

VDTA NEWS

VACUUM DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer

November 2018 | ISSUE 446 www.vdta-sdta.com

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How to WIN at Small
Business Saturday, p22



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VDTA Show including a
new Central Vac Panel, p8

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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

Experience the 2019 VDTA Show & Convention. Registration is now open.

The 2019 International VDTA•SDTA Trade Show and Convention is February 12 - 14. We are back in Las Vegas at the Convention Center. There are some special classes and panels beginning on Feb 10.

There will be over 400 exhibit booths with thousands of products, some you may not have seen before. This is not just vacuum cleaners and sewing machines. There are fabrics, lighting, threads and other notions, bags and belts, financing, fragrances, patterns, counter impulse items, and so much more. There are new exhibitors with NEW products every year.

You can EXPERIENCE over 60 classes. This year there will be a panel of millennials who are all in the industry. Their "take" on the industry will give many of you a new outlook on where to direct your business. Also check out these events:

Central Vacuum Roundtable: There will be a new central vac panel, by dealer for dealers. This panel of independent dealers sell various brands, and will come with new ideas on marketing, selling, and common-sense business ideas.

Vac Talk with the Pros: Evan Strittmatter of Indiana Vac is spearheading this new session. This is a live-filming of his interviews with top experts and dealers, asking questions that you submit. Be a part of this new program!

Powerhouse Roundtable: The Powerhouse will be back with new faces and new ideas. This panel always packs a full house, and the panelists are vac and sew dealers!

These are just some of the new and favorite programs for you to experience at VDTA•SDTA 2019. As you read through the pages of this magazine, you'll read about so much more.

For those who just don't like Vegas... Vegas is what you make of it. You don't have to gamble, go to shows, people watch, or whatnot. When you come to Vegas to the VDTA•SDTA show, you are conducting business. Do we have fun Vegas? I do and I hope you do too. I hope you Experience the VDTA•SDTA Show with gusto and take back ideas and a better understanding of how to move forward in this industry we call ours.

You've heard many times the old saying, "What happens in Vegas, stays in Vegas." I like to say "At VDTA•SDTA, what you learn in Vegas should go home from Vegas to earn you more profit."

Register for the show prior to December 1st to save money. You can register online at www.vdta-sdta.com, or take the page from this publication and fax it or mail it. Of course, the great staff at our office can take your phone registration as well.

Experience VDTA•SDTA, see you in Vegas!
Judy



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whether it will be Black
Friday or Green Friday,
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one of the top topics.



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2019 Hall of Fame

Nomination Form

DEADLINE: NOVEMBER 15, 2018

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

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

(Please check only one category)

*Completion of this application is to be done by the nominator only.
 Submit color photograph of nominee.*

CRITERIA FOR HALL OF FAME

1. Nominee must be a member of VDTA•SDTA.
2. Nominee must have a minimum of 20 years in the industry.
3. Nominee must have made considerable contributions to the industry.
4. Nominee must have been involved with the association in ways to help others in the industry, ie: taught classes at the shows, association member, helping others with marketing ideas and customer service ideas, etc.
5. Nominee must have been involved within his or her community.
6. Nominee must have made a difference in someone's life associated with the industry and/or their community.
7. Nominee must have worked toward maintaining a positive public image of the independent vacuum and sewing dealer.
8. Nominee must be dedicated to making the industry better for all.
9. Nomination form should list nominee's accomplishments in the industry. (Innovators, Pioneers, Great Leadership, etc)
10. Nomination form should include letters from at least three people attesting to their qualifications for induction. Letters can be from community leaders, other dealers, manufacturers and their representatives, etc.

1. Last Name: _____ First Name: _____ Middle Ini. _____

2. Company: _____

3. Address: _____

4. Phone: _____ E-mail: _____

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

6. Place of Birth: _____

7. Inductee's hometown newspaper: _____

Address: _____

City, State, Zip: _____

8. Nominator's Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ E-mail: _____

Relation to nominee (if any): _____

9. Nominator: Please write (on a separate sheet) in 100 words or less why you believe this individual should be considered for the 2019 Hall of Fame.

10. Nominator: Please write (on a separate sheet) in 100 words or less a brief biography of the nominee including a list of accomplishments, awards, etc.

Send all required documentation postmarked by November 15, 2018 to:
VDTA•SDTA Hall of Fame Selection Committee, 2724 2nd Ave., Des Moines, IA 50313
Call 800-367-5651 with any questions.

Join in Giving Tuesday

"Giving Tuesday" is the Tuesday after Thanksgiving: November 27. It's a day to support charitable causes and continue sharing the holiday spirit of gratitude.

Donate to the VDTA/Epstein Scholarship Fund on Giving Tuesday!

The VDTA/Epstein College Scholarship is awarded each year to students in our industry, up to \$10,000. Help their educational dreams come true.

Donate to the fund online at VDTA.com, or call us with your donation, 800-367-5651.

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Central Vacuum Roundtable

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1:30 PM - 2:30 PM
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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*

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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.**

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.

Proteam® Welcomes Armando Aranibar as Eastern Sales Manager

ProTeam®, the company with over 30 years of experience in innovative vacuum technology, announces the addition of Armando Aranibar as Eastern Sales Manager, Service Provider Segment. Aranibar brings knowledge from over a decade spent in sales along with experience as owner/operator of a building service contractor.

"I am pleased to welcome Armando to ProTeam," said Jeff Stone, National Sales Director, Service Provider Segment. "With his proven record in business planning and execution along with strong organizational and communication skills, he will be a valued addition to our team."

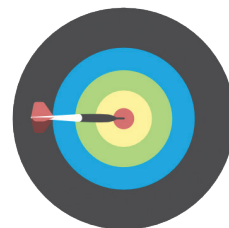


Prior to a one-year sabbatical travelling to over 30 countries with his family, Aranibar worked for Karcher North America for 12 years, finishing as National Sales Director, Government Sales and Restaurants and Catering. From 2003 to 2005, he owned and operated CleanMaxx, a janitorial services company in Orlando, Florida. Aranibar also served in the United States Marines Corps for seven years and earned several achievement and commendation awards.

Aranibar received his Bachelor of Science Degree in E-Business and Management from the University of Phoenix in Orlando and his MBA from Webster University George Walker School of Business & Technology. He is fluent in both English and Spanish. Aranibar lives in Orlando with his wife Yarit and their two sons.

About the Company: ProTeam is a vacuum manufacturer providing innovative and ergonomic equipment to make professional cleaners more productive. Designed to be comfortable and intuitive to use, ProTeam vacuums save time, money, and resources while improving indoor air quality. For more information about ProTeam products, call 1-866-888-2168 or visit ProTeam.Emerson.com.

