOUNT MANAGER &
CONTRIBUTING WRITER: Craig Dorman
ACCOUNTS RECEIVABLE: Sherry Graham
SENIOR PRESS OPERATIONS: Terry Jackman
PRE-PRESS: Doug Millang

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

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

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

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

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

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.

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

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

President's Letter

Happy Holidays, Seasons Greetings, Merry Christmas from VDTA•SDTA to you and your family and staff.

"Happy Holidays" and "Season's Greetings" have become common holiday greetings around the world during this time of year. Though some still prefer "Merry Christmas."

No matter where you are or what culture or religion you identify with, I wish to you all a spirit of gratitude, compassion and kindness for this holiday season and beyond.

Whatever you celebrate or believe in, we should all be happy and rejoice in this season of joy, peace and good will.

Here's wishing you all a joyous 2019.



*"Deck the halls with boughs of holly!
Fa-la-la-la-la
La-la-la-la!"*



HIZERO®

Bring the World into Bionic Cleaning Era.

Merry Christmas and a Happy New Year



HIZERO, the world's first bionic floor cleaning machine, will extremely simplify your floor cleaning process just like using a washing machine.



Sweeping



Mopping



Drying



Self-Cleaning



Scan the QR code
for demo video



Follow us on
Facebook

ORDER NOW! USA: Steel City Vacuum
(1-800-822-1199, www.steelcityvac.com)
Canada: Hibbert International
(1-800-661-1467, www.hibbert.ca)





CONTENTS

December 2018 | www.vdta-sdta.com

In Every Issue

- 2 Letter from the President
- 6 Thank You Members
- 7 Classified ads
- 24 Recognizing our Associate Members

Viewpoint

- 16 The Power We Have, *Barnhardt*
- 20 Tips and Tricks of Search Engine Optimization and SEO Tools, *Luke*
- 22 Emboldening an Empowered Team, *Tschohl*
- 25 Setting Boundaries at Work, *Okel*

Product Showcase

- 8 ProTeam: The Importance of Multi-Level Vacuum Filtration
- 12 BONECO Drives Sales Up, Sickness Out

Convention

GENERAL INFO

- 29 Register for the 2019 VDTA•SDTA Trade Show
- 30 2019 Exhibitor Listings
- 37 Shuttle Transportation
- 39 2019 Class Schedule
- 40 Hotel Accommodations

SPECIAL EVENTS

- 43 Attend the VDTA/Epstein Charity Fun Night!
- 43 You're Invited to the Industry Cocktail Reception

LEARNING OPPORTUNITIES

- 11 Central Vacuum Roundtable
- 15 Millennials Plus Panel
- 17 Vacuum Talk with the Pros
- 38 Powerhouse Roundtable by Dealers for Dealers
- 47 Success Studios: Small Group Discussions

Feature

- 14 How Do You Keep Your Physical Store Competitive in a Digital World?
- 18 18 Ways to Unclog a Central Vacuum, part 1, *Olewiler*
- 27 CycloVac Wishes Happy Holidays!
- 50 Holiday Sales: Converting One-Time Shoppers to Loyal Customers
- 55 Remember When...

Industry News

- 7 Insurance Member Benefits: Update
- 10 Sign-up for Spring Cleaning Month Kits
- 13 Intervac Design Hits Record Vacuum Shipments
- 21 Over Half of Shoppers Will Utilize Physical Retailers for Majority of their Holiday Shopping

Forms

- 9 Dealer of the Month form
- 26 Vacuum Repair Tags
- 29 Register for the 2019 VDTA Show
- 52 Join VDTA•SDTA Today!

Holiday Sales, p50

Sources:

"2018 Customer Engagement & Loyalty Statistics." Comp. Ashey Autry. Access Development. 13 February 2018.
<www.blog.accessdevelopment.com>

Gains, Brandon. "9 Key Customer Lifestyle Statistics for 2017." Business2Community. 20 December 2016.
<www.business2community.com>

Footnotes:

1. Gains
2. "2018 Customer Engagement & Loyalty Statistics," Yotpo
3. Ibid., Expedia Affiliate Network
4. Ibid., Inmar
5. Ibid.
6. Ibid.
7. Ibid., RetailMeNot

Merry Christmas from VDTA • SDTA



Charles Dunham
Chairman



Judy Patterson
President



Sherry Graham
Accounting



Craig Dorman
Account Manager



Tonya Tienter
Managing Editor



Joe Burklund
Membership Director



Terry Jackman
Senior Press



Doug Millang
Pre-Press



Miranda Snell
Graphic Artist

THANK YOU MEMBERS



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

ASSOCIATE MEMBERS

| | | MEMBER SINCE |
|--------------------------------------|---------------------------|--------------|
| CycloVac / Industries Trovac Ltee | Blainville, QC, Canada | Dec 1991 |
| Dulwich Hill Sewing Centre | Dulwich Hill, Australia | Nov 2017 |
| Envirocare Technologies | Bohemia, NY | Dec 2011 |
| Essco | Twinsburg, OH | March 1987 |
| Flexaust-Tuec | Warsaw, IN | Nov 2006 |
| Hoopsisters.com | Lima, OH | Sept 2017 |
| Irobot Corporation | Bedford, MA | Nov 2004 |
| Janome America | Mahwah, NJ | Oct 1992 |
| JKL Global Sales | Surrey, BC, Canada | Dec 2007 |
| Kirby Company | Cleveland, OH | Oct 2000 |
| Myraton Industries | St Catharines, ON, Canada | Dec 1991 |
| Sew Steady | Eugene, OR | Oct 2018 |

DEALER MEMBERS

| | | |
|---|-------------------------|------------|
| A-1 Northwest Vacuum Co | Oklahoma City, OK | Dec 1984 |
| A-1 Vacuum & Janitorial Supply | Missoula, MT | Oct 2018 |
| A-1 Vacuum Solutions of Huntersville | Huntersville, NC | Nov 2011 |
| Aardvac | Frisco, CO | Nov 1999 |
| AB Vacuum Center LLC | Willmar, MN | Aug 1990 |
| Abbey's Sewing Center | Barnhardt, MO | Oct 2018 |
| ABC Vacuum Center | Phoenix, AZ | June 1987 |
| All Brands Servicenter | Richmond, VA | Nov 1981 |
| All Brands.com Sew & Vac | Baton Rouge, LA | Aug 1995 |
| A-One Vacuums & Appliances | Santa Rosa, CA | Dec 2010 |
| Arlington Sewing Mach Supply | Arlington, TX | Sept 1999 |
| Atlantic Vacuflow Ltd | Dartmouth, NS, Canada | Nov 2010 |
| Aurora Sewing Center | East Aurora, NY | Dec 2003 |
| Austin Sewing Machines | Round Rock, TX | Oct 2018 |
| Betty's Bobbin Box | Odessa, TX | May 2016 |
| Beyond The Stitches LLC | Crystal River, FL | Oct 2018 |
| Bittersweet Fabric Shop | Boscawen, NH | Nov 2010 |
| Boyd Sewing & Vacuum | Eureka, CA | July 2015 |
| Cam Services | Mill Valley, CA | Dec 1996 |
| Close To Home | Orange, CT | May 2006 |
| Cottage Quilts-Sew Creative Studio | Medford, OR | Oct 2018 |
| Cozy Bunny Quilt Shop | New Haven, IN | Oct 2018 |
| Cynthia's of Bend | Bend, OR | Oct 2018 |
| Dave's Vacuum Clinic Limited | Bridgewater, NS, Canada | Dec 2015 |
| Discount Vac and Sew | Kennewick, WA | March 1994 |
| Ed & Larry's Fast Service | Janesville, WI | Oct 1990 |
| Elite Vacuums Plus | Las Vegas, NV | Dec 2002 |
| Evergreen Vacuum | Evergreen, CO | Oct 2008 |
| Faribault Vacuum & Sewing Ctr | Faribault, MN | Dec 2003 |
| First Stitches LLC | Canon City, CO | Oct 2018 |
| Gallup Service Mart | Gallup, NM | Oct 2001 |

| | | |
|--|----------------------|-----------|
| Hughes Central Vacuum | Cedar Hill, TX | Oct 2009 |
| Husker Sew Vac | Lincoln, NE | Nov 1985 |
| Ideal Central Vac | Charlotte, VT | July 2015 |
| Jane's Sew Central | Merritt Island, FL | Oct 2018 |
| Jones Sew & Vac | Pocatello, ID | Jan 1991 |
| Kirby Sales & Service | Tyler, TX | Nov 2014 |
| Kritz Vacuum & Allergy Relief LLC | Highland Park, IL | Nov 2010 |
| Leabu Sewing Center | Ann Arbor, MI | Nov 2016 |
| Linda's Vacuum Centre | Peoria, IL | Oct 2018 |
| Luedke's House of Sewing | Princeton, WI | Dec 1998 |
| Main Street Hardware & Vacuum | N Andover, MA | Oct 2018 |
| Mended Hearts Quilting & Boutique | Ellsworth, IA | Oct 2018 |
| Mikes Sweeper Center | Steubenville, OH | Oct 2006 |
| Norfolk Vacuum Sales & Service | Norfolk, NE | Nov 2002 |
| North Country Quilters & Sew 'N Vac LLC | Rumney, NH | Nov 2017 |
| Pick Your Stitch | East Syracuse, NY | Oct 2018 |
| Quilting at the Beach | Myrtle Beach, SC | Dec 2013 |
| Ristenbatt Vacuum Cleaner Services | Manheim, PA | Nov 2013 |
| Sew and Vac Inc | Poughkeepsie, NY | Sept 1999 |
| Sew Happy | Cloudcroft, NM | Aug 2016 |
| Sew Nice and Easy | Bellaire, TX | Oct 2018 |
| Sew Smart Sewing Center | Mountain Home, AR | Oct 2015 |
| Sew Special Inc | Uniontown, PA | Oct 2018 |
| Sewing on the River Inc | New Bern, NC | Nov 2016 |
| Sewing Parts Online | Dickson, TN | Nov 2007 |
| Sewtown Inc | Fort Smith, AR | Nov 2006 |
| South Portland Sewing Centre | South Portland, ME | June 2017 |
| The Oreck Clean Home Ctr of Daytona | Daytona Beach, FL | Nov 2016 |
| The Sew'n Place Inc | Fayetteville, PA | Nov 2015 |
| The Stitchery | Rome, GA | Oct 2018 |
| Thimbles | Lockport, IL | Nov 2014 |
| Timeless Quilts & Friends LLC | Missoula, MT | Nov 2009 |
| Tinker Jacks | Akron, OH | Nov 2008 |
| Triad Home & Vacuum Ctr | Archdale, NC | Oct 2017 |
| Tri-Angle Sewing Center | Guelph, ON, Canada | Aug 2017 |
| Turtle's Quilts | Franklin, WI | Sept 1999 |
| University Vacuum | Des Moines, IA | Nov 1995 |
| Upland Vac & Sew | Upland, CA | Feb 1996 |
| Vacuum & Sewing Ctr | Gainesville, FL | Dec 2003 |
| Vacuum Wholesalers | Calgary, AB, Canada | Oct 2006 |
| Walnut Creek Vacuum | Walnut Creek, CA | Dec 2010 |
| Whatever's Quilted Inc | Wake Forest, NC | Oct 2017 |
| Windy Moon Quilts | Reno, NV | Dec 1999 |
| Winn-West Distributors | Winnipeg, MB, Canada | Dec 2001 |

Insurance Member Benefits: Update

November and December are once again going to be very important months to make decisions regarding your health insurance for the upcoming year. Fortunately, Association Health Programs will continue to have great options for eligible members in almost every state for 2019!

With VDTA•SDTA, the opportunity to enroll in insurance plans through Association Health Programs is a members-only benefit. Their options can provide an opportunity for lower premiums compared to Healthcare Reform policies and access to the best networks of doctors and hospitals available.

With Association Health Programs, you might take advantage of:

- Health Insurance
- Nationwide PPO Networks (Choice of doctors and hospitals and no referrals required)
- Affordable Premiums
- Low and High Deductible Plan Options
- Also Available: Dental & Vision Insurance, Life Insurance, Accident Insurance, Disability Income, and Long-Term Care

Effective Dates Available from Now Through January 1!

For more information, visit <https://associationpros.com/vdta.html> or call 888-450-3040



**Not available in: AK, HI, MA, ME, NH, NJ, NY, RI, VT, WA.
**Product availability and rates vary by state and individual circumstances.
***Must meet health and eligibility underwriting guidelines*

Classified Ads

**To place a classified ad with VDTA•SDTA,
call 800-367-5651 or fill out the form online - www.vdta-sdta.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. (1-1)

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!

BUSINESS FOR SALE: Sweeper Depot is Battle Creek's sole vacuum cleaner store. Long-established with supplemental income and living quarters. Contact Mitch at (269)963-3440. (0-0)

HELP WANTED:

TOPS VACUUM & SEWING. HIRING FOR ALL POSITIONS!

Longarm Installer: Experience with HandiQuilter a must

Sewing Mechanic: Experience necessary

(Brother / Baby Lock)

Vacuum Sales/Service: Simplicity / Miele / Oreck

Web Developer/Unique Content Writer: Any web experience?

Telephone Customer Service (vacuums)

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

BUSINESS FOR SALE:

Store for sales, 41 years in same Houston location selling and servicing sewing machines and vacuums. Price \$30,000 Including inventory and fixtures. Call Stuart at 281-495-8763 or email aliefvac@yahoo.com

ProTeam: The Importance of Multi-Level Vacuum Filtration



In order for a vacuum cleaner to do its job, it must trap dirt and dust in a filter. The first line of filtration (the filter bag that you empty after cleaning) captures the largest debris. To capture fine dust and invisible pollutants, there must be additional filters that filter out smaller and smaller particles.

The Super Coach Pro® backpack vacuum from ProTeam® has four levels of filtration, culminating in exhaust filters made from HEPA media. Working together, the filters capture everything from debris to the finest sawdust. That's what creates a clean that you can both see and *feel*.

The Four Filters of the Super Coach Pro

1. The first line of defense in a Super Coach Pro is the Intercept Micro® Filter, a thick, double pleated filter with 21% more filtration area than non-pleated filters. The durable, open collar allows for multiple uses. The thick, anti-shred material provides longer filter life.
2. Nestled directly under the Intercept Micro Filter is the washable and reusable Micro Cloth Filter.
3. On top of the vacuum motor lives the Dome Filter. The dome filter protects the motor from harmful debris.

4. Lastly, the exhaust filters made from HEPA media capture the finest particles of dust including many allergens and asthma triggers. This filter assures that the vacuum is releasing clean and healthy air back into the environment.

For a ProTeam vacuum to provide optimal cleaning power, all filters must be maintained properly and replaced with only genuine ProTeam filters.

**Visit ProTeam at the
VDTA Show in booth #224**



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

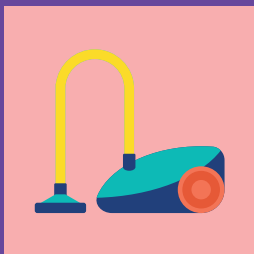
Mail to: Dealer of the Month, VDTA•SDTA, 2724 2nd Ave, Des Moines, IA 50313.

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.

Spring Cleaning Month

March 2019



VDTA•SDTA along with manufacturers and distributors in the floorcare industry sponsor International Spring Cleaning Month – a promotion that helps dealers target consumers, increase store traffic, and make more sales. VDTA provides Spring Cleaning Month marketing kits – FREE for MEMBERS – complete with posters, hangtags, sales tags, and more. Industry sponsors donate merchandise prizes for your customers, and VDTA•SDTA sponsors a gift certificate worth \$600 as the Grand Prize (to be used and valid only where the winner registered).

Below is our Spring Cleaning Month order form to reserve your promotional kit, FREE for MEMBERS. Be sure to send it in early, so you can start March out with a bang – or whatever noises come your way when cleaning.

Return this form to our office to reserve your promotional kit **As Soon As Possible.**

☐ **Yes, send me the International Spring Cleaning Month promotional kit, FREE for VDTA Members**

FAQS

How does the dealer get paid for the gift certificate?

