

VDTA NEWS

VACUUM DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer

October 2017 | ISSUE 433

www.vdta.com

FLOORCARE
CENTRALVAC
Professional™

Happy Fall!

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

Letter from the President

October is here. Where did the summer go? The leaves are turning yellow in our part of the country and starting to fall. Soon we will need to rake them up so the yard is nice and clean.

We recently purchased some new (used) equipment to update our print shop. For those who don't know, we produce and print the magazines you receive every month: *FloorCare-Central Vac Professional* and *SQE Professional*. We also produce and print our Show Guides and other marketing materials we use throughout the year. This new equipment will save us time and update the look of everything we do, so we are really excited about it. The update in equipment made us clean house, so to speak. I was surprised to see how much you can accumulate over time.

Thinking of updating, is it time for you to do some fall cleaning? Are you accumulating "stuff" that should be closed out or just thrown away? Take a look around. Now is a great time for those "Sales," getting ready for the Holidays.

We also just got back from the VDTA•SDTA Niagara Summer Trade Show in Niagara Falls, Canada. It was a blast! The dealers who attended had time to speak to their distributors, take advantage of great deals, and see the beautiful Niagara Falls.

Here is something to think about:

People want not just products and service; they also want to know that you can solve their problems and answer their questions.

Have a great October!

Judy Patterson



HIZERO® News

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World, Oct, 2017

Only One Page



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Con-

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ONLY 1 MONTH LEFT

To apply for the VDTA/Epstein Scholarship!

Deadline: November 1, 2017

If you're a current VDTA•SDTA **Dealer Member**,
their dependent (including grandchildren),
dealer employee, or **employee's dependent**
YOU ARE ELIGIBLE TO APPLY!

Application and instructions on page 12 or online at www.vdta.com.

Application is for scholarship consideration only; third-party selection committee determines awardee(s).

Looking for a form?

Find it Here!

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Small Business Saturday November 25

On the Saturday after Thanksgiving, immediately following the dreaded Black Friday chaos, business owners promote Small Business Saturday! Small Business Saturday encourages shoppers to “Buy Local” and “Shop Small” to help create a thriving and vibrant interconnected local economy.

Case in Point: My grandparents live in a small Minnesota community, population less than 500. It is five minutes away from a 3,000-person town, and thirty-five minutes from a city of 120,000. The local bar and grill in my grandparents’ town recently went out of business – one of the last “attractions.” However, a few courageous residents followed their dream and filled that business gap by starting a micro-brewery! Then, another young couple saw the brewery’s need for ingredients and started a hops farm! When I stopped by the brewery in September, it was filled with bicyclists who had been riding the county trails to see the beautiful fall leaves. I’ve now heard that there’s talk to put a bicycle shop in that town, too!

Small businesses support each other in more than one way. When you encourage a customer to shop local at, say, a hair salon, it can have a positive impact on other local businesses too! Besides, shopping small has great benefits for customers:

- ~ Unique, one-of-a-kind products
- ~ Guaranteed quality
- ~ Personable service
- ~ Assurance of consistency
- ~ and MORE!

Here is a poster the VTA has provided to celebrate Small Business Saturday on November 25. If you’re a VDTA member and would like to use this poster in your store, email VDTA Editor Tonya Tienter at tonya@vdt.com, subject line: SMALL BIZ SATURDAY. You’ll receive a FREE copy of the digital file to print at your own costs.



Members-only benefit: Send an email to tonya@vdt.com to receive this digital poster file FREE!

Feeling Famous?



If you attended the 2017 Niagara Summer Show, check out our pictures on VDTA's Facebook page! You might just find yourself in one or two fabulous photos!

Presented at

VDTA 2018

MD Manufacturing
will reinstitute its
extended track of Central
Vacuum seminars!

~ with Grant Olewiler

Topics include:

1. Central Vacuum Installation;
New and Existing Homes
2. Central Vacuum Service
3. Central Vacuum Technical Theory
4. Central Vacuum Sales and Marketing

PowerPoint presentation and notes
provided for attendees.

Offered at the 2018 VDTA•SDTA
Trade Show & Convention in Charlotte!

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2017 VDTA•SDTA Independent Dealer of the Month

American Folk Art & Craft Supply Hanover, MA

VDTA•SDTA is excited to honor American Folk Art & Craft Supply as our October Dealer of the Month. Located in Hanover, Massachusetts, American Folk Art & Craft Supply brings the art of quilting, sewing, rug braiding, and more to the lives of customers across the state.