About the Company: Emerson (NYSE: EMR), headquartered in St. Louis, Missouri, is a global technology and engineering company providing innovative solutions for customers in industrial, commercial, and residential markets. Emerson Automation Solutions business helps process, hybrid, and discrete manufacturers maximize production, protect personnel and the environment while optimizing their energy and operating costs. Emerson Commercial and Residential Solutions business helps ensure human comfort and health, protect food quality and safety, advance energy efficiency, and create sustainable infrastructure. For more information, visit Emerson.com.



Collecting Dust

The 90th Anniversary of Health-Mor



Health-Mor is the manufacturer of the Filter Queen, one of my all-time favorite vacuum cleaners. Definitely in my top 5. My personal Filter Queen at home is the 50th Anniversary Model which I bought brand new when I was 16. I cut grass all summer in order to afford it (it was \$600 in 1978).

In order to understand where Health-Mor is today, we need to know where they came from, and their long and very interesting history. H-M began in Chicago in 1928 as a sales organization. The company had Scott & Fetzer private label their "Scott & Fetzer Sanitation System" as "The Health-Mor." H-M's sales organization was awesome - they soon became the #1 customer of Scott and Fetzer.

In 1930, at the start of the Great Depression, H-M made the decision to change suppliers. Royal would now private label the Royal Purifier model as "The Health-Mor." The claim to fame was the ability to suck up and pulverize moth crystals, sending the moth gas through the cloth bag. Customers were told this would destroy germs and bacteria in the cloth bag.

The Health-Mor upright (built by Royal) came with a small handle for portable use, two bags (smaller for portable use - larger for normal use), and an extra-long hose. H-M enjoyed excellent sales throughout the 1930s. Late in the '30s, Health-Mor employed two engineers to design a canister-type cleaner that used a new filter paper made of two layers of cellulose. The patented design was built for H-M by Royal and launched in 1939: It was the Model 200 Filter Queen.

During the WWII years, Lamb Electric announced a new drop-in motor that vacuum manufacturers could buy. Until this time, each manufacturer was making their own motors. The new Lamb motor could really streamline production.

Filter Queen's engineers designed a new model around this new motor, but Royal had not yet recouped their investment in tooling up to make the model 200. H-M's engineers brought their blueprints to a New York manufacturer famous for building things for other companies. Lewyt Corporation looked at the designs, considered making it, then announced they were not interested.

However, Lewyt decided to steal the patented design instead. The first two models of Lewyt cleaners were almost exact copies of the Filter Queen, causing H-M to sue in court. H-M won the lawsuit and a significant settlement, which allowed them to open their own factory in Ohio and build the Filter Queen themselves. In 1955, the first new model Filter Queen made by Health-Mor was launched: The gorgeous "Golden Monarch model 500.

Over the years, many refinements came to the Filter Queen. A two speed motor was added in the early 1960s along with a cord rewinder. The power nozzle was added in 1974, and the heat shield was added for H-M's 50th anniversary model.

Today, the Filter Queen features a power nozzle with a geared belt, direct connect hose/wand connections, as well as a very high efficiency motor. The outstanding filtration coupled with the cyclonic intake has never been changed as it is perfect exactly as was sold in 1939.

Happy Birthday to Health-Mor, from your friends at the Vacuum Cleaner Museum in St. James, Missouri.



TOM GASKO

Tacony Vacuum Museum Curator

In Memoriam – Stuart Weinstein

The Essco family has lost one of its own with the passing of longtime employee, Stuart Weinstein. Stuart joined Essco in 2005, contributing as an order entry specialist, and quickly moving into sales. Stuart had over 50 years of experience in the vacuum cleaner industry. Prior to Essco, he helped run Green Vacuum, based in Cleveland, Ohio. Green Vacuum was also a wholesale vacuum parts distributor.



Stuart's caring personality always came through during his phone calls to vacuum shops, and he quickly endeared himself to those customers who knew him and reached out to him daily for a comment on current events or a quick joke. Stuart was a devoted Cleveland sports fan and supported all the teams. He could be heard every morning commenting on the day's previous game, regardless of the outcome.

Stuart was a man of character and had unwavering passion for the industry and his role as an Essco sales representative. Stuart is survived by his wife Shari and two sons, David and Daniel. He will be missed by his customers and co-workers alike.

“Gratitude can transform common days into thanksgivings, turn routine jobs into joy, and change ordinary opportunities into blessings.”
~William Arthur Ward



Simplicity Vacuums Partners with *Jill's Wish* Breast Cancer Charity

In partnership with Simplicity Vacuums, the Tacony Charitable Foundation will donate \$10 from the proceeds of each sale of a Simplicity Jill Canister Vacuum to the *Jill's Wish Foundation*, a charity that provides financial support to women diagnosed with breast cancer. The promotion, part of breast cancer awareness month, ran throughout October at participating Simplicity Retailers.

"When we met with the team from *Jill's Wish* and learned about its mission, using our pink Jill Canister vacuum to support their work was a no-brainer," Tacony Home Floor Care Director of Marketing, KC Grun, said. "I'm happy our vacuum with such a fitting name can help out women in need."

The Jill is a lightweight canister vacuum that's designed to clean small spaces with bare floors. It features a HEPA media bag and filter that traps dust, dirt and other allergens.

To learn more about the Simplicity Jill, visit SimplicityVac.com and to learn more about *Jill's Wish*, visit jillswish.org.

About the Brand: Simplicity Vacuums, a division of Tacony Corporation, is focused on one thing: building exceptional vacuums. Offering a full line of powerful cleaning machines with modern features, Simplicity Vacuums can be found at authorized retailers or SimplicityVac.com.

About the Organization: *Jill's Wish* was founded by Bart and Jill Conley after Jill received the devastating breast cancer diagnosis in her early 30s. Seeing the need to ease the financial burden, *Jill's Wish* helps pay everyday living expenses of women undergoing breast cancer treatment. Text "JILL" to 80077 to give.*

*SMS subscription service. Up to 4msg/mo.
Msg & Data Rates May Apply. Text STOP to 80077 to STOP.
Full terms: mGive.com/E Privacy Policy: mGive.org/P



Don't Let the Water into Your Boat

I remember a time several years ago when a group of us guys went salmon fishing on Lake Michigan. We backed the boat off the trailer and proceeded down the river, onto the lake. It looked like a perfect day for fishing. But when we slowed down, we noticed water in the boat. Everyone was so excited to fish for those big Lake Michigan salmon that no one remembered to put the drain plug in. Someone else put the plug in, right? So at that moment, the only way to put the plug in was on the floor of the boat... and under the floor were hundreds of gallons of water.

One of the guys had a great idea to drive the boat faster so the water would be pulled back out of the boat through the drain plug hole. Long story short: we did just that. We drove the boat as fast as it would go with hundreds of gallons of water inside the hull, and most of the water drained. We then stopped and reached outside the boat and under the water to insert the missing drain plug. We all laughed and moved on to fishing.

If we had anchored the boat without the drain plug in, we would have eventually sunk. But instead, the water was "sucked" out of the hull by our forward movement. Funny thing is, this is my life and yours. If we keep moving forward and being positive, things go well. If we let life's troubles, that would be the waves, get water into our boat, we keep sinking lower and lower and our boat is eventually swamped.