The winner will be sent a gift certificate worth \$600, specifying the dealer's name and address where it must be used (the dealer is also sent a copy of the certificate). When the winner visits the store and uses their gift certificate, the dealer will need to fax, mail, or scan-and-email the copy of the receipt to VDTA's offices. VDTA will mail a check to the dealer for the gift certificate within 24 hours.

Can the dealer use their own gift cards (instead of the certificate)?

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

Note: VDTA has entered into a contract with Heartland Payment Solutions, which offers a gift card program. If you do not have gift cards presently, this might be a great time to start.

Does the winner have to use all \$600 at once?

No, the winner will not be required to use the entire certificate amount at one time. The dealer will not be sent any money until the customer makes their first purchase with the gift certificate.

Can the winner receive cash back?

No. The winner has to buy merchandise.

What if the certificate is lost?

No copies will be allowed and NO replacement for lost certificates.

Your Name: _____

Company Name: _____

Street Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____

Fax this form to 515-282-4483 OR scan-and-email to mail@vdta.com OR mail to 2724 2nd Ave, Des Moines, IA 50313

Central Vacuum Roundtable

A PANEL YOU CAN'T AFFORD TO MISS!

Wednesday, Feb 13

1:30 PM - 2:30 PM

Room S229

PANELISTS

Dan Zimmerman, *Zimm's Central Vacuums*

Cory Coltrin, *Coltrin Central Vacuums*

Richard Goodman, *BEAM of Knoxville*

Bob Boffoli, *Cape Cod Vacuum*

Rico Dubach, *Swiss Boy*

**MODERATED BY
TRAIL DEGONDEA,
CYCLOVAC**



**The Central Vacuum market needs to grow and expand.
See how these top-selling dealers are making that happen in
their areas, and how you can make your business and
the industry bigger and better too.**

BONECO Drives Sales Up, and Sickness Out

Influenza and dry air

While the outdoor temperature drops, the influenza risk inside rises. During the winter months, we live and work in heated, usually closed rooms, where it is easier for pathogens to spread. A study conducted by the German Institute for Occupational Safety found that pathogens from a single sneeze can cover a distance of up to 40 meters. At below 40% relative humidity, droplets lose their moisture content through evaporation, making these particles extremely small. In turn, this increases the amount of time they linger in the air, increasing the influenza risk too.

Reducing the influenza risk naturally

The influenza risk can be reduced naturally with a relative atmospheric humidity of 40 to 60%. Harmful particles laden with additional moisture from the air fall to the ground. In other words, the particles are no longer floating near your face, thus considerably reducing the risk for contracting influenza. Having optimal humidity helps respiratory tracts and mucous membranes maintain their protective function and strengthens the immune system.

The Boneco Solution

The BONECO Steam Humidifiers offer hygienic air humidification that is ideal for families with children. The Steam Humidifiers boil water, which eliminates bacteria and guarantees mineral-free humidification. Thanks to the hand-warm steam, the unit ensures a safe and pleasant atmosphere in households with children and pets. Furthermore, energy is set free by the warm steam which slightly increases the room temperature, resulting in a more comfortable environment.

The S450 Steam Humidifiers works with outstanding efficiency to create the ideal home environment. In AUTO mode, the unit automatically adjusts to an optimum relative humidity level of 55% and immediately reduces output once that value is reached. Easy handling, precise controllability, and simple cleaning in CLEANING mode embody the peak of Swiss quality.



To learn more, visit www.boneco.us/en-us/ and see them at the 2019 VDTA Show, booth #521

InterVac Design Hits Record in Vacuum Shipments

InterVac Design of Palm City, Florida is pleased to announce the shipment of its **500,000th** vacuum cleaner. "It's hard to believe how far we have come from the days when Peter and I started the company in our garage more than 20 years ago," said Susan Schlapkohl, VP and Owner of InterVac. "We didn't have money for advertising when we started, and our entire business has been built by word of mouth. We were able to do that because of the quality and reliability of our vacuums."

InterVac Design has a reputation for innovative designs and specializes in compact central vacuum systems. In 2012 they decided to focus more on the RV Industry and on growing their existing market share. That turned out to be perfect timing as the RV Industry grew from shipments of 285,000 RV's in 2012 to over 500,000 in 2017, a 75% growth rate over the 5 years. But InterVac enjoyed even greater success, growing 150% in that same time frame.

"Not only has our business grown exponentially, but at the request of one of our customers, we were able to develop a new product just for them which helped fuel our growth," said Schlapkohl.

She continues, "This year a high-end RV manufacturer challenged us with developing an RF remote control pistol grip for automatic start/stop of the vacuum cleaner. We were able to design this and get FCC approval in a relatively short time frame and win their business. This product can be used with our CS-RM, RM and the IVD 660."

InterVac Design also announced the completion of their newly renovated offices and warehouse in Palm City, Florida. The company has added much needed office space, a mezzanine for storage, and better utilization of the 24,000 square feet of warehouse space to accommodate their rapid growth.

InterVac offers a complete line of specialty central vacuum systems. The CS line for smaller spaces can fit into a kitchen island or cabinet, the GarageVac for the home garage has a built-in tool caddy, the VacPort Sweeper Pan with LED lights is guaranteed for life, and their newest product - the IVD 660 - is suitable for homes under 3,000 square feet. In fact, the design of the 660 is completely unique and allows a builder to actually install it inside the wall, thereby reducing the amount of space required by standard central vacuum systems and hiding the piping and wiring system.

**To learn more about
InterVac Design Corp, visit
www.intervacdesign.com and
see them at the 2019 VDTA Show
in Vegas, Booth #219.**



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

How Do You Keep Your Physical Store Competitive in a Digital World Where So Much Commerce Now Happens Online?

By: POSIM Staff

It can be quite simple. Brick and mortar stores need to look for online opportunities to expand their customer base. There are lots of free options available through the likes of Facebook, Instagram, and Twitter, to name a few. Plus there are tons of tools out there to help, and it is not as intimidating as you might think.

Dozens of companies are springing up all over the internet that can help you create ads, schedule them on a calendar, and post them to the popular social media networks. These tools can greatly help you build the right size ads with the appropriate content that aligns with a specific network – and many offer free versions for the casual user who does not need a ton of analytics. This is perfect for beginners who want to get their feet wet without a significant commitment of time and money.

Email marketing is one of the most affordable online marketing tools. It gives you the ability to promote your brand, sell products, and increase sales. It even converts better than social media! According to a McKinsey & Co. survey, email is nearly 40 times more effective at acquiring new customers than Facebook or Twitter. POSIM's Point-of-Sale integrates with MailChimp, a simple and intuitive email platform to keep your customers in the know.

When companies like POSIM and MailChimp work together, it makes it easier than ever to reach out to customers with the latest deals, events, and news from your store. You can even set up focused marketing campaigns to your top customers by using POSIM's best customer report. Plus, MailChimp's "Forever Free Plan" allows up to 2,000 subscribers and 12,000 sends per month and gives you access to most of the MailChimp features all for free.

Another great way to compete in an online world is through social media. Social selling is all about using social networks to build relationships and loyalty. These networks let you showcase your products using your style, representing your brand and values. If you don't already have a Pinterest account, set one up today. Pinterest can be one of the best ways of generating traffic and customers. According to the international brand and marketing firm, KANTAR | Milward Brown, "93% of Pinners have used Pinterest to plan for or make purchases."

"When companies like POSIM and MailChimp work together, it makes it easier than ever to reach out to customers."

It is vital to understand your customers wants and needs and be able to adapt to them. Adapting to such changes could be the difference between a brick and mortar store failing or thriving. Kohl's recently adapted by allowing Amazon purchases to be returned in stores, and Nordstrom now offers a unique upscale shopping experience that includes tailoring and manicures, all to expand their customer experience.

It's no secret, e-commerce is changing how retailers do business. POSIM's fully integrated e-commerce solutions with Shopify, Zoey, and Magento give retailers more options to get their products to market quickly.

New customers exist outside your local area, and the opportunity is waiting to bring your brick and mortar store into the space online, where consumers are seeing advertisements and shopping. It is essential to partner with the right companies, ones that not only have great tools but are also invested in your success.

Millennial Plus Panel

A panel you can't afford to miss

Wednesday, Feb 13
10:30 AM - NOON
Room S233

At the VDTA Show
in Las Vegas

PANELISTS

Allyce King, DIYStyle®
Connor Brostek, Pins and Needles
Angel Herndon, Sweeper World
Justin Shattuck, Stitchin at the Barn



We are moving into the future, and the next generation of customer, employee, and business owner is along for the ride. We've heard so many things about "Millennials" and how they are re-shaping the retail experience. The truth is, Millennials are now in their mid-20s to upper-30s. They have established careers, are tech-savvy, and adaptable. With this panel of Millennial-aged experts in our industry, learn how they are planning for the future of their business, especially when it comes to customer engagement, problem solving, and more!

The Power We Have

I don't know about you, but I am really glad the mid-term elections are over. I sincerely believe in the democratic process, but this year seemed to get a little out of hand. You have the far-right thinkers and then you have the far-left thinkers and then you have most of us who are someplace in the middle. There's a saying about "the squeaky wheel gets the oil," and that's what both sides seemed to be thinking -- "If only our side can be more vocal, we will win and determine the direction of this country we call home."

Some say our country has never been more divided on issues and the direction of our future. History might say otherwise. On July 11, 1804, Vice President Aaron Burr and former Secretary of the Treasury Alexander Hamilton, both prominent politicians of the day, fought it out with their infamous duel in which Alexander Hamilton was mortally wounded. Pretty serious stuff. The question we have to ask is: Are we almost to this point again?

The American Civil War waged on from 1861-1865. In more recent times, we went through the Vietnam War era, which again divided the country. It's my hope now that the mid-term elections are over, some of the name calling, stalling, accusations, and blocking of legislation will stop. There are some big issues that need to be decided, but not everything is a big issue. There comes a point to put our differences aside and agree to disagree. No matter how divided we seem to be, we still live in the best country in the world.

So we agree to disagree on some issues. What else can we do? How about treating each other with respect? We're all God's creation. And yes, we are perfectly made. Can you imagine if we take some of that perfection and use it to the maximum advantage to help one another?

People have a tendency to be more generous this time of the year. Are you and I part of that group? Most of us are more than blessed. How about the single mom who's struggling to pay bills? The senior citizen having to choose between nutritious meals and paying for medication? The cancer patient whose lingering sickness has wiped out their savings, and now they must move from their home?

"While we can't help everyone, most of us are in a position to help someone."

While we can't help everyone, most of us are in a position to help someone. Even if it's just babysitting for them, giving them a ride to a medical appointment, or serving them a meal. If we all just pitched in a little bit, we could really make a difference. After all, how much stuff do we really need? **TOGETHER WE HAVE THE POWER TO CHANGE THE WORLD!** The best time to start changing the world is now!

As mentioned in previous articles, my favorite volunteer opportunity is working in leadership with a local meal ministry. The ministry recently expanded to 4 meal times each week and is now serving well over 1,000 meals per week. Together

WE have accomplished quite a bit. Why do I volunteer part of 4 evenings/days each week? Some call it the "volunteer high." It's that feel good, warm fuzzies thing.

Being in the vacuum and sewing industry for many years, I have had the opportunity to travel to many places as well as be fortunate enough to buy some of the popular "stuff." A few years ago, I realized trips and "stuff" aren't what life is about. Life is about relationships. Life is about positively impacting the lives of others. It's about getting involved and really living life to the fullest.

What will you do in 2019? You have the power to make a difference. Will you make an effort to positively affect the lives of those you touch? Will your customers notice? Will your spouse or friends notice the spring in your step?

There are volunteer opportunities all around us. Get involved. Change a life. **It might just be your life that changes the most.**

God Bless Volunteers
Everywhere! Merry Christmas
to All!

**Thoughts and ideas from
our readers are greatly
appreciated. Questions?
Comments?**

**E-mail:
jimbarnhardt@msn.com**

~Jim



JIM BARNHARDT

J & R Vacuum and Sewing
VDTA • SDTA Board Member

VACUUM TALK

with the pros

When:

**Tuesday, Feb. 12
1 PM - 2:30 PM**

Where:

Room S226

*A Brand
New Event
at VDTA!*

*Hosted by Evan Strittmatter,
Indiana Vac*



What is this event?

Live filmings of 3 in-person interviews. Each interview will be 20-30 minutes, and the questions asked will be those YOU submit!

Who will be interviewed?

**Kristi Tacony
Humes,**
Tacony Corporation

Sandy Berkshire,
*Stuart's House
of Vacuums*

Cory Coltrin,
Coltrin Central Vacuum

Ask YOUR questions to these leaders.

Email your questions to:

vactalk2019@gmail.com

**FOR CONVENTION UPDATES,
VISIT WWW.VDTA-SDTA.COM**

18 Ways to Unclog a Central Vacuum

Part 1 of 2

By Grant Olewiler, M.D. Manufacturing, Inc.

Because a central vacuum is a built-in appliance, designed to last far longer than other vacuums, the most common long-term service issue is removing unexpected items from the hose, piping, or another part of the system. Before using any of these unclogging techniques, first make sure the power unit is sufficiently working by itself.

Check the power unit by measuring its suction with your hand at the intake neck. Poor suction at the power unit – while the intake line is attached – is actually a different diagnosis, not a clog. We hope to cover that in a future article.

The first obvious place for a clog is the vacuum hose. Because this is the entry point of most debris and the smallest diameter of the system, it should catch items prior to entering into the piping.

1. The easiest solution to fix a clogged hose is to use reverse suction. Use the utility valve on the front of the tank (if one exists) and suck the item back the way it entered. It may take a few times of sucking alternately from each of the ends to dislodge the object.

2. Using a standard kitchen knife, drop it into the wall-end of the hose. As you lift the hose, hear and feel the knife moving through the hose until it stops at the clog. Squeeze the hose using the knife inside to move or break the item that was causing the clog.

.....

Clogs in the piping are not as difficult to remove as you would think. First, using a Metal Hose End Tester, try to identify where the clog is located in relation to the unit and each of the inlets and how the pipes might run. (Put your finger in the valve to see if the pipe runs up or down from the inlet.)



3. At each inlet try vacuuming in a half-sheet of paper towel or a Free Flow Maintenance Cloth and listen as it makes it all the way through the system. It may get stuck but that can help by letting the pressure build up, pushing the clog through.

4. Look for any long stiff objects right inside the inlet. This normally should be the tightest bend in the system and acts as a trap for foreign objects.

5. If the paper towel gets stuck: Put your hand over the Metal Hose End Tester, build up suction, then quickly let it go. Often a few times repeating this action will free the stuck object.

6. If all the inlets have poor suction, check the fittings where the air comes into the power unit. Some brands have tight turns right inside the power unit which are prone to clogging. Normally the plastic pipe entering into the unit should not be glued in place so you can disconnect it from the unit.

7. The most common way to remove clogs from piping is to use reverse suction. Make sure the central vacuum is not running if you use another vacuum for this process. You may need to vacuum alternately from the wall inlet and then from the main power unit to dislodge the object. MD manufactures a “Clean Out Unit” specifically for this purpose. It pulls an amazing 260” waterlift.

8. In some instances, you can put the paper towel inside the pipe at the power unit and suck it back toward the inlet to grab the object causing the clog.



9. Using an electrician's fish tape, attempt to hook or move the object in the pipe as you suck from either direction. Again, this works well in conjunction with the Free Flow Maintenance Cloths. If you use a plumber's snake, be very cautious as central vacuum pipe is much thinner than standard plumbing pipe.



About the Company: MD Manufacturing has been building central vacuum power units for almost 60 years including the brands Modern Day, FloMaster, Silent Master, AirMaster, and Stealth. They educate vacuum dealers through their central vacuum educational seminars at VDTA and their website builtinvacuum.com. For more information feel free to call 800 525-2055 or email grant@builtinvacuum.com

Want to learn more about central vacuums, central vac repair, jobsite bidding and more?