Husband and wife Bill Greehey and Michele Stenson established American Folk Art & Craft Supply in 2004 with a mission to help preserve America's rich history in handcrafted arts. An entrepreneur and award-winning quilter and rug-maker, Michele attributes her love for crafting and home projects to her grandmother, who taught her how to sew. Upon completing her MBA, Michele worked in management and finance in the Boston area, and after 25 years left to open her very own quilt and craft shop.

As the store's full-time teacher, Michele invites beginners to learn the basic skills of quilting such as rotary cutting, piecing, and binding, and encourages established students to hone and practice their techniques. Multiple classes are offered daily in addition to regularly-scheduled clubs, including Presser Foot Club, Embroidery Club, and the Thimbleberries. Michele's exceptional teaching extends beyond her store, as she hosted a half-hour DIY show for local public access television.

Likewise, Bill contributes to American Folk Art's (AFA) unending education as a certified PFAFF, Husqvarna-Viking, and Brother software teacher. Travelling to conventions and training sessions across the country is no obstacle to staying current

with the latest embroidery software features. Bill also travels for technical training sessions from machine manufacturers, and works as an expert sewing machine technician. While also employed as an engineer for the Department of Defense, Bill ensures all of AFA's machines are working and the customers are happy!

Being the only full-service sewing machine and quilt shop on the south shore of Massachusetts, customer satisfaction is of the utmost importance. AFA's product lines consist of Brother, PFAFF, Husqvarna-Viking, Singer, and Simplicity sewing and embroidery machines, plus Inspira and Horn of America cabinets. They also offer a large selection of hand-dyed wool fabric with well over 100 colors, plus a variety of mill-dyed wool fabric and designer quilting cottons, patterns, and kits.

American Folk Art & Craft Supply supports regional groups including churches, Girl/Boy Scouts, and local efforts to raise money for charities, including the Susan G. Coleman Breast Cancer Foundation. Many students and some teachers make and donate quilts to local and regional charities, and the store attends local quilt guild shows whenever possible.

Offering advice to other dealers, Michele suggests, "Listen, speak up, and lean in!"



***Congratulations to Michele,
Bill and American Folk Art &
Craft Supply on being named
VDTA•SDTA's 2017 October
Dealer of the Month!***

VDTA•SDTA Dealer of The Month

Company Name_____ Phone_____

Owner's Name_____ Web site_____

Address_____ E-mail address_____

City, State, Zip_____ Local Newspaper_____

1. What year was your store established? _____

2. How many stores do you operate? _____

3. How many employees do you have? _____

4. What product lines do you carry? _____

5. What services do you provide? _____

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

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

8. Check all equipment that your business carries:

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

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

☐ Quilt Shop without Sewing Machines ☐ Other _____

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

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

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

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

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

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

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

15. Community projects you participate in or support.

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

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

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

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

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

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

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

24. What year did you join? _____

Fax to: 515-282-4483

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

E-mail to: mail@vdt.com.

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

SBA Awards Grants to 21 State and Local Economic Development Entities, SBDCs, and Universities

To Support R&D Commercialization and Small Business Innovation

The U.S. Small Business Administration has granted up to \$125,000 awards in FY 2017 to 16 Federal and State Technology (FAST) Partnership Program recipients including state and local economic development entities, small business development centers, colleges and universities and up to \$200,000 awards to five Small Business Technology Development Centers (SBTDCs) that provide support to innovative, technology-driven small businesses.

FAST is designed to stimulate economic development with outreach and technical assistance to science and technology-driven small businesses, with a particular emphasis on fostering participation from women-owned and socially and economically disadvantaged firms, helping them to compete in the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs.

“SBA is looking forward to working with these organizations to increase the understanding of the SBIR/STTR programs,” Administrator Linda McMahon said. “FAST partners fill an important role on the state level, providing training, financial and technical assistance for small, advanced technology businesses, by helping them navigate federally-funded innovation and R&D programs.”

The following recipients of the FY 2017 FAST awards are:

Regular FAST State Organizations up to \$125K

Connecticut: Connecticut Innovations, Inc.
Illinois: Women’s Business Development Center
Iowa: Iowa Innovation Corporation, IICorp
Kansas: Wichita State University
Kentucky: Kentucky Science and Technology Corporation
Louisiana: LA Business & Technology Center
Minnesota: Minnesota High Tech Association
Montana: Montana Department of Commerce, MT Technology Innovation Partnership
New Mexico: Arrowhead Center, New Mexico State University
North Dakota: University of North Dakota Center for Innovation
Ohio: Ohio Aerospace Institute
Oklahoma: Board of Regents of the University of Oklahoma Office of Research Services
Oregon: Oregon Built Environment & Sustainable Technologies Center, Inc
Pennsylvania: Ben Franklin Technology Partners Corporation
Tennessee: Launch Tennessee
Wisconsin: Board of Regents of University of Wisconsin System, UWEX