OK. So you just got chewed out by the first customer of the day. It wasn't the store's fault, the good equipment you sold them just broke down. It wasn't your fault either, but the customer was blaming YOU regardless. Why did you sell me this @**@!! junk? They made it personal, and you were the one they took it out on... Oh and this was after you just took in a piece of damaged freight that a great customer was anxiously awaiting.

It's not even noon yet. Yesterday was just as bad. Almost every day something goes bad. What else could go wrong? There's an old song by the Rembrandts that might be your theme song:

"When it hasn't been your day, your week, your month or even your year..."

We all have bad things happen to us. It's how we deal with them that determines the direction of our life. Just like the drain plug not being in the boat (I wouldn't recommend it; it's a very uneasy feeling when you're a mile away from shore), a negative attitude will sink your boat. Every day will seem like it's bad. Little things will bother you. Your relationships will suffer. You are letting the water into your boat.

Don't let outside circumstances, or the water, determine your attitude and run

your life. When you let the floodwaters of life into your inner self, they could eventually sink you and make your life miserable.

How do we keep the water out of our boat? The first thing is getting up in the morning and deciding it's going to be a good day. No one but you should determine your attitude. When outside circumstances start taking over, take a deep breath and say to yourself "This will not ruin my day." Then address the issue. Also, surround yourself with the right people. You might need to let loose of a negative friendship. Surrounding yourself with like-minded positive people can do wonders for your attitude AND your success.

A boat out on the ocean is surrounded by miles and miles of water, and yet it floats. If there's a hole in the boat, the boat will eventually sink. If you don't let the water in and you don't let life's troubles in, you will sail to the next exciting destination in life. Be positive and enjoy a great day of sailing through life with me.

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

What's New with Your VDTA Membership?

These last twelve months, we've worked hard to make sure our Membership program continues to evolve – new benefits, updated webpages, and more! Two of our biggest changes recently are SEVERAL NEW BENEFITS, available only to VDTA•SDTA Members, and a slight increase in our Membership rates.

The new Membership benefits include Office Max/Depot, Dell, and Constant Contact. They will be available soon through the Members Portal at VDTA.com.

- Office Depot/Max: VDTA Members can save up to 80% on over 93,000 products at Office Depot/Office Max. Shop online or in any store. Enjoy FREE next-day delivery on online orders over \$50! Discount cards will be mailed soon.
- Dell Small Business: Save up to 40% on select Dell branded products. From Dell laptops and desktops to Dell electronics and accessories, get big savings on world-class technology.
- Hertz: Everyday savings of up to 25% off when reserving with your organization for business and leisure travel. Bonus savings with the complimentary membership in Hertz Gold Plus Rewards®.
- Constant Contact®: Constant Contact is an email marketing and online survey service to help you connect with customers quickly and easily. VDTA Members receive an additional 10% off the standard prepay discounts. Pre-payment is required for these member exclusive savings.
- Hotel Engine: VDTA is partnering with Hotel Engine to connect members to deeply-discounted hotel rates. Top perks include: An average savings of 26% off public rates at 150,000+ hotels globally; No contracts, annual fees, or spending minimum; 24/7, U.S.-based customer support.

New Membership Renewal Rates:

Effective December 1: Membership is such an important aspect of our Association. Our goal is to keep Membership costs as affordable as possible, while providing as many valuable benefits as possible. Presently, the rate for Membership renewal is \$110 for single dealer stores. Effective December 1st, that renewal rate will be \$130 per year (only \$10.83 per month!). Dealers who own 2 or more stores will have dues of \$150 per year. Associate members will have dues of \$725 per year. If your membership is coming up for renewal, do it before December 1 and save!

Not a member? Go to www.vdta.com and select Membership tab, and "JOIN."



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Roll Up Your Sleeves and Become Relevant to Your Customers

You're not going to succeed through manufacturing, distribution, or information power – those have all been commoditized. If you want to succeed, roll up your sleeves and do the work of building your customer experience. Don't become irrelevant to your customers, which is what will happen if you don't take action.

There is a direct connection between customer service, or lack thereof, and money made and lost. Do not lose money because you did not invest in developing superior customer service skills for your entire workforce and building a customer-driven organization. You cannot just sit around and hope the next big thing will work magic. Not today, and especially if you have not been building a culture of customer service.

To determine the right customer service goals, it's important to conduct a self-assessment so you can understand where you are and where you need to be. Keep in mind, the experience you have at Costco – where customers push giant carts through huge aisles stacked high with value-priced products – is very different from the experience at an Apple store, where customers see a much smaller selection of pricey products and get expert assistance with picking the right one. Costco's customer experience ties in with their strategy to be a cost leader, while Apple's strategy is innovation.

Know your customer: Knowing your customer's purchase and support history can help you solve problems and identify sales opportunities. Very few employees leverage the CRM technology in place. Virtually no one uses a customer's name when it is right in front of them.

Speed: Taking too much time to solve problems can lead to frustrated customers. The shorter the time to resolution, the happier the customer.

Personalize the experience: Customers love convenient and personalized responses to their problems and questions. If they are getting generic information, they are more likely to become frustrated ex-customers.

If you say you'll do it—Do it! Not delivering what you said you would, at the time you said you could, can cost your organization long-term business.

Focus, focus on your customers. Every business, small or large, should understand what skills their customer-facing employees need and should know how to speak to customers in order to foster a positive and long-standing relationship.

“Give them an amazing customer experience and encourage your customers to think of themselves as partners in your business.”

Put yourself in the customer's shoes: do things for them the way you'd want them done for you. Give them an amazing customer experience and encourage your customers to think of themselves as partners in your business. Like I've said before, the organization chart at your business should show the customer at the top.

- Put in place a set of practices that helps you manage customer experiences in a proactive and disciplined way.
- Get rid of stupid rules and practices and hold people accountable for their role in customer experience practices.
- Keep bad experiences from getting out the door.
- Help employees by helping to create new and innovative approaches that will have a profound impact on the customer experience.



Most companies have a mission statement: an easy-to-remember sentence or paragraph illustrating the business's goals and purpose. Disney's mission statement says, *"To make people happy."* Boeing's says, *"To push the leading edge of aviation, taking huge challenges doing what others cannot do."*

3M's mission statement says, *"To solve unsolved problems innovatively."*

Note that these companies' missions are not to make a profit; profit is the outcome of and reward for fulfilling the mission. Now that's what I'm talking about!

Marketing brings a customer in; customer service keeps them coming back. Your customer service marketing strategy must focus on delivering processes, experiences, and intangibles to customers rather than physical goods and transactions. It involves integrating a focus on the customer throughout the firm and across all functions starting with social media.

- Repeat customers spend 33% more than new customers.
- Referrals among repeat customers are 107% greater.