Grant Olewiler is offering 4 great classes at the 2019 VDTA Trade Show in Vegas, including a Central Vac roundtable discussion with audience members about best practices. Attend any number of these great sessions by Grant and enhance your knowledge:

So You Want to Add Central Vacs to Your Lineup
Tuesday, Feb 12, 9:30 AM

Marketing Central Vacs to Builders
Wednesday, Feb 13, 8 AM

Central Vac Electronic Jobsite Bidding
Wednesday, Feb 13, 9 AM

Central Vacuum INSTALLER'S Roundtable, audience discussion
Wednesday, Feb 13, 10 AM

Check next month's issue of VDTA News for the rest of the 18 ways to repair central vacuum clogs!

Have a Safe and Happy Holiday!

from everyone at CWP Technologies

ReadiVac
STORM

- **22.2 volt** Lithium-ion battery
- **Wet & Dry** pick-up
- Up to **25 minutes** cleaning time



ReadiVac
EAZE

- **Lightweight** - < 4lbs
- **40 minutes** cleaning **with** powered brushroll
- **18 volt** Lithium-ion battery
- **LED lights** to see under furniture, in corners



Contact these Distributors for Readivac® Specials



Tips And Tricks of Search Engine Optimization and SEO Tools

By: Jhon Luke

One of the main aspects of digital marketing is Search Engine Optimization or SEO, and any online marketing company will tell you this. If you work with a digital marketing agency like OntoMatrix to improve your company's online presence, you will already be familiar with SEO strategies. In addition to an effective strategy, there are a number of tips and tricks of search engine optimization that will be of use to you.

Keywords

One thing that hasn't stopped being important in digital marketing is keywords. These are not just the main words or phrases in the webpage content. Keywords are what bring in viewers to the site, and a digital marketing agency will always start with a well-planned keyword strategy.

Finding the right keywords is an important SEO tip, and it has many benefits. Keywords are not only part of content making. The right keywords are crucial in link building, and by using keywords in the most important parts of the webpage, you can enhance on-page SEO.

There are a number of useful tools, Google AdWords Keyword Planner, for instance, that will help you determine the most effective keywords.

Competitors

No company functions by itself in a field or industry and there will always be competitors. The main reason you would seek the services of an online marketing company is not only for a digital marketing strategy that is effective and successful but will also keeps you ahead of your competitors.

An SEO tip to remember is to always research your competitors. By performing a backlink analysis of your competitors, you can get an idea of the content they create and share, and also any bloggers they are using for content. This information can direct you in planning your own SEO strategy.

Your Own Backlink Profile

An SEO trick that you mustn't forget is boosting your own backlink profile. One of the main things to do is to fix broken or lost links. If you have updated the page URL or removed posts, you will be left with broken or lost links.

These malfunctioning links are liked by neither user nor search engine, so checking pages for any broken links is important.

Tools like MonitorBacklinks will be of great use for this.

Images

We are drawn to visual content, so it makes sense to pay attention to the images that you post. You can use programs and software like Photoshop and Canva to create banners, infographics and pictures for your posts. Having custom-made images will benefit you greatly, and investing in custom image-making isn't something you'll regret.

People will also be more willing to share posts that have images in them, so shareable images are another SEO trick to keep in mind.

When it comes to images, it's also important to remember to compress them. Large images take longer to load, so optimizing and compressing them would mean pages that load faster. There are many tools to compress images, like Compressor.io.

Content

Creating content for the sake of doing so won't be at all effective. It is always a matter of quality over quantity. Creating high-quality and well-researched content is an important part of SEO. If you work with a digital marketing agency like OntoMatrix, you'll see that they have a team dedicated to content creation.

It is also important to update content, and ensure it is fresh and timely. No one wants to read content that was last updated years ago, so always make sure your content is not only well-researched but also updated.

These tips and tricks will definitely contribute to making your SEO strategy effective and successful. If you opt for the services of a digital marketing company like OntoMatrix, you can benefit from SEO services like, initial audits of on-site and off-site problems from a technical perspective, reviewing existing content ensuring that your site shows your expertise in the field, link building and reporting and analysis.

Article Source: <http://www.ArticleBiz.com>

Over Half of Shoppers Will Utilize Physical Retailers for Majority of their Holiday Shopping

JLL survey also reveals that 50% of holiday shoppers will make at least one purchase via their mobile device this season, up significantly from 2017 (22.2%)

Before the Halloween decorations were even taken down, retailers and shoppers began their preparations for the 2018 Holiday season. In fact, 34.4% of consumers said they plan on starting their shopping before Thanksgiving this year, while another 28.6% of shoppers plan to do their shopping over Thanksgiving weekend, according to a new survey from JLL Retail. Fewer shoppers, 16.9% down from 18.3% in 2017 are waiting until just two weeks before Christmas to start their shopping. Additionally, the firm disclosed its forecast for holiday retail sales expectations of 4.5-5%.

Retailers with a physical presence will see a 57.3% share when it comes to where consumers plan to complete the majority of their purchases – either shopping directly in-store (31.7%), buying online and then picking up their purchase in the store (15.2%), or buying directly from the retailer's website (10.4%).

"This year shoppers are visiting both digital and physical outlets, which reflects the continued merging of shopping channels that has been happening in retail over the past few years," said Greg Maloney, CEO of JLL Retail. "The role of the retail store and shopping center will continue to transform from a transactional only model to an immersive and experiential one. While statistical modeling suggests an increase of up to 5%, I believe we are in uncharted territories from a consumer strength perspective and, as such, believe we could see holiday sales push upwards of 6% this year."

JLL's 2018 Holiday Shopping Survey found key differences in purchasing patterns among men and women, generations, and income levels.

Consumer Plans for the Holiday Season

Consumers are spending more this year, with 44.4% indicating that they plan to spend over \$500 on gifts this holiday season. Interestingly, men plan on spending more money than women, with 30.6% of men saying they will spend more than \$750 while only 26% women indicated they would do the same. Comparatively, women (44.4%) indicated that they would have more moderate budgets, in the \$250 to \$750 range, compared to men (36.8%) with a similar budget.

JLL's research found that the top five retailers where consumers plan to shop at this holiday season are a true mix of digital and physical brands, further underscoring the trend of a blurring of the lines between physical and digital retail. While the top three retailers remain the same across all demographics,

the fourth and fifth choices differ in a few key demographics. For example, lower income customers planned on shopping at JC Penney more than other groups, while Kohl's was a popular choice amongst women and younger Millennials (age 18-24).

"Physical retail will continue to be the number one channel in terms of volume by far this holiday season, but as the blending of channels continue the store will evolve to provide customers with greater convenience and experience options as well."

Shoppers are Going Mobile

As cell phones become more widespread across all demographics, mobile devices will play an important role this holiday season. The number of shoppers making purchases on mobile will double compared to last year (50.3% vs. 22.2%).

"This year we will see consumers taking full advantage of the multichannel retail experience with many customers indicating that they will be using their mobile devices to do research, price-out comparisons, and order goods while in the store or from the comfort of their home," added James Cook, Director of Retail Research, JLL. "Physical retail will continue to be the number one channel in terms of volume by far this holiday season, but as the blending of channels continue the store will evolve to provide customers with greater convenience and experience options as well."

Shoppers also indicated that they would use their mobile device to look for deals and discounts (39.1%), product reviews (34.5%), get inspiration for gifts (30.0%), and check physical store inventory (21.9%) before heading to the store. Interestingly Gen X shoppers are more likely to use their phones to make online orders compared to other age groups. Boomers are the most likely to check product reviews on their phones prior to purchase.

To read the full report please visit:
<http://link.jll.com/Holiday2018>

Methodology: In order to get a more thorough insight into consumer plans and sentiments for the holidays, JLL surveyed 1,000 U.S. consumers online from October 3 – 5, 2018.

Source: A JLL Retail survey, provided by M Group Strategic Communications

Emboldening an Empowered Team

I love this saying by Lee Iacocca: “Lead, follow, or get out of the way.”

LEAD: Iacocca, former president of Ford Motor Company, took over Chrysler when it was leaning towards bankruptcy. He asked Congress for a loan, arguing that if Chrysler filed for bankruptcy, the government would have to spend more on unemployment compensation than on keeping the company in business. The loan was granted and a year later, Iacocca announced Chrysler’s first profit in many years.

During his turnaround of Chrysler, he brought the convertible back into fashion and introduced the minivan.

By leading in this fashion, Mr. Iacocca inspired (emboldened) his people to feel confident enough to behave in a particular way. They began to spend time in the process of growing – learning of their abilities to turn this company around – to make a profit, to pay off debt, and to become members of an *empowered team*.

In 1983 Chrysler paid the government back its \$1.5 billion federal government loans and in 1984 the company posted profits of \$2.4 billion (higher than in the previous sixty years combined). How did he do all this? *He emboldened his people to be empowered.*

As I travel the world, I am astounded at the lack of Empowerment. This is only surpassed by the myth executives have about their level of employee empowerment. It’s the one thing they constantly state as being important. They don’t feel their employees will follow through and take the steps necessary to make an empowered decision.

ATTRACT FOLLOWERS:

“Become the kind of leader that people would follow voluntarily, even if you had no title or position. Conduct a personal assessment and ask yourself, ‘Would I follow me?’” ~Brian Tracy

If you have set yourself up as the leader, you need to hire people who aren’t afraid to stand out, not afraid to follow you. Unfortunately, most systems are set up to hire those who... fit in.

Leaders recognize their need to attract followers. Followership is key to understanding leadership.



To follow, people must feel confident in the direction in which the leader is headed. To have this level of confidence, the leader must have clearly communicated the overall direction and the key outcomes desired.

The definition of “Empower” is to *give power or authority to, or to authorize* (embolden). In the workplace, empowered employees have the power and the authority to make quick, informed, and on-the-fly decisions to help a customer, move a project forward, or solve a problem. When you embolden employees that are empowered to do their part in accomplishing the stated objectives, they have the framework that they need to guide their own actions.

GET OUT OF THE WAY and **Embolden**

Empowerment: A good leader recognizes that for their followers to perform most effectively, they need to understand the big picture. They also know that their job is to remove barriers that may have a negative impact on employees’ success – not to micromanage how the employees accomplish

Embolden: “To give someone courage or confidence.”

Empower: “To give power or authority to.”

What does it mean to Embolden Empowerment? “To give someone the courage to use their authority, given to them by their leaders.”

their work. They communicate, not just the overall direction, but any information their followers need to successfully carry out their responsibilities. Mostly, employees need the assurance that their leader has confidence in their ability to perform and produce the desired outcomes.

"Leadership is the art of getting someone else to do something you want done because he wants to do it." ~General Dwight Eisenhower

A leader that emboldens their empowered people also understands that while money is a motivator, so is praise, recognition, rewards, a thank you, and noticing individual contributions. Speaking directly to an employee about the value that their work provides for the organization is a key source of inspiration for the empowered employee. You can't provide a raise in pay without company profitability,

but you absolutely must share the rewards and praise if the organization is doing well. The actions that you take every day at work are powerful beyond your wildest dreams. Make sure that your actions are inspirational and call out the best from your employees.

"Embolden your employees to be empowered and... get out of the way."

About the Author:

John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment, and customer service in the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn, and Twitter.



Did you know...

"80% of everything we purchase is a repeat purchase," according to Retail Expert Paco Underhill.

"Those are the purchases that, eventually, are going to migrate online. So, says Underhill, the smart independent merchant ignores the 80% and tries to get as big a chunk of that 20% as possible."

~from the "15 Essential Strategies for Independent Retailers," Inc.com



STEELCITY
VACUUM COMPANY
distributor of vacuums, parts and floor care products

Titan Canister Vacuums give a SPECTACULAR performance!

T9000

- 12 amp motor
- HEPA filtration
- power nozzle
- bare floor and carpet
- 4 level height adjustment
- full bag sensor
- 14" cleaning path
- 26' cord
- 7' hose
- brushroll on/off
- auto cord rewind
- onboard tools
- quick release handle
- quick release nozzle

T9500

- 12 amp motor
- HEPA filtration
- power nozzle
- bare floor, carpet and plush carpet
- 4 level height adjustment
- full bag sensor
- 14" cleaning path
- 28' cord
- 8' hose
- brushroll on/off
- auto cord rewind
- onboard tools
- LED lighting on wand
- quick release handle
- quick release nozzle
- swivel steering
- telescopic wand

47-4202-03 47-4204-01

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

Recognizing Our *Associate Members*

A & E GUTERMANN'S
A E CARTER DISTRIBUTING
ALUTRON MODULES LTD
AMETEK FLOOR CARE & SPECIALTY MOTORS
AMERICAN & EFIRD
APC FILTRATION INC
ARROW COMPANIES LLC
ARTISTIC
AVNAN ELECTRO INC
BABY LOCK USA
BERNINA OF AMERICA
BISSELL HOMECARE INC
BRANOFILTER GMBH
BROTHER INTERNATIONAL
CANA-VAC SYSTEMS
CANPLAS INDUSTRIES LTD
CLOVER NEEDLECRAFT INC
COATS & CLARK INC
CWP TECHNOLOGIES
CYCLOVAC - TROVAC INDUSTRIES LTD
DESCO VACUUM CLEANER SUPPLY
DIYSTYLE®
DOMEL
DULWICH HILL SEWING CENTRE
DYSON INC
ELECTRO MOTOR LLC
ELECTROLUX CENTRAL VACUUMS - BEAM
ELECTROLUX SMALL APPLIANCE GROUP
ELNA INC
EMERSON COMMERCIAL & RESIDENTIAL SOLUTIONS
ENVIROCARE TECHNOLOGIES LLC
ESSCO
EURO-NOTIONS INC
FAMORE CUTLERY / SPECIALTY PRODUCT SALES
FERD SCHMETZ NEEDLE CORP
FLEXAUST-TUEC
FLEXIBLE TECHNOLOGIES
FLOOR CARE EQUIPMENT LTD
GRAND RIVER RUBBER & PLASTIC
GROZ-BECKERT
HIDE-A-HOSE INC
HOME CARE PRODUCTS LLC/ DVC ZHAO HUI FILTER
HOOPSISTERS
HOOVER VACUUMS
HORN OF AMERICA INC
HOST / RACINE INDUSTRIES
H-P PRODUCTS INC
HUSQVARNA VIKING SEWING MACHINES

IROBOT CORPORATION
JANOME AMERICA
JKL GLOBAL SALES INC
JOHNNY VAC
JOYA DISTRIBUTING CO
KENT INVESTMENT / CARPET EXPRESS
KIRBY COMPANY
LINDHAUS USA
LINDSAY MANUFACTURING
M D MANUFACTURING INC
MIELE INC
MODA FABRIC
MYRATON INDUSTRIES
NADAIR INTERNATIONAL
NORTHPOINT COMMERCIAL FINANCE
NUERA AIR / DUO VAC
ORECK VACUUMS
PACVAC PTY LTD
PFAFF SEWING MACHINES
PLASTIFLEX GROUP NORTH CAROLINA
PRO-LINE DISTRIBUTING
PROTEAM
PRYM COMSUMER USA
QUALTEX GLOBAL LTD
REXAIR LLC
RICCAR AMERICA
RNK DISTRIBUTING
ROYAL
SEBO AMERICA
SHARKNINJA
SIMPLICITY VACUUM
SINGER SEWING COMPANY
SIRENA INC
STEEL CITY VACUUM CO INC
SUZHOU MINKANG FILTER CO LTD
SVP WORLDWIDE
SYNCRONY FINANCIAL
TACONY CORPORATION
TACONY SEWING CENTRAL
THORNE ELECTRIC CO
TIP TOP PARTS
TRANSNATIONAL
TRI-TECHNICAL SYSTEMS INC
TTI FLOOR CARE NORTH AMERICA
UNITED NOTIONS
USITT
VAC PRO'S
VACUMAID CENTRAL VACUUM SYSTEMS

Setting Boundaries at Work

When it comes to setting boundaries at work, you're probably your own worst enemy. It can be very tempting to do one more work thing before you unplug for the day.

As you might guess, "one more thing" is rarely one more thing. Suddenly, you're taking on several tasks and a bunch of your free time is gone. The mental mileage starts to add up and you find yourself burning out or neglecting family responsibilities.