SBTDCs up to \$200K

Arkansas: Arkansas Small Business and Technology Development Center

Delaware: University of Delaware, DSBDC

Idaho: Boise State University, Idaho Small Business Development Center

Nebraska: Nebraska Business Development Center NBDC

Wyoming: The University of Wyoming, Wyoming SBDC Network

FAST funding awardees must demonstrate how they will help support areas such as:

- Small business research and development assistance,
- Technology transfer from universities to small businesses,
- Technological diffusion of innovation benefiting small businesses,
- Proposal development and mentoring for small businesses applying for SBIR grants; and,
- Commercializing technology developed through SBIR grants.

Candidates were endorsed by each of their state and territorial governors, as each state may submit only one proposal. After evaluations were made by panels from SBA, the Department of Defense and the National Science Foundation jointly reviewed panel recommendations and made FAST awards based upon the merits of each proposal. Varying levels of matching funds were required, based on the number of SBIR awards in the state or territory of each economic development agency. The FAST award project and budget periods are for 12 months, beginning September 30, 2017.

About the Program: FAST is a competitive grants program designed to strengthen the technological competitiveness of small businesses and improve the participation of small technology firms in the innovation and commercialization of new technology. In FY 2017, \$3,000,000 total was appropriated as grants for entities to carry out activities from September 30, 2017 through September 29, 2018. All 50 states, the District of Columbia, Puerto Rico, the Virgin Islands, Guam, and American Samoa are eligible to receive funding for providing services such as outreach and technical assistance in support of the SBIR/STTR Programs. Additional information about FAST can be found at www.sbir.gov/about-fast.

About the Program: The programs represent the nation’s largest source of early stage research and development funding for small businesses. The programs are administered by the SBA in collaboration with 11 federal agencies, which collectively supported more than \$2.5 billion in federal research and development funding per year. Companies supported by the SBIR and STTR programs often generate some of the most important breakthroughs each year in the U.S. Additional information about each program, as well as past and current topics can be found at www.sbir.gov.



ESR Commercial

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Resource

October 2017

DO YOU KNOW WHAT YOUR LEASE SAYS?

Do You Have a Personal Guaranty on Your Lease?

by Garrett Aries

Many of you reading this might not know whether or not you have a personal guaranty on your lease. Others might not see why having a personal guaranty is a big deal. After all, aren't you responsible for the lease no matter what? Why is it beneficial to not have a personal guaranty?

The vast majority of landlords ask for a personal guaranty of some kind when signing a new lease. A personal guaranty says that "you," and not just your company, partnership, or LLC are liable for the rent and triple net charges of your space. In a perfect world and perfect scenario, this will never affect a tenant. A tenant pays their rent and the landlord never has to go after anyone for unpaid monies. But what happens if something goes south and you are unable to pay rent? Can the landlord then come after you, personally? Can they go after your personal bank accounts, house, or other personal property? The answer is YES, they can.

The solution to this is to either try to completely eliminate, or more likely limit, the personal guaranty. This is something that we try to negotiate in all of our deals. If you have owned your store for many years, have good credit, and no history of being delinquent, why does an owner continue to need to have a personal guaranty of the lease?

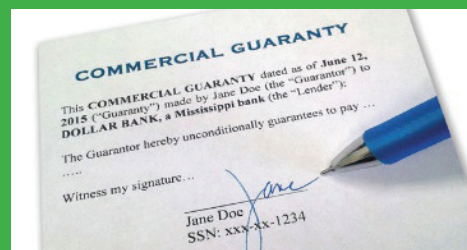
It's not something that every owner will go for, but it can be a very important item that you might not think of at the time you're signing the lease. You want to limit your personal exposure as much as possible, which could make a big difference at some point in the future.

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How the VDTA/Epstein Scholarship Works

PURPOSE:

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

APPLICATION PROCESS:

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

CRITERIA:

Basic criteria for a scholarship recipient are:

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

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

THIRD-PARTY JUDGING:

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

HISTORY:

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

CONTRIBUTIONS & DONATIONS:

Scholarship donations, including individual money donations, are accepted year-round and at VDTA special events. In 2017, the annual VDTA/Epstein Charity Night was held on the trade show floor in Las Vegas. Attendees could choose to join the fun at a table, spin the wheel for prizes, or simply cheer on their friends.