Remember, customers will reciprocate your helpful actions. When you resolve situations quickly and effectively, and then respond to their need, most customers will pay you back with continued or increased loyalty, goodwill, and even repurchasing. Keep in mind, there's nobody more valuable than the customer.

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.



"Marketing brings a customer in; customer service keeps them coming back."

"I would maintain that thanks are the highest form of thought, and that gratitude is happiness doubled by wonder."

— Gilbert C. Chesterton

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THANK YOU MEMBERS

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

DEALER MEMBERS

		MEMBER SINCE
A-1 Vacuum Center Inc	Green Bay, WI	Sept 2007
A-1 Vacuum Sales & Service	Louisville, KY	Nov 2010
A-1 Vacuum Solutions of Boone	Boone, NC	Nov 2009
AARDVAC	Frisco, CO	Nov 2009
AB Vacuum Center LLC	Willmar, MN	Aug 1990
Ann Silva's Bernina Sew Ctr	Albuquerque, NM	Oct 2012
Barber's Shoppe	Stevens Point, WI	Nov 2003
Better Housekeeping Vacuums	Mankato, MN	Sept 2018
Bittersweet Fabric Shop	Boscawein, NH	Nov 2010
Black Forest Home Security Systems	Colorado Springs, CO	Nov 2008
Blakeman's Vacuum & Sewing	Loveland, CO	Nov 2016
Brooklyn Vacuum Sewing & Appliances	Brooklyn, NY	Sept 2016
Cap Vac	Richardson, TX	Oct 2006
Circle Sewing Center	Midland, MI	July 1997
Cor-Kev Inc T/A Central Vacuum	Freehold, NJ	Nov 2006
English's Sew & Vac	Paducah, KY	Feb 2018
Erv's Vac Shop	Goshen, IN	Nov 1996
Flemington Sew "N" Vac	Flemington, NJ	Sept 1999
Fuller Vacuum & Sewing Ctr	Collinsville, VA	Oct 2007
Hamilton Vacuums	Andersonville, TN	Nov 2016
Hip Stitch	Albuquerque, NM	Nov 2017
In Stitches Embroidery & Gifts	Beaumont, TX	Oct 2017
J & H Sewing & Vacuum Inc	Soldotna, AK	Sept 2016
Jerry's Vacuum Center	Mandan, ND	Sept 2018
Jim's Vacuum & Sewing Ctr	Panama City, FL	Sept 1999
LOK General Store LLC	Odon, IN	Oct 2013
Lowery Sewing and Vacuum	Warsaw, IN	March 1990
McDougal Sewing Center	Katy, TX	Sept 1995
Mel's Sewing & Fabric Center	Anaheim, CA	Sept 1999
Napa Sew & Vac	Napa, CA	Jan 1986
Oreck Clean Home Center	Jacksonville, FL	Nov 2016
Oreck Store	Spring Hill, TN	Nov 2016
Platte Valley Vacuum & Sewing	Scottsbluff, NE	Oct 1982
Quilters Headquarters	Sioux Falls, SD	Nov 2013

Sew Easy Sewing	Roswell, NM	Oct 2014
Sew On - Sew Forth	Williamsville, NY	Oct 2002
Sewing Machine Station	Brentwood, TN	Aug 2017
Shore Vacuum	Rehoboth Beach, DE	Nov 1999
Singer Sewing Center	Corpus Christi, TX	Sept 2016
Stanton Miles	Westport, CT	Nov 2013
Stitchers Quest	Fort Walton Beach, FL	Nov 2015
Sweeper World	Terre Haute, IN	Nov 2000
The Fixit Shoppe	Carbondale, PA	Sept 2018
The Oreck Clean Hm Ctr	Hendersonville, TN	Nov 2016
The Oreck Clean Hm Ctr of West Knoxville	Knoxville, TN	Nov 2016
The Oreck Clean Home Ctr	Jacksonville, FL	Nov 2016
The Oreck Clean Home Ctr	Hoover, AL	Nov 2016
The Oreck Clean Home Ctr	Cookeville, TN	Nov 2016
The Oreck Clean Home Ctr	Daytona Beach, FL	Nov 2016
The Oreck Clean Home Ctr	Franklin, TN	Nov 2016
The Oreck Clean Home Ctr	Knoxville, TN	Nov 2016
The Oreck Clean Home Ctr of San Jose	Jacksonville, FL	Nov 2016
The Oreck Clean Home Ctr	St Augustine, FL	Nov 2016
The Vacuum Man	Bartlesville, OK	Nov 2016
University Vacuum	Des Moines, IA	Nov 1995
Vacuum World	Waynesboro, VA	Sept 2018
Whatever's Quilted Inc	Wake Forest, NC	Oct 2017
Woodland Sewing & Vacuum Ctr	Woodland, CA	Sept 2018

INTERNATIONAL MEMBER

Allaway Oy	Jyvaskyla, Finland	Nov 2007
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SEA MEMBER

Ghee's - Linda Magehee	Shreveport, LA	Aug 2016
Sew Beary Special - Marcie Brenner	Brooklyn, NY	March 2005
She Sews Fine/Creations	Yatesville, GA	Sept 1999
In Thread - Diane Faulkner		

Millennial Plus Panel

A panel you can't afford to miss

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

At the 2019 VDTA Show
in Las Vegas

PANELISTS

Allyce King, *DIYStyle*®

Rachel Decker, *Queen Vacuum*

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!

INSIGHT FROM THE WORK BENCH



NORM HIMEBAUGH
Himebaugh's Vacuum & Sewing Center

Every fall as the VDTA•SDTA Show starts getting close, I still get that “butterfly” feeling in my stomach as I begin thinking about my classes. It has been about 15 years since I gave my first class at the Husqvarna Viking convention. To say I was scared would be a huge understatement.

Rewriting my classes with improved thought and flow is something I do after every session I teach. I remind everyone that I'm still learning, too. No one ever knows all the answers, so when I'm hit with a question for which I don't immediately know the answer, my brain goes into overdrive. Like many

of you, it can come to me as I sit up in bed at 3 AM, with that “aha” moment we all love so much!

In my most recent serger class, I noted that a friend of mine, Jeff Saxton, was attending it for a third time. He is involved in servicing machines and is very good, but it's not his main job. When I covered a procedure and process, we made eye contact and I could tell by his expression that he saw it perfectly clear. Jeff then also let me know that my explanation of the procedures I was teaching had improved in many areas since my previous class. He also told me he was now “crushing it” when it came to servicing sergers, and was making more money. Music to my ears!

I gave you all a rest from my favorite topic of feed timing (you're welcome Jimmy), but understanding every facet of how it interacts with the other settings is what turns a “Lemon” into a “Gem.”

So in this year's class, we will go much deeper into the relationship it has to the tensions by throwing off the setting once

the stitch is balanced. I am switching to a drop-in bobbin style machine this year as well. The front load style is welcome still, but I've had requests for the drop-in style. There are some models that will not apply, so I will be in contact with everyone who signs up to make sure the correct models are brought to class.