This is a trap for the hardworking and well-intentioned. As someone who can work a non-traditional schedule, I know how easy it is to blur the line between work time and play time. I've found these tips to be useful when it comes to making sure the two do not mix:

Create a Time Boundary

By a certain time, you make an agreement to stop working. Even if you're not in the office, you don't take a quick look at your email. You've drawn a line in the sand.

Create a reward around this goal. If you honor the work boundary, then treat yourself with some special food or drink, a movie, or even a little more time spent in the shower. You want to give yourself motivation to change.

You're Not a Machine

Even robots need a break for maintenance. Get away from the mindset of thinking time not spent on work is unproductive. Setting boundaries at work can be about honoring your time away from the job. Understand you'll have times when you're hot and will get a lot of work done. While it will feel effortless, it won't last forever.

Imagine a basketball player who is enjoying a shooting streak. He or she should continue to shoot because it's a time of heightened productivity. But even the best athletes know, streaks come to an end. It's okay to pass the "ball" to tomorrow and stop working.

A lot of my creative thinking comes when I'm not sitting at a desk but doing something else, usually something I enjoy. The idea just pops in my mind. I never would have reached the same conclusions had I been actively trying to come up with them, while in work mode.

"Setting boundaries at work is about giving you control of your productive time."

Analyze Your Top Performance

Think about your workday and your workweek. When do you perform at your best? Is it early in the day, after lunch, or an hour before quitting time? With that knowledge, match up tasks that require extra focus to the times when you're at your best. Menial tasks likely do not require your A-Game. Move those duties to less productive times.

Just by making this shift, you can accomplish more and feel like you don't have to keep working after you've left work. Setting boundaries at work is about giving you control of your productive time.



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



Vacuum Repair Tags



A VDTA•SDTA Members Benefit

Personalized with
your information.

500 @ \$90
plus shipping.

For more info, call 800-367-5651 or go to www.vdta-sdta.com

Customer Name: _____ Date: _____

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

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

| Parts | Good | Replace | Part # | Price | Parts | Good | Replace | Part # | Price |
|------------------|------|---------|--------|-------|---------------------------|------|---------|--------|-------|
| handle grip | | | | | vac motor | | | | |
| cord | | | | | carbon brushes | | | | |
| cord protector | | | | | armature | | | | |
| switch | | | | | fields | | | | |
| plug | | | | | hose | | | | |
| bag - outer | | | | | attachments | | | | |
| bellows | | | | | motor | | | | |
| bag retainer | | | | | | | | | |
| bag ring | | | | | | | | | |
| agitator | | | | | | | | | |
| agitat. brushes | | | | | | | | | |
| agitat. bearings | | | | | | | | | |
| belt | | | | | | | | | |
| wheels - rear | | | | | | | | | |
| wheels - front | | | | | | | | | |
| fan | | | | | | | | | |
| p.n. motor | | | | | | | | | |
| top bearing | | | | | | | | | |
| lower bearing | | | | | | | | | |
| gasket set | | | | | | | | | |
| casting | | | | | | | | | |
| bulb | | | | | | | | | |
| handle release | | | | | | | | | |
| | | | | | Parts Total | | | | |
| | | | | | Labor | | | | |
| | | | | | Tax | | | | |
| | | | | | REPAIR TOTAL | | | | |
| | | | | | Supplies | | | | |
| | | | | | Description | | Price | | |
| | | | | | bags - paper | | | | |
| | | | | | belts | | | | |
| | | | | | deodorizer | | | | |
| | | | | | Supplies Subtotal | | | | |
| | | | | | Tax | | | | |
| | | | | | SUPPLIES TOTAL | | | | |
| | | | | | REPAIR TOTAL (from above) | | | | |
| | | | | | GRAND TOTAL | | | | |

Notes: _____

Claim Check

**VDTA
SDTA**

VACUUM & SEWING DEALERS
TRADE ASSOCIATION

MEMBER

Professional Floor Care Center

Claim Check

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

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

Service Contract

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

I understand the estimate to be: _____

Customer Signature: _____ Date: _____

Service salesperson: _____

Service Department

Serviced by: _____ Comments: _____

Inspected by: _____

Place
Stamp
Here

POST CARD

VACUUM SERVICE ALERT

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

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

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

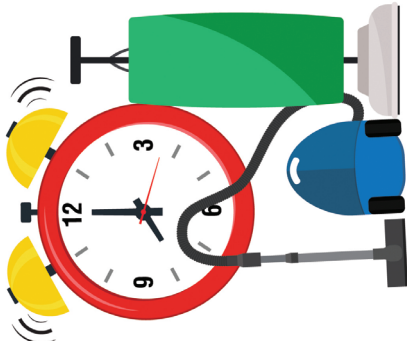
Bring your vacuum into our Professional Floor Care Center today. With your satisfaction, please refer your friends.

VDTA • SDTA MEMBER

Vacuum & Sewing Dealers Trade Association

Vacuum Dealers Trade Association - Our Products Nationally Guaranteed

It's Time For
a Checkup!



CycloVac Wishes Happy Holidays and the Greatest of New Years

Along with Excitement for New Product Launch at VDTA Show

We are proud and feel very privileged to have this opportunity of wishing everyone a wonderful holiday season and a very successful New Year. We especially want to thank our partners, manufacturers, and suppliers who, during the previous year, encouraged and accompanied us in our quest for success.

You won't want to miss our new product launch at the VDTA Show and get ready to make 2019 your best year yet!

-Cyclo Vac Team

**See CycloVac at the VDTA Show,
February 12 - 14 in Booth #601**



EXPERIENCE

*The Quest for
Success Starts
with the VDTA
Experience!*

VDTA • SDTA Las Vegas

The 2019 VDTA•SDTA Trade Show & Convention

February 12-14 with speciality classes beginning Feb. 10

Location: Las Vegas Convention Center, 3150 Paradise Rd

SHOW HOURS:

Feb 12 11 AM - 5 PM
Feb 13 11 AM - 5 PM
Feb 14 9 AM - NOON

Don't miss seeing
this **AMAZING** Elvis
Suite, site of the 2019
Industry Cocktail
Reception!

ACCOMMODATIONS:

Westgate Resort & Casino
Phone: 1-800-635-7711
Group Code: SVDT9R

Signature rooms start at \$75 plus
\$20 resort fee (includes internet).
Cut off date Jan 1, 2019.

TRANSPORTATION:

Hertz Car Rental
Discount for VDTA Members
More info coming soon

THINGS TO EXPERIENCE THIS YEAR!

Fantastic panels and roundtables
Hundreds of new products
Over 50 classes
Social events

The Elvis Suite, site of the
Industry Cocktail Reception
Dealer Appreciation Social Hour
And MORE!

2019 VDTA•SDTA Show Registration

Las Vegas, NV: February 12-14; speciality classes begin Feb. 10

Registration Info Is this your first VDTA show? ☐

Company Name: _____

Address _____

City: _____

State: _____ Zip: _____

Phone: _____

Email: _____

☐ **Yes, I'll become a member and pay a rate of \$180 for 2 years, waiving my 2019 show registration fee.**

TRADE SHOW:

South Hall 3, Las Vegas Convention Ctr
3150 Paradise Rd

HOTEL: Westgate Resort Las Vegas
800-635-7711 • Group Code: SVDT9R
Signature Rooms start at \$75 plus
\$20 resort fee. **Cut-off date Jan 1.**

CONVENTION FEES:

Independent Dealer

Before Dec. 1 Member: \$30/*\$15
Non-Member: \$190/*\$25

On/After Dec. 1 Member: \$40/*\$15
Non-Member: \$200/*\$25

Manufacturer/Distributor

Before Dec. 1 Assoc. Member: \$700/*\$200
Non-Member: \$1000 each

On/After Dec. 1 Assoc. Member: \$800/*\$200
Non-Member: \$1200 each

SHOW HOURS:

Feb 12, 11 AM–5 PM
Feb 13, 11 AM–5 PM
Feb 14, 9 AM–NOON

CLASSIFICATION

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

PRODUCTS SOLD

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

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

☐ Check (Payable to VDTA•SDTA) ☐ Visa ☐ MasterCard

I authorize a charge of \$ _____

CC# _____

Exp. Date: _____ CV #: _____

Name on card: _____

Billing Address: _____

Signature: _____

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

Issued: 11-8-18

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

Badge Names

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

Name: _____

Email: _____

Name: _____

Email: _____

Name: _____

Email: _____

Name: _____

Email: _____

Name: _____

Email: _____

This is a partial list of classes. See website for all classes.

2019 Pre-registration Classes

**classes open to all dealers unless noted.*

SUNDAY, FEB. 10

- ☐ RNK Classes, **call 865-549-5115 to register:**
The Next Big Thing - Embellish - 1 Year Later 9 AM - NOON
Quilters Just Want to Have Fun, TOO! 12:30 PM - 2:30 PM
FTC-U Series. 3 PM - 5 PM
- ☐ Serger Repair Clinic By Norm Himebaugh.
2-day class Feb 10 & Feb 11. **Cost \$375**
- ☐ FitNice Instructor Certification. By Judy Kessinger, The Fit Doctor.
2-day certification Feb 10 & Feb 11. **Cost \$1200**

MONDAY, FEB. 11

- ☐ OESD: Exploration Pass to the World of Embroidery. 12:30 - 4 PM
- ☐ RNK Classes, **call 865-549-5115 to register:**
Not All Quilting Software is the Same. 9 AM - 10 AM
My Design Album. 10:15 AM - 11:15 AM
Digital Marketing. 11:30 AM - 12:30 PM
Introducing "The Cosplay Café." 4:15 PM - 5:15 PM
- ☐ Janome AT2000d Air Threading Technical Training - Session 1.
Janome/Elna dealers only. **Register through Janome.**
- ☐ Powerhouse Roundtable by Dealers for Dealers. 1 PM - 4 PM
- ☐ VDTA•SDTA Awards Presentation, 6 PM. Cocktail reception after.

TUESDAY, FEB. 12

- ☐ Rise & Shine with dime. 7 - 8 AM. **Call 918-456-1973 to register.**
- ☐ RNK: Breakfast with Hope Yoder and "Embellish" Team. 7 - 8 AM
Call 865-549-5115 to register.
- ☐ Janome AT2000d Air Threading Technical Training - Session 2.
Janome/Elna dealers only. **Register through Janome.**
- ☐ KEYNOTE ADDRESS. 8:15 AM - 9:15 AM
- ☐ dime PRIME! 9:30 AM - 10:30 AM. **Call 918-456-1973 to register.**
- ☐ Sewing Machine Repair Clinic, drop-in bobbin style.
By Norm Himebaugh. 2-day class Feb 12 & Feb 13. **Cost \$375**
- ☐ Quilt with Rulers, Get More Customers, w/ Donelle McAdams, 1:30PM

WEDNESDAY, FEB. 13

- ☐ "Plans & Actions for Profit," Norm Himebaugh., 90 min. **Cost \$35**
- ☐ RNK: "Events, Events, Events." 11 AM. **Call 865-549-5115 to register.**
- ☐ VDTA/Epstein Charity Fun Night Tournament. \$100 donation
to reserve your spot in the tournament.

Exhibitors

VDTA • SDTA Int'l Trade Show • February 12-14, 2019
Las Vegas Convention Center, South Hall 3

For additions and updates, visit www.vdta-sdta.com

This is a partial list.

A & E Gütermann Consumer Division

Booth #713

Mt. Holly, NC

www.seewhatmaterializes.com • 800-845-3235

Exhibiting Gütermann, Maxi-Lock, Robison-Anton, Signature, Intressa, Parma Care Quilter's Edition, and YKK brands for threads and zippers.

AccuQuilt

Booth #807

Omaha, NE

www.accuquilt.com • 402-934-1110

Exhibiting AccuQuilt GO!® and Studio™ fabric cutting systems and other fabric cutting solutions designed to save time, reduce fabric waste, and ensure accurate cuts every time.

A.E. Carter

Booth #325

Salt Lake City, UT

www.aecarter.com • 801-972-8666

Exhibiting new vacuum products - vacuums, built-in vacuums, built-in supplies, parts, and cleaning chemicals.

Air Lite Manufacturing

Booth #920

Pontiac, MI

www.airlitemanufacturing.com • 248-335-8131

Airocide

Booth #440

Jacksonville, FL

www.airocide.com • 904-343-6350

Exhibiting Airocide APS-200 + APS-200PM 2.5.

AMETEK Dynamic Fluid Solutions

Booth #519

Kent, OH

www.ametekdfs.com • 330-677-3327

Exhibiting motors and blowers.

AMI / Stain-X

Booth #637

Madison, WI

www.stain-x.com • 608-268-2090

Exhibiting household cleaners for floors, kitchens, and bathrooms with the Stain-X and NEU Homecare brands.

AmVac

Booth #620

Littleton, CO

www.zerogvac.com • 250-231-1101

Exhibiting the Zero G floating vacuum.

Anita Goodesign

Booth #902

Charlotte, NC

www.anitagoodesignonline.com • 704-206-1296

Exhibiting embroidery designs.

Arrow & Kangaroo

Booth #613

Delavan, WI

www.arrowcabinets.com • 262-724-0389

Exhibiting Arrow sewing cabinets and Kangaroo sewing cabinets.

Aurifil USA Inc

Booth #625

Chicago, IL

www.aurifil.com • 312-925-3010

Exhibiting 100% Egyptian cotton threads, made in Milan, Italy.

Baby Lock

Booth #824

www.babylock.com • 800-482-2669

Exhibiting sewing machines.

BeatsAll Grout Cleaner

Booth #444

Largo, FL

www.beatsallsolution.com • 727-224-3901

Exhibiting BeatsAll grout cleaner and products.

Belagio Enterprises Inc

Booth #918

Los Angeles, CA

www.belagioenterprises.com • 323-731-6934

Exhibiting trimmings, laces, rhinestone trims, and fabrics.

BERNINA of America

Booth #912

Aurora, IL
www.bernina.com • 630-978-2500
Exhibiting domestic sewing, embroidery and quilting systems and BERNINA longarm quilting systems.

Blank Quilting Corp

Booth #919

New York, NY
www.blankquilting.net • 800-294-9495
Exhibiting printed and solid cotton fabrics, printed and solid flannel, pre-cuts, licensed prints, 108" backings, yarn dyes, batting and tea towels.

Bloc Loc Rulers

Booth #743

Loveland, CO
www.blocloc.com • 970-635-3005
Exhibiting rulers, books, patterns, and traction tape.

Bluefig

Booth #137

Vancouver, WA
www.bluefig.net • 360-993-2247
Exhibiting wheeled sewing bags and sewing kits.

BONECO North America Corp

Booth #521

Naperville, IL
www.boneco.us • 630-983-5682
Exhibiting air purifiers, fans, and humidifiers.

Branofilter GmbH

Booth #541

Dietenhofen, Germany
www.branofilter.de • +49-9824-9550
Exhibiting filter bags, exhaust filters, central vacuum bags, and supplementary filters.

Brother International

Booth #513

Bridgewater, NJ
www.brothersews.com • 908-252-3036
Exhibiting Brother sewing, quilting, embroidery and cutting machines.

Canavac

Booth #329

Stratford, Ontario, Canada
www.canavac.com • 888-226-2822
Exhibiting central vacuums, wet/dry commercial vacuums, and canister vacuums.

Canplas–Vaculine

Booth #801

Barrie, Ontario, Canada
www.vaculine.com • 705-726-3361
Exhibiting Vaculine central vacuum fittings.

Clover Needlecraft

Booth #719

Ontario, CA
www.clover-usa.com • 909-218-2160
Exhibiting Takumi, Nancy Zieman, Wonder Fuse, Wonder clips, and Pressing Essentials products, and more.

Consew

Booth #1001

Creature Comforts Toys Inc

Booth #1012

Niagara Falls, NY
www.creaturecomfortstoys.com • 800-667-2327
Exhibiting embroiderable buddys, pillows, and Christmas stockings.

CWP Technologies

Booth #726

Cleveland, OH
www.cwptechnologies.com • 216-252-1190
Exhibiting ReadVac® and CWP Technologies brands for vacuum cleaners and vacuum cleaner accessories.

CycloVac

Booth #601

Blainville, Quebec, Canada
www.cyclovac.com • 888-292-5682
Exhibiting central vacuum systems and retractable hose systems.

Daylight Company

Booth #627

Millstone, NJ
www.daylightcompany.com • 732-684-4443
Exhibiting lamps and magnifiers.

Desco Vacuum Supply Co

Booth #413

Haupauge, NY
www.descovac.com • 631-873-4914
Exhibiting various vacuums and vacuum parts for residential, commercial and central vacs.

Dime Emb. LLC

Booth #552

Dallas, TX
www.dzgns.com • 888-739-0555
Exhibiting Dime, Inspirations by Dime, and Exquisite by Dime brands for machine embroidery and quilting software, designs, thread, stabilizers and notions.

Domel**Booth #900**

Exhibiting state-of-the-art motors.

Dulwich Hill Sewing Centre**Booth #126**

Dulwich Hill, Australia

www.sewingmachine.com.au • +612-9569-2845

Exhibiting sewing machine parts and tools.

Durkee Hoops**Booth #1027**

Cornelius, NC

www.dehoops.com • 866-743-5133

Exhibiting embroidery hoops and frames.

DVC Products (Home Care)**Booth #221**

Chagrin Falls, OH

www.dvcproducts.net • 440-519-9301

Exhibiting DVC vacuum bags, filters, and accessories.

Dyson**Booth #313**

Chicago, IL

www.dyson.com • 312-989-0045

Exhibiting Dyson products.

e-cloth**Booth #121**

Greenland, NH

www.ecloth.com • 703-328-6151

Exhibiting e-cloth products.

Eclipse Quilter**Booth #649**

Draper, UT

www.eclipsequilter.com • 801-631-6765

Exhibiting EQ-20 longarm quilting machines, quilt frames, robotic quilter and upgrades.

Edge Technologies**Booth #349**

Gig Harbor, WA

www.profit-plus.com • 253-479-1926

Exhibiting Premier POS software.

EE Schenck**Booth #1021**

Portland, OR

www.eeschcnck.com • 800-433-0722

Exhibiting fabrics, notions, books, patterns and gifts, as a leading distributor.

Elna USA**Booth #201**

Mahwah, NJ

www.janome.com • 201-710-2119

Exhibiting sewing machines, embroidery machines, sergers, and more.

EnMart/Iris Thread**Booth #551**

Traverse City, MI

www.myenmart.com • 866-516-1300

Exhibiting poly and cotton threads, and John Solomon backing.

EnviroCare Technologies LLC**Booth #803**

Bohemia, NY

631-218-3621

Exhibiting vacuum bags and filters.

Essco**Booth #301**

Twinsburg, OH

800-321-2664

Exhibiting vacuums and parts.

Euro-notions**Booth #106**

Willowbrook, IL

www.euronotions.com • 800-527-2408

Exhibiting Schmetz and Grabbitt sewing tools.

EverSewn**Booth #837**

Aurora, IL

www.eversewn.com • 800-676-6543 ext 733

Exhibiting EverSewn sewing machines and notions.

Fabric Confetti**Booth #927**

Scottsdale, AZ

www.fabricconfetti.com • 480-332-0550

Exhibiting machine embroidery patterns.

Famoré/Specialty Product Sales**Booth #925**

Gainesville, GA

www.famorecutlery.com • 678-971-4438

Exhibiting scissors, crafting tools, and lights.

Fashion Sewing Cabinets of America**Booth #549**

Orem, UT

801-756-6016

FitNice

Booth #108

Louisville, KY

www.fitnicesystem.com • 502-802-9571

Exhibiting FitNice System patterns and books by Judy Kessinger, the Fit Doctor.

Free Motion Mastery in a Month

Booth #1030

New York, NY

www.freemotionmasteryinamonth.com

Exhibiting books and tools for quilting, and teacher training materials and events.

Free Spirit Fabrics

Booth #919

www.freespiritfabrics.com

Exhibiting fabric.

Fresh Wave by OMI Industries

Booth #727

Long Grove, IL

www.fresh-wave.com • 847-304-9111

Exhibiting Fresh Wave natural odor-removing products.

Grace Company

Booth #849

Salt Lake City, WI

www.graceframe.com • 800-264-0644

Exhibiting Grace Company, Truecut, and Q'nique brands for Q'nique machines, frames, accessories, and automation.

Harbor Sales Inc

Booth #110

Safety Harbor, FL

www.viviluxusa.com • 727-669-7700

Exhibiting Vivilux® LED lights for sewing and quilting.

Henry Glass

Booth #919

www.blankquilting.net

Exhibiting fabric.

Hide-a-Hose Inc

Booth #237

Monroe, WA

www.hideahose.com • 360-863-0775 opt. 3

Exhibiting Hide-A-Hose retractable central vacuum systems.

Share your advertising ideas

Learn from the best to ensure success
Reasons we will be successful

BUSINESS

Issue 764
Monday, Jun 14, 2016

Please mail us your advertising ideas, and we'll publish them in the magazines. Working together on great ideas only makes the industry stronger.

A dealer recently asked if we could publish other dealers' advertising ideas to share.

So, we are asking dealers to send us their newsletter, email, and newspaper ad ideas.

If you have any questions, please contact our office at 800-367-5651, mail@vdt.com.

HIZERO Inc

Booth #731

Shenzhen, China
www.hizero.com • 86-0775-2161-5218
Exhibiting Hizero bionic floor cleaning machines.

Horn of America

Booth #937

Sutton, WV
www.hornofamerica.com • 304-765-7254
Exhibiting Horn of America sewing cabinets, cutting tables, caddies, chairs, scissors, and cutting mats.

Hotfix Adhesive

Booth #1037

Dover, FL
www.hotfixfabric.com • 813-704-6957
Exhibiting Hotfix adhesive.

H-P Products Central Vacuums

Booth #701

Louisville, OH
www.smartcentralvac.com • 330-875-5556
Exhibiting H-P Products, VACUFLO, Element, Dirt Devil, and Vroom brands for central vacuum systems and accessories.

Husqvarna Viking

Booth #901

Exhibiting Husqvarna Viking sewing machines.

InterVac Design Corp

Booth #219

Palm City, FL
www.intervacdesign.com • 772-463-1400
Exhibiting IVD660, VacPort, and GarageVac.

Janome America

Booth #101

Mahwah, NJ
www.janome.com • 201-710-2119
Exhibiting Janome sewing machines, embroidery machines, sergers, quilters, parts, notions, and software.

Juki America

Booth #933

Doral, FL
www.jukihome.com • 865-438-8382
Exhibiting Juki home sewing and longarm machines.

Kimberbell Designs

Booth #929

Logan, UT
www.kimberbelldesigns.com • 435-915-6741
Exhibiting embroidery and sewing products.

Kleenco Inc

Booth #419

Everett, WA
www.kleenco.com • 425-883-2976
Exhibiting Kleenco cleaning products products.

Koala

Booth #831

www.sewingandcraftclub.com • 800-482-2669
Exhibiting sewing furniture.

Lampe Berger USA Inc

Booth #436

New York, NY
www.lampeberger.us • 212-615-3112
Exhibiting fragrance lamps, candles and diffusers including the Maison Berger Paris brand.

Like Sew

Booth #741

Springville, UT
www.likesewwebsites.com • 877-909-6699
Exhibiting website and point of sale software.

Lindhaus USA

Booth #226

Savage, MN
www.lindhaus.com • 800-498-7526
Exhibiting Lindhaus vacuums.

Loralie Designs

Booth #844

Windsor, CO
www.loraliedesigns.com • 970-568-6581
Exhibiting machine embroidery, fabrics, and precuts.

M D Manufacturing Inc

Booth #425

Bakersfield, CA
www.builtinvacuum.com • 800-525-2055
Exhibiting Airmaster, FloMaster, Modern Day and Silent Master central vacuums.

Mettler USA/Amann Group

Booth #449

Broomfield, CO
www.amann-mettler.com • 855-265-9084
Exhibiting threads including metrosene, silk-finish, and polyester, and cabinets.

MidSouth Crafting Supplies

Booth #607

Smyrna, TN
www.midsouthcraftingsupplies.com • 615-462-5918
Exhibiting heat transfer vinyl, adhesive vinyl, textile foils, store fixtures for vinyl display and heat presses, including the Siser, Style Tech, and MSCS Foils brands.

Miele Inc

Booth #225

Princeton, NJ

www.mieleusa.com • 800-843-7231

Exhibiting vacuums, accessories, and iron and coffee products.

Myraton Industries

Booth #125

St. Catharines, Ontario, Canada

www.myraton.com • 950-646-2513

Exhibiting telescopic wands and related floor care metal handles and connectors.

NaceCare Solutions

Booth #545

Mississauga, Ontario, Canada

www.nacecare.com • 905-795-0122

Exhibiting vacuum cleaners.

Nuera Air

Booth #113 & #213

Milton, Ontario, Canada

www.buybeam.com • www.nuera-air.com •

905-608-3849

Exhibiting showcased brands: BEAM & DuoVac.

OESD

Booth #525

Edmond, OK

www.oesd.com • 405-254-4150

Exhibiting embroidery designs, stabilizers, and hands-on embroidery events.

Pickle Pie Designs

Booth #725

Holly Springs, NC

www.picklepiedesigns.com • 919-219-5579

Exhibiting "In the Hoop" embroidery designs and quilts.

PFAFF

Booth #901

Exhibiting PFAFF sewing machines.

Plastiflex Hose Systems Solutions

Booth #707

Statesville, NC

www.plastiflex.com • 704-871-8448

Exhibiting the Diamondback Retractable Hose, Vacpan, and Vacsoc brands for the new light weight air hose and new air hose with gas pump handle.

POSIM Software

Booth #618

Layton, UT

www.posim.com • 801-546-1616

Exhibiting point-of sale software.

ProTeam

Booth #224

St. Louis, MO

www.proteam.emerson.com • 314-553-5355

Exhibiting vacuums.

Queen of Stitching

Booth #1026

Seattle, WA

www.queenofstitching.com • 206-824-6009

Exhibiting in the hoop quilt blocks.

Riccar, Tacony Home Floor Care

Booth #812

www.riccar.com

RJR

Booth #932

Torrance, CA

www.rjrfabrics.com • 800-422-5426

Exhibiting RJR and Cotton+Steel fabrics.

RNK Distributing

Booth #700

Knoxville, TN

www.rnkistributing.com • 865-549-5115

Exhibiting all RNK brands including Floriani, Embellish, Quilter's Select, Sew Much Cosplay, etc.

SEBO America

Booth #437

Centennial, CO

www.sebo.us • 303-792-9181

Exhibiting SEBO upright and canister vacuum cleaners and carpet cleaning.

Sew Steady

Booth #749

Eugene, OR

www.sewsteady.com • 541-653-9121

Exhibiting Sew Steady and Westalee Design sewing extension tables, cabinet inserts, quilting rulers, and sewing & quilting notions.

Sew & Vac Media

Booth #928

Idaho Falls, ID

www.sewandvacmedia.com • 801-494-9977

Exhibiting marketing services specialized for sewing and floorcare dealers.

Shannon Fabrics

Booth #1018

Los Angeles, CA

www.shannonfabrics.com • 323-234-5252

Exhibiting fabric.

Simplicity, Tacony Home Floor Care

Booth #813

www.simplicityvac.com

Singer, Husqvarna Viking, & PFAFF

Booth #901

www.svpworldwide.com • 615-280-3400

Exhibiting sewing machines.

Stahls'

Booth #836

Sterling Heights, MI

800-478-2457

Exhibiting Stahls' heat transfer vinyl and heat presses.

Steel City Vacuum Co

Booth #501

Mt. Pleasant, PA

www.steelcityvac.com • 800-822-1199

Exhibiting Titan, Hoover, Royal, Sanitaire, and SEBO brands for vacuums and vacuum parts.

SUCH-A-DEAL Lace & Trim

Booth #930

Caldwell, ID

www.such-a-deal.com • 800-368-3186

Exhibiting washable laces, ribbons, braids, elastics, metallics, gimps, and bridal trimmings.

Sulky of America Inc

Booth #737

Kennesaw, GA

www.sulky.com • 800-874-4115

Exhibiting Sulky and Cotton+Steel brands for decorative thread, stabilizers, slimline storage boxes, and more.

Suzhou Minkang Filter Co. Ltd.

Booth #124

Suzhou, Jiangsu

www.minkang.com • 0086-13656231622

Exhibiting air filters for vacuum cleaners. Hepa Filter Vacuum Cleaner accessories.

Synchrony

Booth #528

Alpharetta, GA

www.syf.com • 678-232-4263

Exhibiting Synchrony financial services.

Tacony Corporation

Booth #825

Fenton, MO

www.tacony.com • 800-482-2669

Exhibiting Tacony and their brands.

Tacony Home Floor Care

Booth #812 & #813

Fenton, MO

www.riccar.com • www.simplicity.com •

800-482-2669

Exhibiting Simplicity, Riccar, and Vac Pros vacuums.

Tacony Sewing Central

Booth #830

Fenton, MO

www.tacony.com • 800-482-2669

Exhibiting Madeira, Creative Notions, Klasse, Hemline, and Suzy Bags brands for sewing notions, thread and accessories.

Tailormade

Booth #829

Fenton, MO

www.tailormadecabinets.com • 800-482-2669

Exhibiting Tailormade sewing furniture.

Textile Collections

Booth #1016

Los Angeles, CA

www.fabric4less.com • 1-888-406-2026

Exhibiting Riley Blake, Robert Kaufman, Wilmington Prints, Elizabeth Studio, Hoffman Windham Fabrics, Timeless Treasure, Fabri-Quilts and many more.

The Carpet and Rug Institute

Booth #738

Dalton, GA

www.carpet-rug.org • 706-428-2123

Tri-Technical Systems

Booth #318

Dubuque, IA

www.technology4retailers.com • 563-556-3556

Exhibiting AIMsi V12 and Active-E point of sale software solutions.

TTI Floor Care North America

Booth #428

Charlotte, NC

www.oreck.com • 800-289-5888

Exhibiting Oreck, Royal, and Hoover vacuums.

Unique Manufacturing and Marketing

Booth #116

Arvada, CO

www.uniquemm.com • 303-420-7940

Exhibiting stain and odor eliminators, bacterial-based stain and odor removers, and carpet shampoo.

USA US Inc/Bloc Loc Rulers

Booth #743

Loveland, CO

www.blocloc.com • 970-635-3005

Exhibiting rulers, books, patterns, & traction tape.

Vacumaid Central Vacuum Systems

Booth #337

Ponca City, OK

www.vacumaid.com • 580-762-2457

Exhibiting VacuMaid central vacuum systems.

Wessel Werk

Booth #537

Mooresville, NC

www.wessel-werkusa.com • 704-658-0502

Exhibiting vacuum nozzles and accessories.

WonderFil Specialty Threads

Booth #639

Calgary, Alberta, Canada

www.wonderfil.net • 403-250-8262

Exhibiting quilting and specialty threads.

Woolshop

Booth #1007

Grant City, MO

www.woolshop.com • 660-564-2444

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

**You can stay
up-to-date with
VDTA Show
announcements
and news by
visiting VDTA.com
or our Facebook
page, [@VDTASDTA](https://www.facebook.com/VDTASDTA)**



***Need transportation at the
2019 VDTA•SDTA Show in Las Vegas?***

Use SuperShuttle and get a discount!

Reservations for using SuperShuttle, especially from the airport, can be booked on www.supershuttle.com, by downloading the app on your mobile device, and inputting the group code.

The group code for discounted shuttle rates is: 4UTJV.

**If using SuperShuttle from the airport in Las Vegas,
please see instructions below:**

Terminal 1: After collecting your luggage, exit the baggage claim area via Door 11 (behind Starbucks) and proceed right to the SuperShuttle ticket booth to speak with a uniformed Customer Service Representative.

Terminal 3: After collecting your luggage, proceed to the SuperShuttle ticket booth to speak with a uniformed Customer Service Representative. The SuperShuttle booth is located outside of Door 52, to the right of the baggage claim.

Powerhouse Roundtable by Dealers for Dealers

**2019 VDTA•SDTA
Trade Show &
Convention**

A CAN'T-MISS PANEL!