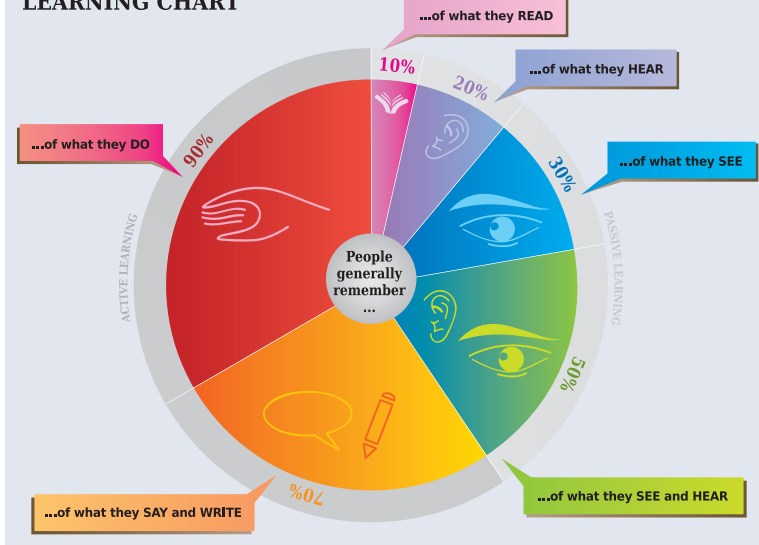
Whether you are repairing a serger or sewing machine, the process is the same: You take the belt off the motor and feel the machine's freedom of movement. You then work to make the machine move as freely as possible, fixing things like shaft end play, gear lash, and any binding after cleaning and oiling.

Once it's right, you begin the process of correcting the settings by starting at the number one adjustment & proceeding through them in the proper

sequence – finishing with the tension settings. It's when you sew off the machine that you find out if your settings are proper.

“I increased my business by 30% from 2016 to 2017 with some simple actions that I want to share, in a 90-minute lecture class called Plans and Actions for Profit. Whether you do sewing machines or vacuums or both, our ventures are the same – our battles, our customers, and many issues overlap.”

LEARNING CHART



One of the most important parts of being a good technician is knowing when you're setting the value of the tensions outside their proper range in terms of tightness. If you are doing that to get a good stitch, you could have a number of issues just slightly off in your settings. A needle bar too high or too low, a timing setting missed by 1.mm, a check spring with a groove you missed, and on and on.

Serger settings are a bit different due to the extreme left and right positions of the loopers and adjustable moving thread guides. You can set a serger where your tensions aren't even close to the right value, but the machine will still sew. It won't have the nicest stitch but it will sew. Its real failure shows up when the customer tries to do a rolled hem or any specialty sewing, or tries to sew really light fabric.

I am also trying a new class this year, which will be a 90-minute lecture class on actions and plans for better profit. I increased my business by 30% from 2016 to 2017 with some

simple actions that I want to share. There will be a \$35 charge for the class to cover my printing costs for handouts. **Whether you do sewing machines or vacuums or both, our ventures are the same - our battles, our customers, and many issues overlap.** I believe it will be a very fun, involved class that hopefully leaves you with your head spinning (in the best way) with tactics to refocus your efforts for a more profitable 2019, and future!

Whether you're the designated technician at your store, or are wanting get into machine service, these classes are for you!

You can register for these classes by calling 800-367-5651, by filling out the form in this magazine found on page 27, or by going online at www.vdta-sdta.com.

////////////////////////////////////

FITNICE Instructor Certification

At the 2019 VDTA•SDTA Trade Show & Convention

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

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

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

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2. Sign up through the Show Registration found in VDTA•SDTA's **monthly magazines** OR
3. Sign up online at **www.vdta-sdta.com**

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



Judy Kessinger

How to Win at Small Business Saturday

By Tonya Tienter

In a few short weeks, Small Business Saturday will be upon us. Every year since its national inception in 2010, recognition for this shopping holiday amongst consumers has grown, thanks to the local retailers and organizations who make an extra effort to promote the benefits of “shopping small.” This year will be no different, and if you haven’t begun promoting Small Business Saturday, you can start right now! Awareness is the first step to make this day as profitable as possible. So after you’ve announced your Small Business Saturday deals through email campaigns, social media posts, and flyers at the checkout counter, you then have the task of delivering an easy, wholesome, and unique shopping experience that customers can’t find during Black Friday or Cyber Monday.

The obvious actions come to mind: be polite and attentive, offer stellar customer service, show off your exclusive, quality products. If you want to go one step further and truly capitalize on the spirit of the day, you might also work these suggestions into your Small Business Saturday plan:

“ You then have the task of delivering an easy, wholesome, and unique shopping experience that customers can’t find during Black Friday or Cyber Monday. ”

- **Create marketing materials that highlight YOUR COMMUNITY.** Did you know that for every \$100 spent at a locally-owned business, \$68 will stay in the community? For a mass merchandiser, that number drops to \$43. In your marketing, **remind people what they love about their community in particular**, and that their money spent at your store will benefit those community treasures. This could incorporate pictures of a local celebration, a landmark, a high school sports team, a local music group, or more! See the marketing example on page 24.
- **Also...Create marketing materials that highlight UNIQUENESS.** Not just of your products, but of the local business community. *Independent We Stand* offers a great analogy for what the Mom ‘n Pop Main Street does for a community: “You wouldn’t want your house to look like everyone else’s in the U.S. So why would you want your community to look that way?” You might use the free marketing graphic VDTA•SDTA has created to illustrate this point. See the graphic on page 23, with instructions to download.
- **Issue a challenge unique to your “Main Street.”** Black Friday shopping is all about the chaos, the rushing, the pushing, the shoving. Separate yourself even further from this all-too-negative type of shopping experience by providing some calm, and some order. While shoppers are seemingly shackled to **their** list of gifts to buy, wrap, and inevitably return, give them a break for the dictating to-dos:

Provide a more fun list of your own in the form of a “Shop Local Challenge.” This marketing idea works best prior to Small Business Saturday, as you offer customers a list of ways to support small businesses, which can include visiting an independently-owned coffee shop, eating at a locally-owned restaurant, and of course shopping at locally-owned retail stores. See our example on page 24.
- **Add that last personal touch.** As the shopper leaves and you thank them for their business, give them one more surprise of gratitude. Stamp a coupon, the product wrapping, or even a piece of decorative paper with a note of thanks! *KawaiiGoodies* on Etsy sells an ink stamp that says “Thanks for Supporting Small Business, You’re Awesome” for \$20, with a 5-star approval rating.