**When: Monday, February 11
1 PM - 4 PM**

**Where: Las Vegas Convention Ctr
Room S233**

Moderated by
Ricky Brooks, RNK

Panelists:

Christopher Blakeman, *Blakeman's Sewing & Vacuum*

Cathy Alva, *Jeff's Sewing & Vacuum Center*

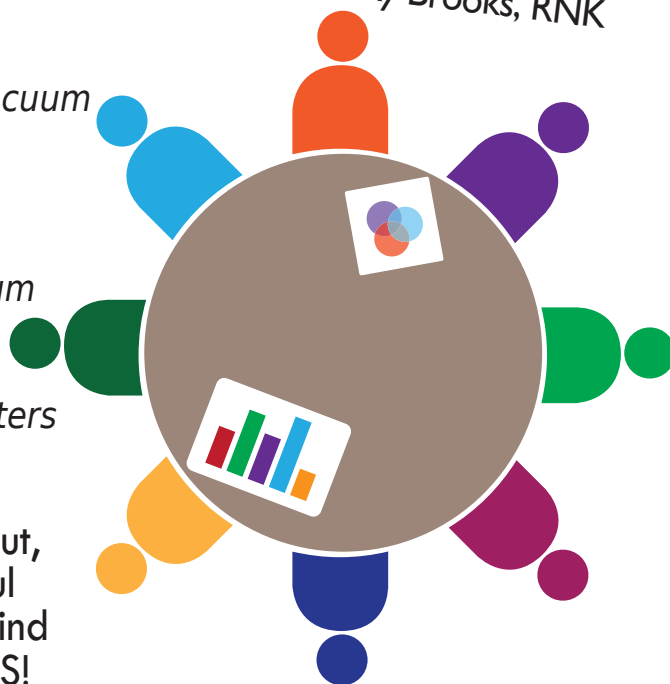
Carly Cathey, *Cathey's Sewing and Vacuum*

Rob Richards, *Rocky Mountain Sewing and Vacuum*

Jessica Bermudez, *Sew Dallas*

Terry Johnston, *Meissner Sewing & Vacuum Centers*

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!**



Sponsored by:

PFAFF
Perfection starts here.™

baby lock
FOR THE LOVE OF SEWING

BERNINA
made to create

Famora
CUTLERY

EverSewn

OESD™
2018 VDTA•SDTA
Show & Convention Gold Sponsor

Jenny Haskins

Embellish
Beauty your world

SINGER

JANOME

Koala
studios
Fine Sewing Furniture Custom Built For You

TIGNY
SEWING CENTRAL
central to your success

RK
RNK DISTRIBUTING

QUILTERS SELECT
Made specifically for quilters

Sew Much
COSPLAY

elna
SWISS DESIGN

SVP WORLDWIDE

Husqvarna

VIKING

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.

Class Schedule

Class schedule is subject to change. For updates, visit www.vdta-sdta.com.

SUNDAY, FEBRUARY 10

8 AM - 4 PM S224

Serger Repair Clinic: day 1

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

Cost: \$375 for 2-day class.

This 2-day class will teach you how to service a serger, whether you're a beginner or a more experienced technician looking to improve your skills. You will learn how to service a serger with thoroughness and detail, with a method that's sure to leave your customers more satisfied and bring your service department more dollars.

To register, see form page 29 or visit www.vdta-sdta.com.

8 AM - 4 PM S225

FitNice Instructor Certification: day 1

Instructor: Judy Kessinger, The Fit Doctor

Cost: \$1200 for 2-day certification.

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. Other benefits include: bringing new customers to garment sewing, increasing sales from classes and machines, receiving bi-monthly content with new garments to teach, and more! Besides, this course can PAY FOR ITSELF after just 20 students attend your FitNice classes and events.

To register, see form page 29 or visit www.vdta-sdta.com.

9 AM - 5 PM S227

Brother Int'l National Service Training

By Invitation Only.

Instructors: Charles Sweeten and Donnie Pearson

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 - NOON

S231

The Next Big Thing - "EMBELLISH" - 1 Year Later

Instructor: Hope Yoder and Embellish Educators, RNK Distributing

Part 1: What's All the Buzz About? What is "Embellish" and why all the HYPE? Should I care?

Part 2: SELLING Embellish Maker Software.

Hope inspired it, RNK created it, and dealers are selling it! Mary Hess of B-Sew Inn said, "I've never had an event where we almost sold out of software the first day."

Part 3: The Embellish Dealer Program is THE NEXT BIG THING! RNK created The Floriani Phenomena, and we are doing it again. Exclusive products sold only (NO mass, chain, or discounters) through Embellish full line dealers. Enforced MAP and educational events designed to sell Embellish products with MACHINES!

Open to all retailers. To register, call 865-549-5115.

Embellish dealers (or those who become Embellish dealers) attending this three-hour session will receive a FREE COPY of Embellish Maker Software to sell! Retail value \$2499.

Lunch will be provided for those remaining for 12:30 PM class.

12:30 PM - 2:30 PM S231

Quilters Just Want to Have Fun, Too!

Instructor: Alex Anderson and Judy Fredenburgh, RNK Distributing

The Quilting segment of our industry has outgrown sewing and embroidery for decades. If you haven't experienced this growth in your business, let us show you how to make Quilting fun! After all, quilters want to have FUN TOO!

Open to all retailers. To register, call 865-549-5115.

Register for the Show 3 Easy Ways

1. Visit www.vdta-sdta.com
2. Call 800-367-5651 and register by phone
3. Send in the form on page 29

3 PM - 5 PM

S231

FTC-U Series

Instructors: DJ Anderson, Trevor Conquergood, and Kathi Quinn, RNK Distributing

Part 1: What's New About FTC-U! (Inspired by DJ Anderson). Bring your computer (with FTC-U loaded) and join Trevor Conquergood and DJ Anderson for a thorough examination of FTC-U's new features.

Part 2: Selling FTC-U Using What's NEW.

Kathi Quinn will teach you how to use these amazing FREE updates to sell FTC-U to brand new potential buyers.

Part 3: Selling My Progressive Classroom.

Join Kathi Quinn as she shows you why and HOW to sell the FTC-U subscription-based training videos and projects. This is the product you have been waiting for. Turn your FTC-U sales into continuous monthly profits with zero effort or expense.

Open to all retailers. To register, call 865-549-5115.

Floriani Dealers (or those who become Floriani Dealers during 2019 VDTA) attending this session will receive a FREE COPY of Floriani FTC-U Software to sell! Retail value over \$3000.

Where to Stay for VDTA 2019?

Westgate Resorts Las Vegas

Signature room rates
starting at \$75 plus \$20
resort fee – includes
internet, shuttle, and more!

Reserve your room today!

*Use Group Code SVDT9R,
call 1-800-635-7711.*

MONDAY, FEBRUARY 11

8 AM - 4 PM

S224

Serger Repair Clinic: day 2

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

Cost: \$375 for 2-day class.

**To register, see form page 29 or visit
www.vdta-sdta.com.**

8 AM - 4 PM

S225

FitNice Instructor Certification: day 2

Instructor: Judy Kessinger, The Fit Doctor

Cost: \$1200 for 2-day certification.

**To register, see form page 29 or visit
www.vdta-sdta.com.**

9 AM - 5 PM

S227

Brother Int'l National Service Training

By Invitation Only.

Instructors: Charles Sweeten and Donnie Pearson

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!

8 AM - 8:45 AM

S229

Build Your Own Brand

Instructor: Eileen Roche, dime

Learn how to create a lasting impression with customers by bringing your brand from your store right into their sewing studio. You'll be sure to stay top-of-mind when you follow the steps in this informative class taught by top branding expert Eileen Roche.

9 AM - 9:45 AM

S229

Social Media Strategy for Targeting a Buying Audience

Instructor: Eileen Roche, dime

Whether for an event or for everyday business, we know you need to attract customers. Make sure you're attracting buyers and not just warm bodies by attending this strategy session. Learn important tricks that send the right message to prospects.

MONDAY, FEBRUARY 11

continued

9 AM - 5 PM S230

Janome AT2000d Air Threading Technical Training - session 1

Instructor: Gazmend Gjyzezi, Janome

Open to Janome/Elna dealers only.

During this class, we will talk about the design concept and features, then take the serger completely apart and go through the entire machine. We will go through every adjustment from needle and presser bar heights to lower & upper looper timing, angular timing, needle guards timing & clearance, and much more. We will cover the air thread system in detail, how it works and how to make technical adjustments to the air thread system and air pump using state-of-the-art gauges. (Tools & gauges will be provided).

Register online through Janome - web link coming soon.

9 AM - 10 AM S231

Not All Quilting Software is the Same

Instructor: Kathi Quinn and DJ Anderson, RNK Distributing

Floriani's "MY TOTAL QUILTER" is unlike any quilting software ever created. Come see for yourself why (MDQ2, Quilt Builder, and Appli-Quilt) Total Quilter is not only un-matched in features, but how it actually makes quilting FUN for consumers while selling machines for YOU!

Open to all retailers. To register, call 865-549-5115.

Floriani Dealers (or those who become Floriani Dealers during 2019 VDTA) attending this session will receive a FREE COPY of Floriani TQ Software to sell! Retail Value \$1599.99

10 AM - 10:45 AM S229

Ten Steps for Profitable Events

Instructor: dime Staff

Don't just hope for a great event - create one! Learn the elements of creating a buying atmosphere, streamlining product selection, and much more with a veteran event sales professional.

10:15 AM - 11:15 AM S231

My Design Album (MDA), (Inspired by DJ Anderson)

Instructor: Trevor Conquergood, RNK Distributing

Join Trevor Conquergood as he shows you the most powerful software introduced by Floriani for under \$300! Floriani Image Maker, MDA, and FTC All in One: if you are not selling it, you are NOT showing it! Bring Design Values back to life with this simple program. It is the one software that every embroidery machine owner MUST have!

Open to all retailers. To register, call 865-549-5115.

Floriani Dealers (or those who become Floriani Dealers during 2019 VDTA) attending this session will receive a FREE COPY of Floriani MDA Software to sell! Retail Value \$599.99

11 AM - 11:45 AM S229

Stabilizers: Turn that White Stuff into Dollars

Instructor: Deborah Jones, dime

Does your staff struggle when assisting customers with stabilizer selections? Attend this class and you will never again wonder if you're making the proper recommendations. Embroidery expert Deborah Jones shows stitched samples that demonstrate proper usage plus you can take home her popular Embroiderer's Compass tool to use in your store.

11:30 AM - 12:30 PM S231

Digital Marketing 101: Effectively Using Social Media and Email to Promote YOUR Business.

Instructor: James Kesterson, RNK Distributing

Digital Marketing is essential for the future of our industry and it may be easier than you think! Let me show you how simple it is and how little it costs!

Open to all retailers. To register, call 865-549-5115.

12:30 PM - 4 PM S226

Exploration Pass to the World of Embroidery

Instructor: OESD Staff

Spend the afternoon exploring the World of Embroidery with OESD. This condensed version of our popular lecture/demo event is the ultimate experience in machine embroidery education. Pre-registered participants receive the World of Embroidery Guidebook & a \$300 credit for OESD designs!

All machine embroidery dealers welcome.

To register, see form page 29 or visit www.vdta.com.

1 PM - 4 PM**S233****Powerhouse Roundtable by Dealers for Dealers.**

Panelists: Terry Johnston, Jessica Bermudez, Christopher Blakeman, Rob Richards, Cathy Alva, and Carly Cathey. Moderated by Ricky Brooks, RNK Distributing.

Join your fellow dealers for the 4th annual Powerhouse - A panel of 6 outstanding dealers who are committed to moving their business and the industry forward. Hear about their triumphs and challenges, and learn best practices that you can take back to YOUR business. These panelists are motivated to be successful, and motivated to share their insights so everyone can experience more growth and more profit.

Sponsored by:
BERNINA, SVP
Worldwide, RNK
Distributing, OESD,
Janome, Famore,
Baby Lock

4 PM - 5:15 PM**S229****Camouflage N' Lace - For Women Only and the Men Who Sell to Them**

Instructor: dime staff

Be the first to see the *Camouflage & Lace* unveiling! Learn How to:

- Turn any customer into a trendy fashionista: camouflage figure flaws with lace accents
- Stabilize free-standing lace for fashionable athleisure wear, home accents, and more.
- Host the industry's trendiest event: *Camouflage and Lace*

Enjoy new projects, designs and software that will WOW you, your friends, and your store consumers when they attend this stitching event at your store titled *Camouflage N' Lace*!

Who is invited? Women Only and the men who sell to them! This content of this class is not approved for the average man but bring along your sense of humor and enjoy fresh inspiration for your embroidery customers. Class includes a dealer license of My Lace Designer Software for Free*.

**Free project, designs & software license doesn't guarantee dealer territories as many stores have already booked event exclusives.*

4:15 PM - 5:15 PM**S231****Introducing "The Cosplay Café"**

Instructor: Cheryl Sleboda, Sew Much Cosplay, RNK Distributing

Add a new and significant revenue stream to your business with little to no added expense. Over 50 million Cosplayers are sewing/gluing/ pinning/velcroing 1 to 30 costumes every year. They are attending 1 to 900 conventions every year to show their talents at costume making. Cosplayers' passion for their hobby is un-matched by any segment of our industry including Quilting, Embroidery, or Crafting. This is the ONE class you do not want to miss at VDTA!

Open to all retailers. To register, call 865-549-5115.

6 PM**Westage Resorts Ballroom A****VDTA-SDTA Opening Ceremony and Awards Presentation**

The Awards Presentation is the much-anticipated event that helps kick off the VDTA Show, honoring our industries' top professionals. Those receiving recognition are: 2018 Dealer of the Year, 2019 Hall of Fame Inductees, 2019 VDTA/Epstein Scholarship Recipients, 20 & 30-year members, and more!

7 PM**Elvis Suite, Westgate Resorts****Industry Cocktail Reception**

Come enjoy a night of socializing with your industry friends at the Elvis Penthouse Suite.

Industry Cocktail Reception
is sponsored by:

DOMEL®

SVP WORLDWIDE

PFAFF
 Perfection starts here.™



TUESDAY, FEBRUARY 12**7 AM - 8 AM****S229****Rise & Shine with DIME!**

Learn about the vast and varied money-making programs available and see how easy it is to increase foot traffic and revenue with any or all of DIME's offerings. DIME's programs bring money into your store no matter which machine brand you sell.

To register, call/text Wayne Walker 918-456-1973.

7 AM - 8 AM**S231****Breakfast with Hope Yoder and the Embellish Educational Team**

Come by on your way to the Keynote Address for coffee or hot tea, bagel or danish, and visit with the inspiration behind The Next Big Thing! Come back after the Keynote for a Hands-On Software Class that can put your location in charge of our industry's future in your market!

To register, call 865-549-5115.

8:15 AM - 9:15 AM**S233****KEYNOTE ADDRESS**

Bob Negan, WhizBang Training

The VDTA/Epstein Charity Fun Night

You're invited to attend the
annual Charity Fun Night **Tournament**



2017 Winner:
Donna Herrle,
Steel City Vacuum Co



**Who will get first place?
It could be you!**



2018 Winner:
Rodney Kamdar,
M&M Vacuum

Donation of \$100 ensures you a spot at the table.

Don't want to play? No problem, it's free to watch. Root on your favorite player. There are also hundreds of prizes to give away at the Spinning Wheel. For a \$20 donation, you could receive a great item worth hundreds of dollars.

**Wednesday, Feb. 13
5:30 PM**

*Trophies awarded to First,
Second and Third places.*

EXPERIENCE THE 2019 VDTA • SDTA INDUSTRY COCKTAIL RECEPTION FEBRUARY 11, 7PM

In the breath-taking Elvis Suite,
Westgate Resorts. Come mingle
in an amazing 15,000 Ft+ space
with the magic of Elvis's legacy.



**MEET NEW AND OLD FRIENDS
AND GET READY FOR A GREAT
VDTA EXPERIENCE!**

**Sponsored by DOMEL,
Synchrony Financial &
SVP Worldwide**

TUESDAY, FEBRUARY 12

continued

9 AM - 5 PM S230

Janome AT2000d Air Threading Technical Training - session 2

Open to Janome/Elna dealers only.

During this class, we will talk about the design concept and features, then take the serger completely apart and go through the entire machine. We will go through every adjustment from needle and presser bar heights to lower & upper looper timing, angular timing, needle guards timing & clearance, and much more. We will cover the air thread system in detail, how it works, and how to make technical adjustments to the air thread system and air pump using state-of-the-art gauges. (Tools & gauges will be provided.)

Register online through Janome - web link coming soon.

9:15 AM - 4 PM S224

Sewing Machine Repair Clinic (drop-in bobbin-style): day 1

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

Cost: \$375 for 2-day class.

This 2-day class will teach you the necessary skills for sewing machine repair, with a drop-in bobbin style machine. We cover all the necessary stitching adjustments to achieve perfect stitching. You'll leave with an understanding of feed timing and proper setting positions and how they all relate to lowering the machine's overall tension settings for better stitching. We will also touch lightly on the pattern selector mechanism.

To register, see form page 29 or visit www.vdta.com.

9:30 AM - 10:15 AM S225

SCHMETZ Needle Education

Instructor: Rhonda Pierce, Euro-Notions

Every staff member should be comfortable talking sewing machine needles. Learn the basics: needle types, eyes, systems, how to read the needle pack, and more. This class is easy to replicate for presentations to customers, guilds, and other audiences.

9:30 AM - 10:15 AM S228

Introducing BERNINA Embroidery Events

Instructor: Christy Burcham, BERNINA

Let your customers experience the best of embroidery in this brand new hands-on BERNINA embroidery event hosted in partnership with OESD. With projects that will dazzle your customers, this event focuses on BERNINA-exclusive embroidery features, all while providing a fun and exciting atmosphere. Sell machines, stabilizers, designs and more with this program that combines the embroidery expertise of both BERNINA and OESD.

9:30 AM - 10:30 AM S229

dime PRIME!

See & demo brand new products launching in 2019. **To register, call/text Wayne Walker 918-456-1973.**

9:30 AM - 10:30 AM S226

So You Want to Add Central Vacs to Your Line-Up!

Instructor: Grant Olewiler, M D Manufacturing

Looking to learn what's necessary to offer central vacuums? This is a comprehensive course on Central Vacuum Marketing, Sales, System Design, Cost Analysis, Pricing, Installation, Existing Homes, Service and much, much more. Installed products cannot be effectively sold online which protects your profit margins! *Instructor Grant Olewiler has been involved in all aspects of the business since 1976.*

9:30 AM - 10:30 AM S232

Success Studios: small group discussions

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.

10:30 AM - 11:15 AM S225

Upselling with Integrity

Instructor: Teresa Coates, Shannon Fabrics

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

10:30 AM - 11:15 AM S228

Elevate Your Embroidery Club and Energize Your Bottom Line

Instructor: Jordan McCroskey, OESD

Easily implement a monthly embroidery club without hours of preparation by your staff. Teach your customers everything they want to know about their embroidery passion and effortlessly sell more product and machines.

10:30 AM - NOON S228

Special Session 1 with Bob Negan

Take a seminar with Bob Negan of WhizBang Training, the 2019 VDTA Keynote Speaker.

10:30 AM - NOON S231**Hands-on Software Class: Craft N Cut**

Instructor: Hope Yoder assisted by Embellish Educators, RNK Distributing

Experience THE product that helped dealers sell over \$500,000 in digital cutters and over a million (\$1,000,000) in related products last year! Reach a segment of your market that doesn't sew, quilt, or embroider with our Select Craft N Cut Software, plus add another profit center to your business. Appliqué is one of the hottest trends and those involved don't even realize the association with sewing. This software will help you connect the dots for this brand-new group of potential machine buyers! We will create a design and cut it in class to make sure you fully understand how it works!

Quilt Select Full Line Dealers (or those who become Quilt Select Full Line Dealers during 2019 VDTA) attending this session will receive a FREE COPY of Craft N Cut Software to sell! Retail Value \$599.99.

11 AM - 11:45 AM S232**Creating an Online Course**

Instructor: Cindy Cummins, DIYStyle®

Yes, Craftsy does and it and so can you. Learn all about creating your own online courses. With a plan and some tech know-how which you'll learn in this seminar, take some of your best and most sought after classes, techniques and demos online with a Learning Management System. It's not as hard as you might think!

11 AM - 11:45 AM S226**Thinking of Teaching? Great Tips for Profitable Classes!**

Instructor: Linda McGehee, Ghee's

Every teacher should be a salesperson. With the surge of free online classes and tutorials, it becomes the shop's responsibility to make their classroom an inviting and rewarding location for students to gather, acquire knowledge, and spend money. Learn how to plan classes that promote products in the store to make for more lucrative experiences for the customer as well as the shop. A checklist for class descriptions, quick demo ideas, and evaluating the success of the class are some of the incentives for successful classes.

11 AM - 11:45 AM S229**A New Approach to Machine Embroidery Events: The Exclusive Kimberbell Event Model****12:15 PM - 1 PM S228****Stitch It Up a Notch!**

Instructor: Tamara Evans, OESD

Learn the six secrets of successfully selling specialty stabilizers and keep your customers coming back for more!

12:15 PM - 1 PM S225**5 Questions Every Store Owner Should be Asking Themselves**

Instructor: Howard Anderson, Stony Brook Sew & Vac

12:30 PM - 2:30 PM S231**Creating a "Stabil" Notion Business**

Instructor: Judy Fredenburgh, RNK Distributing

Selling millions of dollars in "Stabilizer/Notions" could be a fluke or just a really exceptional year, but when the "fluke" continues for over 10 years there must be a reason! RNK's Dealer Trainer Judy Fredenburgh shows you the secrets to building YOUR own "Stabil" notion business.

1 PM - 4 PM S233**Special Workshop with Bob Negan**

Instructor: Bob Negan, Keynote Speaker.

1 PM - 2:30 PM S226**Vacuum Talk with the Pros**

Hosted by: Evan Strittmatter of Indiana Vac with special dealer guests.

Don't miss this LIVE FILMING as Evan interviews several outstanding dealers, getting the answers to questions YOU ask. 30 minute sessions, videos will air online at VDTA.com.

The three special guests will be:

Sandy Berkshire, Stuart's House of Vacuums

Cory Coltrin, Coltrin Central Vacuum Systems

Kristi Tacony Humes, Tacony Corporation

1:15 PM - 2 PM S228**The Science of BERNINA Academy**

Instructor: Christy Burcham, BERNINA

Learn the formula behind the popular and successful BERNINA Academy event program. You'll learn the advantages of the BERNINA Academy format, and you'll leave with tools to make your event even more successful.

1:30 PM - 4 PM S225**Quilt with Rulers, Get More Customers**

Instructor: Donelle McAdams, SewBiz; Westalee Design Accredited Teacher

Donelle McAdams prepares you and your customers for a successful Template Quilting experience using Westalee Design Quilting Templates. Machine set-up, supplies and experience 'sewing' by drawing designs with templates. Donelle is a Westalee Design Accredited Teacher.

Pre-registration preferred.

2:45 PM - 5 PM S231**Quilters Just Want to Have Fun, Too!**

Instructor: Alex Anderson and Judy Fredenburgh, RNK Distributing

The Quilting segment of our industry has outgrown sewing and embroidery for decades. If you haven't experienced this growth in your business, let us show you how to make Quilting fun! After all, quilters want to have FUN TOO!

WEDNESDAY, FEBRUARY 13

8 AM - 9:30 AM S224

Plans and Actions for More Profit

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

Cost: \$35.

Special 90 minute lecture. Topics include: Are you selling used parts; Obstacles to change; Proper phraseology in different situations; Your competition; Simple plans for better profit; and more. Everyone will get a handout that covers in detail everything we discuss.

To register, see form page 29 or visit www.vdta.com.

8 AM - 8:45 AM S225

Mastering Free Motion Quilting Means Stepping Up Customers

Instructor: RaNae Merrill, Free Motion Mastery in a Month

Learn why offering the free motion quilting classes, especially a program like Free Motion Mastery in a Month, will make sales soar and make your store so vital to the community of burgeoning quilters.

8 AM - 8:45 AM S228

Over the Top Quilting with an Embroidery Machine

Instructor: Tamara Evans, OESD

Take your machine embroidered quilting off the edge and over the top! Learn how to combine designs stitch to stitch and place them to perfection.

8 AM - 8:45 AM S230

Put Your Fashion Foot Forward

Instructor: Cindy Cummins, DIYStyle®

How to reach the fashion, clothing and cosplay consumer who is not necessarily crafting or quilting!

8 AM - 8:45 AM S229

Working with Pre-Fused Fabric on a Cutter

Instructor: Teresa Griffin-Mullins, Hotfix Fabric LLC

We will demonstrate how to work with pre-fused fabric; demonstration will feature a project from start to finish using a home cutter.

8 AM - 8:45 AM S226

Top 10 Ways to Bring New Customers to Machine Embroidery

Instructor: Kim Christopherson, Kimberbell Designs

With innovative techniques and skill building projects, Kimberbell Designs' unique style has proven effective for introducing new customers to machine embroidery. Learn from owner and designer, Kim Christopherson, who will share 10 specific ways you can invite customers into your shop to try machine embroidery while engaging existing clientele.

8 AM - 9 AM S232

Marketing Central Vacs to Builders

Instructors: Steve Ambuter and Grant Olewiler, M D Manufacturing

Do you sense that builders in your area simply don't understand Central Vacuums? Are you looking to obtain a greater percentage of new construction homes in your region? Learn tried and true ways to engage the needs of the builders at their level. We will be discussing various proven methods to get those sales that seem to allude you. Instructors Steve Ambuter and Grant Olewiler have 75-years experience between the 2 of them.

8:30 AM - 10 AM S233

The Future is 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 of floorcare. Panelists include: Christopher Blakeman, Josh Sutherland, Denise Rairdin and more. Moderated by Josh May, Tacony Corp.

9 AM - 9:45 AM S230

"Cut It Out!"

Instructor: Cindy Cummins, DIYStyle®

All about rotary cutting and the revolutionary DIYStyle® Cutting System, and how it can add more profit for your store.

9 AM - 9:45 AM S225

Sell More Top-of-the-Line Machines with Machine Embroidery

Instructor: Lisa Archer, Pickle Pie Designs

Learn how machine embroidery sells more top-of-the-line machines! Lisa Archer, embroidery expert and owner of Pickle Pie Designs, will give you tips, tricks, and tools to increase machine sales and encourage machine upgrades.

9 AM - 9:45 AM S226

The Competitive Advantage

Instructor: Steve Butler, Clover Needlecraft

Independent dealers face many challenges from industry giants. This class will help you recognize the advantages easily within your grasp.

9 AM - 9:45 AM S228

The BERNINA Learning Center

Instructor: Christy Burcham, BERNINA

Transform the way you train your employees with the BERNINA learning center. This platform provides best-in-class online training on products and selling techniques. We will discuss how to leverage online learning to create more engaged employees and sell more machines.

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!**

Everyone
gets a
voice!



At the VDTA-SDTA
2019 Show in Vegas!

When: Tuesday, February 12
9:30 AM - 10:30 AM

Where: Las Vegas Convention Center
Room S232

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.

Attend **SMALL GROUP DISCUSSIONS** - "Success Studios"
all in one big classroom. 60 minutes of peer-to-peer
conversations about the best ways to be profitable!

9 AM - 9:45 AM S229

Threadaches: Common Problems with Thread and How to Solve Them

Instructor: Kelly Nagel, Sulky of America

Let's get rid of those Threadaches! We will provide the fixes to common thread problems and debunk a few thread myths and "old wives tales" in the process.

9 AM - 10 AM S232

Central Vac Electronic Jobsite Bidding

Instructor: Grant Olewiler, M D Manufacturing

This new VDTA course will teach you how to receive electronic copies of floor plans and design the installation and layout for central vacuums. Your builders and homeowners will appreciate seeing the plans marked up with inlet valve locations, installation detail remarks, and the actual proposed pipe routing design. Special attention will be given to understanding multi-level construction design layouts and Hide-A-Hose routing documentation.

9:30 AM - 4 PM S224

Sewing Machine Repair Clinic (drop-in bobbin-style): day 2

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

Cost: \$375 for 2-day class.

To register, see form page 29 or visit www.vdta-sdta.com

10 AM - 10:45 AM S225

Special Lecture and Q&A with Ken Bank, Bank's Vacuum

10 AM - 10:45 AM S226

Special Lecture with Jim Rasmus, Retail Design Associates

10 AM - 10:45 AM S229

Increase Traffic and Profit with HTV

Instructor: Bob Robinson, Stahls'

The demand for Heat Transfer Vinyl is growing like wildfire. Crafters, sewers, quilters, and home business owners are purchasing millions of dollars of HTV and the market continues to grow. Come and see how you can tap into this lucrative market and attract new customers as well as sell more to your current ones. In this class, you will gain insight to the product, see how to display and promote it, and hear success stories of others.

10 AM - 10:45 AM S228

NO MORE PUCKERS! Seven Simple Steps to Stabilizing Success

Instructor: Tamara Evans, OESD

Stabilizing success can be simple. Learn the seven essentially steps to creating beautiful embroidery from the experienced pros at OESD. Your customers will thank you!

10 AM - 11 AM S232

Central Vacuum Installer's Roundtable, Audience Discussion

Moderator: Grant Olewiler, M D Manufacturing

No other forum of this type exists to share with your peers the best practices for Central Vacuum Installation. Industry veterans as well as beginners are welcome to participate in the discussion that will cover design, installation techniques, Hide-a-Hose, hiring employees, and other vital subjects. Learn from your peers who do this every day for a living.

10:30 AM - NOON S233

Millennials-Plus Panel

Panelists: Angel Herndon, *Sweeper World*; Justin Shattuck, *Sitchin' at the Barn*; Connor Brostek, *Pins and Needles*; & Allyce King, *DIYStyle®*

We are moving into the future, and the next generation of customer, employee, and business owner is along for the ride. We've heard so many things about "Millennials" and how they are re-shaping the retail experience. The truth is, Millennials are now in their mid-20s to upper-30s. They have established careers, are tech-savvy, and adaptable. With this panel of Millennial industry experts, learn how they are planning for the future of their business, especially for customer engagement, problem solving, & more!

11 AM - 11:45 AM S228

Set the Stage for Successful Eventing

Instructor: Tamara Evans, OESD

Whether its hand-on or lecture/demo, in-store or off site, learn the TOP 10 TIPS for event success! Get new customers. Sell more machines. Sell more product. And most importantly, get those customers back in your store every month.

11 AM - 11:45 AM S229

Understanding Indoor Air Quality: Issues and Resolutions

Instructor: BONECO Staff

This seminar will provide a thorough overview of indoor air quality concerns, from common to lesser known, and a comparison of the different technologies and products that exist to help resolve them. We will also discuss ways to tell marketing claims from true achievement in the air purification industry.

11 AM - 11:45 AM S226

Online Reviews - How to Get Them and Add Value

Instructor: Josh Sutherland, Sew & Vac Media

11 AM - 12:45 PM S231

EVENTS, EVENTS, EVENTS!

Instructor: Ricky Brooks, RNK Distributing

Everybody is doing some type of event: In house, Off site, 1-day, 2-day, 3-day, Lecture, Hands-On, Hands-Off, WHY? I will answer all your questions in 90 minutes & if you pre-register, I will buy your lunch!

To pre-register, call Beth at 865-549-5115 and just say, "Ricky is buying my lunch!"

11:15 AM - 11:45 AM S225

Curious about Cuddle®? Enquiring about Embrace®?

Instructor: Teresa Coates, Shannon Fabrics

Get an overview of Cuddle® 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.

NOON - 1 PM S223

Hide-A-Hose 101

Instructor: Rod Drivstuen, 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.

NOON - 12:45 PM S225

Mechanical Principles of the Bionic Mop

Instructor: Jin, HIZERO

Many dealer friends are having trouble diagnosing the problems of the bionic mop because its mechanic principles are new and unfamiliar. In this seminar, HIZERO is going to introduce these mechanic principles, including how the bionic mop works, the most common issues, and how to troubleshoot, along with offering some repair skills.