**Do you have other Small Business Saturday Success tips?
Share them with us. Email Editor Tonya at tonya@vdta.com**

I am a Champion, of Small Business

Take the 2018 Shop Small Challenge, on Small Business Saturday

Create a challenge list like this & slip it into each customer's bag after purchase, beginning Nov. 1

- ☐ **1. Get a morning kickstart at your local, independent coffee shop**
Skip the Starbucks today and go for something local. Will you try a new fancy latte or just the house blend?
- ☐ **2. Visit a small business retail store, and buy something as a gift**
One of the biggest benefits to shopping small is the unique selection of products. These products make great holiday gifts your loved one won't find anywhere else.
- ☐ **3. Visit a small business retail store, and buy something for yourself!**
Buy that special item that's caught your eye, and label it "To Me, From Santa!"
- ☐ **4. Patronize your local Salon and Spa.**
Everyone needs something from a salon during the holidays. I guarantee you have at least one woman in your life who would love a gift card for a massage or manicure. And how about haircuts for the kids before the holiday pageant? Whether you spend the money or just make the appointment, give business to a local salon.
- ☐ **5. Buy something online from Etsy.**
If you're looking to support a crafter, go online and order something from their Etsy shop. Some of my gifting favorites are Stained-glass Feather Suncatchers from *WylloWytch*, Personalized Santa Sacks from *NotOnTheNaughtyList*, and Paper Rose Bouquet (7 stems), made from Harry Potter books, from *AnthologyOnMain*.
- ☐ **6. Make an appointment.**
Small business include businesses of service, too. Use today to make one of those appointments, locally. Call your dentist for a teeth cleaning. Call your mechanic for an oil change. Call your doctor and schedule a flu shot. Call your veterinarian, or financial advisor, or chiropractor, or whatever service you use locally!
- ☐ **7. End the day by eating at a local restaurant.**
You've done a lot today! You've shopped, made phone calls, driven all around. Celebrate a successful Saturday by eating at a locally-owned restaurant. Not up for a whole meal? Grab a drink at your local brewery or pub!

You can download this digital graphic FREE at www.vdta-sdta.com, under the NEWS section.

"You wouldn't want your house to look like everyone else's in the U.S. So why would you want your community to look that way?"



Create Community-focused Marketing Materials

By creating community-focused marketing materials, you're reminding customers that shopping small doesn't just support your business, it supports THEIR community. So think of your town or neighborhood, and what makes it a unique community.

For this example, our editor Tonya thought of her hometown in Minnesota, population 3,000. That community is home to the high school's sports teams, so we've included a picture of high school football. That community celebrates "Western Days" each summer with a parade, so we've included a picture of a hometown celebration.

That community also has several parks where families love to go and play, so we've included a picture of a playground. And lastly, her community is home to a bandshell where the local brass band plays every Thursday night in the summer, so of course we added a picture like that too.



*A picture of a community celebration



*A picture of a local park



*A picture of a school sport's team



*A picture of community group or structure

Shopping Small Keeps Funds in OUR Community

Visit **STORE NAME** on Small Business Saturday!

Address - *Website - Phone

With just 4 photos, what could have been another conventional promo for Small Business Saturday has now become interesting and relevant to its community!

**Want to know how you can make a flyer just like this?
Watch the tutorial online at www.vdta-sdta.com!**

Recognizing Our *Associate Members*

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BISSELL HOMECARE INC
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COATS & CLARK INC
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CYCLOVAC - TROVAC INDUSTRIES LTD
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DOMEL
DULWICH HILL SEWING CENTRE
DYSON INC
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ELECTROLUX SMALL APPLIANCE GROUP
ELNA INC
EMERSON COMMERCIAL & RESIDENTIAL SOLUTIONS
ENVIROCARE TECHNOLOGIES LLC
ESSCO
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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
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TRANSNATIONAL
TRI-TECHNICAL SYSTEMS INC
TTI FLOOR CARE NORTH AMERICA
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VACUMAID CENTRAL VACUUM SYSTEMS

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

Early-bird
Registration!
Now thru
11/30/18

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

SHOW HOURS:

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

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

***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: _____

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Signature: _____

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

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**

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.

Issued: 10-5-18

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

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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

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.

Exhibitor list, updated 10-10-18.

Blank Quilting

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.

BONECO

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

Hauppauge, 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.

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.

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 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.

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

Booth #110

Safety Harbor, FL
www.viviluxusa.com • 727-669-7700
Exhibiting Vivilux® LED lights for sewing and quilting.

Hide-a-Hose Inc

Booth #237

Monroe, WA
www.hideahose.com • 360-863-0775 opt. 3
Exhibiting Hide-A-Hose retractable central vacuum systems.

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.

GO GREEN, GO CLEAN, GO

Business Opportunity

Oxidizer Pro Inc. is seeking a Dealer in your area to distribute the Oxidize It™ Detergent-Less Laundry System. Oxidizer Pro Inc has a proven sales and marketing plan for you. Oxidize It™ Detergent-Less Laundry System provides many dealers with high margins. Oxidizer Pro offers you exclusivity in your specific territory as well. The Oxidize It™ Detergent-Less Laundry System is only sold through in home/ direct sales (it is not sold online). If you are seeking a new business opportunity and/or looking to add to your present product line, our detergent-less laundry system can be a product that gives you the advantage.

- Use it for closing sales (Saves the customers \$50-\$60 a month - to help offset the investment)
- Sales to your existing customers in your service program
- A sale to a customer who does not purchase other products from you
- A great item for getting referrals to their friends & family
- An attention getter at home shows and exhibits

To Inquire more Information call Oxidizer Pro Inc.



An American Product



Never Use Detergent or Hot Water ... Again!

Oxidize It™, an American product, is specifically designed to produce clean, soft, fresh-scented laundry without detergents, bleach, fabric softener, or hot water... all this while disinfecting your clothes. The Oxidize It™ activates by using a safe, electrical impulse that adds powerful O3 oxidizers to cold water, entirely eliminating the need for hot water. The oxidant that is produced opens the pores and kills the bacteria and viruses 3,000 times faster than bleach.

Have you ever left your laundry in the washer and then come notice a foul smell? That smell is bacteria left from detergent in the fabric. Now, you and your customers can eliminate that foul smell forever, without hazardous chemicals, using the Oxidize It™ system! It does not require detergent, bleach, fabric softener, or hot water; therefore the clothes will last longer, dry faster, and feel softer than ever. While also saving the average family \$677 per year on laundry detergent, hot water, and fabric softener.

Allergy sufferers no longer have to worry about reactions to detergents or chemicals. Oxidize It™ is completely chemical-free and environmentally safe!

(440) 746 - 0343

www.Oxidizeit.com

info@oxidizeit.com

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.

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 floorcare 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

Booth #812, Tacony Home Floor Care

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 Products 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 & 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

Booth #813, Tacony Home Floor Care

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 & 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.

Don't forget,

VDTA Early-bird Show Registration goes until November 30.

Prices will increase December 1st for both members & nonmembers.

Save money and register today!

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!