12:30 PM - 1:15 PM S228

Garment Sewing = More Profit

Instructor: Judy Kessinger, FitNice

See how you can make fit and fashion boost your sales of everything from notions to fabric and machines! Give customers a fresh new look at garments sewing, and how you can become an invaluable resource - and destination - for their sewing wants and needs.

1 PM - 2:30 PM S231

Introducing "The Cosplay Café"

Instructor: Cheryl Sleboda, RNK Distributing

Add a new and significant revenue stream to your business with little to no added expense. Over 50 million Cosplayers are sewing/gluing/pinning/velcroing 1 to 30 costumes every year. They are attending 1 to 900 conventions every year to show their talents at costume making. Cosplayers' passion for their hobby is un-matched by any segment of our industry including Quilting, Embroidery, or Crafting. This is the ONE class you do not want to miss at VDTA!

1:30 PM - 2:30 PM S223

Central Vacuum Roundtable, with panelists

Panelists: Dan Zimmerman, Cory Coltrin, Richard Goodman, Bob Boffoli, Rico Dubach. Moderated by: Trail Degondea.

The Central Vac Roundtable is for any dealer selling or wanting to sell central vacuums. The roundtable will feature top Central Vac dealers as panelists, talking about the big issues surrounding Central Vac sales today. Attend and be set on an upward trajectory towards growth & achievement in your business.

2:45 PM - 5 PM S231

The Next Big Thing - "EMBELLISH" - 1 Year Later

Instructor: Hope Yoder and Embellish Educators, RNK Distributing

Part 1: What's All the Buzz About? What is "Embellish" and why all the HYPE? Should I care?

Part 2: SELLING Embellish Maker Software.

Hope inspired it, RNK created it, and dealers are selling it! Mary Hess of B-Sew Inn said, "I've never had an event where we almost sold out of software the first day."

Part 3: The Embellish Dealer Program is THE NEXT BIG THING! RNK created The Floriani Phenomena, and we are doing it again. Exclusive products sold only (NO mass, chain, or discounters) through Embellish full line dealers. Enforced MAP and educational events designed to sell Embellish products with MACHINES!

Embellish Dealers (or those who become Embellish Dealers during 2019 VDTA) attending this two-hour plus session will receive a FREE COPY of Embellish Maker Software to sell! Retail Value \$2499.99

5:30 PM

VDTA/Epstein Charity Fun Night

Come play in the annual Charity Fun Night

tournament! A \$100 donation guarantees you a spot to participate. And don't forget about the Spinning Wheel with great prizes being given away for a \$20 donation. You can also come as a spectator.

To participate, reserve your spot as your register online or call us at 800-367-5651.

Holiday Sales: Converting One-time Shoppers to Loyal Customers

By: Tonya Tienter, VDTA • SDTA

With the peak of the “Golden Quarter,” holiday shoppers are spending more money than ever, gifting your exclusive, quality products to their family and friends. They are readily walking through your doors, and while it’s tempting to sit back and enjoy the more organic traffic, the work is only beginning.

As a savvy retailer, you’ve worked out a system to translate the season’s unique traffic into a sale. Timely dollar signs are a great way to end the year: they grant a sense of accomplishment and peace, and articulate your success in the industry. But what about after the holidays?

Not too long ago, I watched the movie *Money Ball* with Brad Pitt and Jonah Hill. In the movie, Billy Beane (Pitt), GM of the Oakland A’s baseball team, collaborates with sabermetrics expert Peter Brand (Hill) to create a winning team on a tight budget.

As Brand explains his approach to the game, he follows the logic of winning from end to beginning.

- To win the World Series you need to reach the playoffs.
- To reach the playoffs, you need to win games.
- To win games, you need to score more points.
- To score points, you need to get runners on base.

From there, Brand and Beane analyze players almost exclusively on their statistics for getting on base, and if the price was right, offered them a contract or made a trade. With Brand’s strategy, the A’s reached the playoffs while ranking nearly last in player salaries.

Curious about the simplicity of his logic, I applied Brand’s idea to the retail industry, and how it might help stores capitalize on the Golden Quarter. The ultimate financial goal is to make more money, raising profits while lowering costs, so consider:

- To raise profits and lower costs, you need to create more loyal customers.
- To create a loyal customer, they need to make at least 3 purchases from your store.
- To make at least three purchases from your store, a customer needs at least three occasions to buy.
 - 3) Occasion: ___?
 - 2) Occasion: ___?
 - 1) Occasion: Holiday sales, gifts for self or others

Before we discuss the “gaps” in this flow chart, let’s discuss the underlying assertions. Firstly, studies have repeatedly shown that creating loyalty in your customer base is good for the bottom line. The “Golden Rule” of Economics states 80% of your future profits will come from just 20% of your existing customers – your *loyal* customers.

In fact, an *RJ Metrics* study found that your loyal top 10% spend 3 times more per purchase than the lower 90%, and that acquiring new customers costs 5 to 25 times more than it takes to retain one¹. So loyal customers earn you more profit than new ones, and new customers cost you more money than loyal ones.

The diagram consists of four vertical bars of different colors: blue, green, yellow, and red. The blue bar contains a large dollar sign (\$) and the text "INCREASE PROFITS REDUCE COSTS". The green bar contains the text "CREATION OF A LOYAL CUSTOMER". The yellow bar contains the text "CUSTOMER BUYS FROM YOU 3 TIMES". The red bar contains the text "HOLIDAY TRAFFIC *including organic". Between the bars, there are three boxes labeled "Buying Occasion 1: Holiday purchase, likely a gift", "Buying Occasion 2: ?", and "Buying Occasion 3: ?". Arrows indicate a flow from the red bar to the first box, then up to the second, and up to the third. A fourth arrow points from the yellow bar back to the green bar.

50

VDTA NEWS December 2018 | FLOORCARE & CENTRALVAC Professional™

By: Tonya Tienter, VDTA•SDTA

With the peak of the “Golden Quarter,” holiday shoppers are spending more money than ever, gifting your exclusive, quality products to their family and friends. They are readily walking through your doors, and while it’s tempting to sit back and enjoy the more organic traffic, the work is only beginning.

As a savvy retailer, you've worked out a system to translate the season's unique traffic into a sale. Timely dollar signs are a great way to end the year: they grant a sense of accomplishment and peace, and articulate your success in the industry. But what about after the holidays?

Not too long ago, I watched the movie *Money Ball* with Brad Pitt and Jonah Hill. In the movie, Billy Beane (Pitt), GM of the Oakland A's baseball team, collaborates with sabermetrics expert Peter Brand (Hill) to create a winning team on a tight budget.

As Brand explains his approach to the game, he follows the logic of winning from end to beginning.

- To win the World Series you need to reach the playoffs.
- To reach the playoffs, you need to win games.
- To win games, you need to score more points.
- To score points, you need to get runners on base.

From there, Brand and Beane analyze players almost exclusively on their statistics for getting on base, and if the price was right, offered them a contract or made a trade. With Brand's strategy, the A's reached the playoffs while ranking nearly last in player salaries.



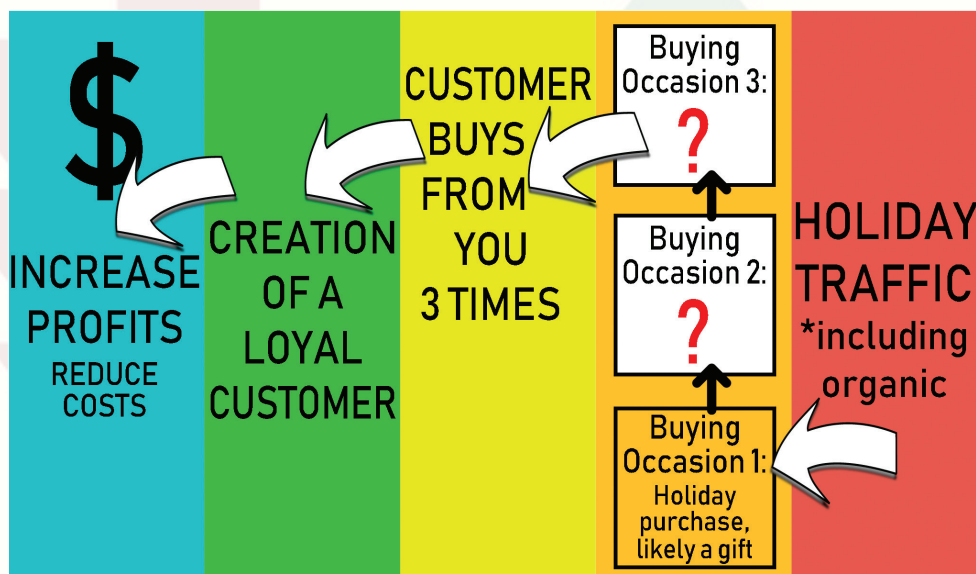
Curious about the simplicity of his logic, I applied Brand's idea to the retail industry, and how it might help stores capitalize on the Golden Quarter. The ultimate financial goal is to make more money, raising profits while lowering costs, so consider:

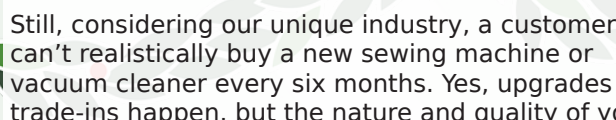
- To raise profits and lower costs, you need to create more loyal customers.
- To create a loyal customer, they need to make at least 3 purchases from your store.
- To make at least three purchases from your store, a customer needs at least three occasions to buy.
 - 3) Occasion: _____
 - 2) Occasion: _____
 - 1) Occasion: Holiday sales, gifts for self or others

Before we discuss the “gaps” in this flow chart, let’s discuss the underlying assertions. Firstly, studies have repeatedly shown that creating loyalty in your

customer base is good for the bottom line. The “Golden Rule” of Economics states 80% of your future profits will come from just 20% of your existing customers – your *loyal* customers.

In fact, an *RJ Metrics* study found that your loyal top 10% spend 3 times more per purchase than the lower 90%, and that acquiring new customers costs 5 to 25 times more than it takes to retain one¹. So loyal customers earn you more profit than new ones, and new customers cost you more money than loyal ones.





Still, considering our unique industry, a customer can't realistically buy a new sewing machine or vacuum cleaner every six months. Yes, upgrades or trade-ins happen, but the nature and quality of your products mean a customer's machine purchase can last them years. Acquiring new customers is therefore necessary to stay in business, but there's a lot to offer – related products, repair services, accessories – to keep your loyal customers buying.

As for the second assertion, according to the 2018 *Customer Engagement & Loyalty Statistics* compiled by Access, **“Nearly 80% of consumers said it took them at least three purchases for them to consider themselves loyal,** and 37% said they weren't loyal until they had made at least five purchases.”²

With this research, we know loyal customers mean more profit, and how many purchases make a customer loyal. And it's safe to say that our third assertion is self-explanatory: To buy, you need the motivation – the “occasion.” Whether that motivation is out of necessity (buying laundry detergent because my clothes need washing) or pleasure (buying a new DVD because I want to be entertained), both are valid.

Creating the first occasion for a new customer can be easy this time of year. They've come in your store to buy themselves or someone else a gift. You now need to fill in the blank 2 more times if you're hoping to convert those one-time Christmas spenders into loyal patrons.

The real question is: HOW? How do you get someone who bought a gift at your store to come back and buy something for themselves, repeatedly?

The answer boils down to Customer Retention, which incorporates strategies like Rewards Coupons and Loyalty Programs that incentivize buying. Rewards Coupons often extend discounts after a customer has made a purchase. Loyalty Programs tally points based on the number of dollars spent, and accruing so many points earns a benefit, usually a discount or savings.

Both are great tools for retention and have their advantages. A Loyalty Program is a system that rarely changes, with the exception of different loyalty “tiers,” but requires ongoing upkeep and some legwork for implementation. Rewards Coupons, on the other hand, bid periodic changes (“10% off” one month; “\$5 dollars off your purchase” the next), but these changes can be informed according to consumer response.

According to *Expedia Affiliate Network*, **discounts and coupons, including Rewards Coupons, rank as the most effective tactic for driving customer loyalty, with 61% of consumers reporting they were incentivized by them**³. Larger businesses have begun making their coupons digital, meaning they are best accessed by a mobile app or email. For small businesses, delivering coupons by an app is not very practical, but delivering coupons by email is. Plus, there are quantifiable benefits to going digital.

More than half of all consumers have expressed a desire for all coupons to be digital⁴, and **82% of consumers who rely on digital coupons redeem the offer within a week**⁵. What's more, 30% apply it less than 24 hours after receiving it⁶. This means that the majority of consumers want to receive their coupons and discounts digitally, and by doing so, are more likely to make a purchase in a timely manner.

That being said, it's important to know your customer base and if they are receptive to accessing coupons via email. If not, you might choose to provide coupons through email messages and in print forms like your newsletters or direct mail.

Additionally, offering any type of coupon – digital or otherwise – can be a tipping point for the decision to buy. *RetailMeNot* reports that

67% of consumers have made a purchase they weren't originally planning on making because they found a coupon or discount⁷.

This fact alone is great news for retailers trying to create loyal customers from single holiday sales. The unique hurdle for customer retention after the holidays is that those who buy your products may not be buying for themselves, but if two-thirds of consumers are tempted to make an unintended or unanticipated purchase – perhaps something from your store by which they themselves are intrigued – with the help discounts or coupons, those “gaps” in our flow chart may not be blank for long.

Ultimately, all this research of the retail industry demonstrates that offering coupons, especially Rewards Coupons, and discounts is the most effective way to inspire customer loyalty, and loyalty means higher profits. By offering Rewards Coupons or discounts to customers who made a purchase during the holiday season, you create the “occasions” for their second and third purchases, which are key to converting the one-timers into loyal patrons. And if those coupons are offered digitally, that potential conversion will happen more quickly.

WHAT TO DO NEXT?

At the point of sale, capture a customer's email address. As a shopper, I respond well to the phrase, “Can I get an email address? We have a Rewards Coupon to send you.” Then follow through and send the customer a coupon so they come back and shop.

For footnotes and sources, see page 4



JOIN VDTA • SDTA

As a new member you'll receive:

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

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

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

With your success comes our success!

VDTA NEWS December 2018 | FLOORCARE & CENTRALVAC Professional™

VDTA•SDTA, 2724 2nd Ave. Des Moines, IA 50313

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

**Membership
Rates change
Dec. 1. Renew
today and save!**

Company Information

Name: _____ Title: _____

Company Name: _____

Address: _____

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

Phone: _____ Fax: _____

E-mail: _____

Website: _____

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

Membership Category

☐ **Independent dealer enrollment:**

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

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

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

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

SEWING\QUILTING

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

FLOORCARE

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

If You Own 1 Store, Membership & Renewal

1 Year Membership \$130

2 Year Membership \$210

If You Own 2 or More Stores, Membership & Renewal

1 Year Membership \$150

2 Year Membership \$230

International Dealer Membership \$150

Miscellaneous Membership \$150

Sewing Educator Alliance Membership \$60

Associate Membership \$725

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

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

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Payment Information

All payments must be made in U.S. funds

☐ Check ☐ MasterCard ☐ Visa Amount: \$ _____

Cardholder Name (Print): _____

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

Card Registered Address (If different than above): _____

Signature: _____

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

☐ This a one time payment, thank you.

**LIKE AND FOLLOW
US ON FACEBOOK!**



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

REMEMBER WHEN...

15 Years Ago...



20 Years Ago...





iRobot®

Roomba®

Robot Vacuum

Change the way you clean forever

The NEW Roomba® i7+ Robot Vacuum with Clean Base™ Automatic Dirt Disposal takes convenience to a new level - emptying automatically, so there's no need to think about vacuuming for weeks at a time.

The premium 3-Stage Cleaning System provides powerful pick-up on carpets and hard floor surfaces.

The i7 robot learns, maps and adapts to your home, for full control over which rooms are cleaned and when.

Added smart phone control allows for a truly custom clean.



Become an iRobot® dealer today | www.irobot.com/volumesales