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**

Panelists:

Christopher Blakeman, *Blakeman's Sewing & Vacuum*

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

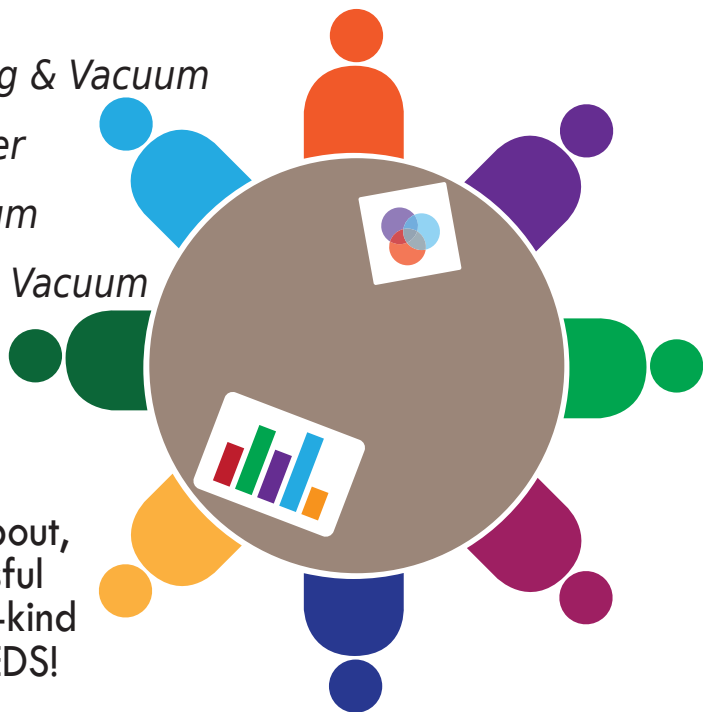
Carly Cathey, *Cathey's Sewing and Vacuum*

Rob Richards, *Rocky Mountain Sewing and Vacuum*

Jessica Bermudez, *Sew Dallas*

Moderated by Ricky Brooks, RNK Distributing.

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!**



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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.

VDTA NEWS November 2018 | FLOORCARE & CENTRALVAC Professional™

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 27 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 27 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.



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 27 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 27 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 27 or visit www.vdta.com.

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

Panelists: Jessica Bermudez, Christopher Blakeman, Rob Richards, Kathy 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

4:15 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**Westgate 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 VDTA•SDTA Dealer of the Year, 2019 Hall of Fame Inductees, 2019 VDTA/Epstein Scholarship Recipients, VDTA•SDTA 20- and 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 amazing Elvis Penthouse Suite, a 30th floor, 15,000 sq ft space that will make it a night to remember!

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****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.

Industry Cocktail Reception
is sponsored by:

DOMEL®


synchrony
 FINANCIAL

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,
West Gate 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**

TUESDAY, FEBRUARY 12

continued

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 27 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

Special Lecture by John Decker, Queen Vacuum

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 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 S226

Thinking of Teaching? Great Tips for Profitable Classes!

Instructor: Linda McGehee, Ghee's

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 - 2:30 PM S226

Vacuum Talk with the Pros

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

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.

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.

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 with Norm Himebaugh.

To register, see form page 27 or visit www.vdta-sdta.com.

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 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.

**Reminder: VDTA
Early-bird show
registration rates
go through
November 30!
Dealers, register
today!**

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.

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.

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 27 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****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 - 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.

It's Time For a Checkup!

THANK YOU!

SHOP INDEPENDENT

We appreciate your business

[illegible]


Why change your vacuum cleaner belt every 3 months?



An illustration of a blue vacuum cleaner with a black hose and a grey motor unit. The vacuum cleaner is shown from a side profile, facing left. The belt around the motor unit is broken, with several small black lines indicating the break. The vacuum cleaner is set against a large, dark blue starburst background.

Your vacuum's cleaning efficiency depends on it.

How often should you service your vacuum?



Disposable Vacuum Cleaner Bags



How Often Should You Change Your Bag?

45

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: Rachel Decker, *Queen Vacuum*; Angel Herndon, *Sweeper World*; Justin Shattuck, *Sitchin' at the Barn*, & 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 6 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!

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 - 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!"

12 PM - 1 PM S229**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.

NOON - 12:45 PM S226**Online Reviews - How to Get Them and Add Value**

Instructor: Josh Sutherland, Sew & Vac Media

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 S229

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 and cheer on your friends! **To participate, reserve your spot as your register online or call us at 800-367-5651.**

RISE AND SHINE

MONDAY, FEBRUARY 11

Build Your Own Brand

8 AM - 8:45 AM • Room: S229

Instructor: Eileen Roche

[no pre-registration required]

Social Media Strategy for Targeting a Buying Audience

9 AM - 9:45 AM • Room: S229

Instructor: Eileen Roche

[no pre-registration required]

Ten Steps for Profitable Events

10 AM - 10:45 AM • Room: S229

Instructor: Dime Staff

[no pre-registration required]

Stabilizers: Turn that White Stuff into Dollars

11 AM - 11:45 AM • Room: S229

Instructor: Deborah Jones

[no pre-registration required]

TUESDAY, FEBRUARY 12

Rise & Shine with DIME!7

AM - 8 AM • Room: S229*

VDTA SDTA KEYNOTE

8:15 AM - 9:15 AM • Room: S233

DIME Prime!

9:30 AM - 10:30 AM • Room: S229*

dime
DESIGNS IN MACHINE EMBROIDERY

**LIKE AND FOLLOW
US ON FACEBOOK!**



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

INCREASING SALES OF HIZERO

The HIZERO bionic floor cleaner, with multi-functional integration for more efficient cleaning and automatic solid-liquid waste separation for convenient after-cleaning procedures, has given dealers a great new product to offer their customers. And with features such as zero exhaust, no secondary pollution, being environment-friendly and ultra-quiet, it's truly revolutionary. Being on the cutting edge, though, means needing the right information on how to sell it. HIZERO is here to provide advice for how to rapidly increase sales of HIZERO.

In order to help dealers find their own selling tempo, Mark, the U.S. sales representative of HIZERO, visited Steve, the quarterly sales champion of HIZERO, and hoped to learn Steve's valuable experience on quickly boosting sales.

The teamwork between Mark and Steve began this last April prior to a local home show. A few days before the show, Steve firstly informed people of the new HIZERO through social media platforms like Facebook. Following closely was online public releases and advertisements through radio and television, hyping up HIZERO's debut and gaining attention for the show.

During the show, Steve invited Mark to join with his clerks to demonstrate and introduce HIZERO for visitors, which boosted both people's confidence in the product and HIZERO's good reputation.

As the saying goes, "Where there is a will, there is a way." After joint efforts of the two parties, HIZERO was unanimously liked and affirmed by the people and launched in the market successfully as a high-level brand.

Mark said that after the show, Steve didn't stop his passion for HIZERO. Being optimistic about its hugely practical value, Steve displays the magic of HIZERO for each customer who visits. At the same time, Steve continuously takes advantage of his own social media circle to do daily marketing and occasional discounts.

Soon, the first batch of HIZERO in Steve's store was sold out. Although it was nice to see that the demand exceeded supply, Steve found that he was not familiar with fault analysis and repair for HIZERO. This was a problem needing solving, since he views customer service as his first priority.

As a result, Steve invited Mark to train him on how to analyze and repair the HIZERO. His training was supplemented by HIZERO's online educational videos. Gradually, Steve found that the time needed for after-sales decreased while selling HIZERO became smoother.

Now, as quoted, Steve's family have all become fans of HIZERO, and even Steve's 6-year-old grandson says he likes HIZERO very much.



Live Training by Mark, Sales Representative from HIZERO

Can Social Media Replace Email Marketing?

By: Julien Eweev

Now that we are doing good on social media, can't we stop putting efforts on email marketing? This question has been asked several times, either on the internet or in some of our meetings. As a digital agency, it was somehow perceived as an insult, not to the team, nor the agency, but to online marketing in general. Each time a "new" effective platform pops up, we need to cancel the previous one. Well that's definitely not the way things work.

We simply answer this question with: "social media can NOT replace emails". After showing in a previous article why social media does not replace a website, here are the reasons why it doesn't replace email marketing :

Emails are more personal than social networks

Either in B2C or B2B, communicating about an offer, a promotion or an update through Facebook, Twitter or any other social network makes the communication impersonal. When a Facebook page or a Twitter account publishes a post, it would be addressed to the general public. While in an email/newsletter, businesses can approach each individual in the contact list with the first and last name. Doing so drives more attention to the content of the email which can also result in better outcome. According to Aberdeen, "personalized emails improves CTR by 14% and conversions by 10%".

Emails are more effective than Facebook, Twitter...etc.

The ultimate purposes of businesses being online are acquiring new customers and retaining existing ones. Many think that Facebook, being the largest social network out there, is the best place to attract new customers. However, many studies show that emails attract new customers more than any social network. In fact, according to McKinsey, emails are 40 times more effective than Facebook or Twitter for acquiring new customers. Monetate adds to this that email marketing is the channel that drives the most conversions.

Email messages have better chance to be seen than social media

Without a doubt, Facebook is the largest social network ever, and the second most populated website after Google. However, running a Facebook ad for a specific target doesn't necessarily assure that all users, within this target, will see the ad. Yes, it's true, this also applies to emails.

But according to Radicati, an email message has 5x higher chance to be seen than a Facebook post.

Emails are DEFINITELY not dead

The statement that email subscribers don't read their emails anymore is a total myth. To prove this, we had to refer to ChoozOn which stated that 57% of email subscribers allocate 10-60 minutes per week browsing marketing emails. A lot of you will say that Facebook, Twitter or Instagram users spend more time checking their feeds. While this statement is true, Facebook users "like" several businesses pages, and with the latest big Facebook update, they are now seeing less and less content coming organically from these business pages. And rarely will Facebook or Twitter users check a business account randomly, without any specific reason. In addition, 72% of people said they prefer to get promotional content through email, versus 17% via social media, according to MarketingSherpa.

With social networks, there's nowhere to run

Whether on Facebook, Twitter, and recently Instagram, businesses have to run ads to promote their offers, promotions, or simply their announcement. To do that, they have to target people according to their interests, jobs, demographics...etc. Not all users who see the ad, will feel concerned or interested by it. Therefore, their newsfeed might get full of similar irrelevant ads. The only way to get rid of them is to...God forbids... quit the social networks! On the other hand, if users receive irrelevant emails, they can simply unsubscribe from the list, in a click of a button. And poof... no more emails from this sender.

In conclusion, email marketing is a big player in any online marketing strategy. But now that we have, hopefully, convinced you that social networks cannot replace emails, we hope that you won't look down on social media marketing. Many social media agencies will agree with us when we say that every online channel has its own benefits. Therefore, collaborate with a digital agency to create a successful online marketing strategy and give every channel its right.

About the Company: Eweev is a web agency that offers online services: web design & development, mobile sites, Android & iPhone apps, social media, search engine optimization (SEO), online advertising

Article Source: <http://www.articlebiz.com/article/1051638130-1-can-social-media-replace-email-marketing/>

Classified Ads

BUSINESS FOR SALE: Top-rated Online Vacuum Site and Local Store for Sale. This is a rare opportunity to jump into big online sales for a great price. Full turn-key operation. Online part is relocatable. Willing to just sell Online. Asking 450K + Inventory. Looking for a fast sell. Owner has other businesses he needs to focus on. Contact Chad, cbrownfield@vacuumcleanermarket.com.

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

Why is Bank's is the #1 Volume Vacuum Dealer in the U.S.? Because we have more fun together with our co-workers and families than anyone else in our business. We're honest, we smile, we give great 5 Star service to our customers, and love what we do.

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

HELP WANTED: TOPS VACUUM & SEWING. HIRING FOR ALL POSITIONS!

- Longarm Installer: Experience with HandiQuilter
- Sewing Mechanic: Experience necessary (Brother / Baby Lock)
- Vacuum Sales/Service: Simplicity / Miele / Oreck
- Web Developer/Unique Content Writer: 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: Sweeper Depot is Battle Creek's sole vacuum cleaner store. Long-established with supplemental income and living quarters. Contact Mitch at (269)963-3440.

BUSINESS FOR SALE: Well-established vacuum store for sale in NC, 30 years of successful operation. Exclusive dealer for Riccar and Sirena. Service all makes and models. Please call with serious inquires only, 704-483-1699. (2-2)

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!

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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



Get ready for the
Holiday clean-up!

Contact these Distributors
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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
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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, list all locations on separate paper to ensure all stores receive info and mailings

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

- 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.

NEW

Personalized with
your information.

500 @ \$90
plus shipping.

Customer Name: _____ Date: _____

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

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

[illegible]

Notes:

VDTA
SDTA

VACUUM & SEWING DEALERS
TRADE ASSOCIATION

MEMBER

Professional Floor Care Center

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

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

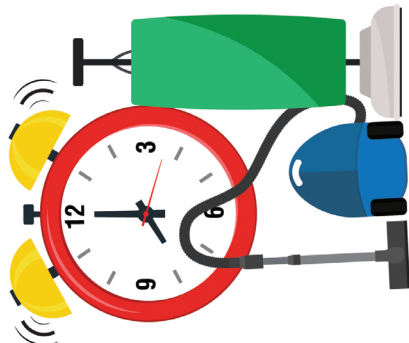
I agree to receive this machine or parts within 30 days. If not, this store may consider this as abandoned and dispose of it in anyway they see fit without any further communication.

I understand the estimate to be:

Customer Signature: _____ Date: _____

Service salesperson: _____

Served by: _____ Comments: _____
Inspected by: _____



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

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

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

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

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Stamp
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- Protected sales territory
- Complete marketing program
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Come visit us at the VDTA show in Las Vegas, booths #113 & 213