**The 2018 VDTA/Epstein Scholarship
Application is available NOW!**



2018 VDTA/Epstein Scholarship Application - Deadline: Nov 1, 2017

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

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

1. Personal Information

Last Name _____ First _____ Middle Init. _____
Permanent Address _____ Zip _____
City _____ State _____ Phone Number _____
E-mail _____ Date of Birth ____/____/____ Sex: Male Female
circle one

2. Parent/Guardian Information

Name _____ Phone Number _____
Name _____ Phone Number _____
Address _____
Email _____

3. Referred by VDTA•SDTA Dealer Member

Name _____ Company Name _____
Relationship of applicant to dealer _____ Phone _____
Address _____ City, State _____ Zip _____

4. VDTA•SDTA Dealer Letter

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

5. School Information

School Name _____ School Phone _____
School Address _____
Recommended by Teacher's Name _____ Contact info _____
School Counselor's Name: _____ Cumulative GPA _____

must be minimum of 2.5 on 4.0 scale

Year in school as of Jan. 2018 ☐ High School Senior ☐ College Freshman ☐ College Sophomore ☐ College Junior
must be at least H.S. Senior

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

7. **Write an essay** (100 word minimum) on a separate document addressing: a) any awards or honors you've received and b) your educational objectives and how they will relate to your planned future career.
8. **Write an essay** (100-word minimum) on a separate document addressing: extra-curriculars you have been involved in that demonstrate 1 or more of the following: a) Love of Sports b) Community involvement 3. Humanitarianism 4. Leadership ability
9. **Additional Letters of Reference.** Obtain letters of reference from at least three (3) individuals (not related to applicant), attesting to your activities which demonstrate one or more of the attributes listed above in **ITEM 8**. This could be from school counselors, teachers, church leaders, other business owners, coaches, etc. Letters must be signed by the person who wrote it.
10. **Terms of Scholarship:** Scholarship recipient must be enrolled for at least 12 credit hours and maintain at least 12 credit hours each year to be and remain eligible for current and future scholarship money. Scholarship money is paid only as long as the recipient is an undergraduate student. Money is awarded in \$2,500 increments per school year with a maximum paid of the current scholarship amount.

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

My application is for: Academic year 2018/2019. I declare that to my knowledge, the statements and information given in this application and any supporting documentation submitted are true and accurate.

Applicant's signature: _____
Date: _____

Checklist:

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

Mail application & all required documents postmarked by November 1, 2017 to:
Epstein/VDTA Scholarship, 2724 2nd Ave., Des Moines, IA 50313 • Phone: 800-367-5651

Let's "Do Something"

Maybe it's just me, but it seems the animosity in our country and around the world has risen to a threshold higher than I ever remember. The question of "What do we do about it, if anything?" leads to more tension and division.

For example, North Korea's nuclear program is creating lots of tension. Conflict continues to be an everyday part of the Middle East. We see that conflicts at home are also becoming more intense. There shouldn't be a race issue, but there is. Does that statue that's been up for 200 years need to come down? Are you Republican or Democrat? How much does that matter?

Some of the issues we can do something about... and some we can't. So, why not be proactive and **do something** when we can?

The song "Do Something" by popular Christian artist Matthew West really summarizes the power given to us and the call to use it. Here's the opening lines:

*"I woke up this morning
Saw a world full of trouble now, thought
How'd we ever get so far down, and
How's it ever gonna turn around
So I turned my eyes to Heaven
I thought, "God, why don't You do something?"
Well, I just couldn't bear the thought of
People living in poverty
Children sold into slavery
The thought disgusted me
So, I shook my fist at Heaven
Said, "God, why don't You do something?"
He said, "I did, yeah, I created you"*

Whatever your beliefs, we were brought into this world to not only live out our life, but enjoy a fulfilling one. That doesn't necessarily mean a life filled with material possessions. While there's nothing wrong with enjoying the fruits of our labor, there are countless unhappy people who have plenty of money, lots of material possessions, taking countless vacations around the globe...

But for them it's never enough. They are unfulfilled and unhappy.

That brings me to the last line of the Matthew West song: "I did, yeah, I created you."

While most of us have busy lives, it's all about priorities. In my August article, I wrote about idols. For some people it's money in the bank. For others it's possessions such as a dream home, exotic car, or world travel. For others still, it's power.

There's nothing wrong with all of these things, but after a while some of us just want more, more, and more. We aren't fulfilled.

Introvert or extravert, whether we think so or not, we still need those human relationships. We need interaction with other people: it's us supporting them and them supporting us. We should never get down to being "haters" of other people. We may not approve, but let's not hate.

We were put into the world to respect, love, and help one other. Wait! *Doesn't love mean respect and a helping hand?* Yes! Whether you are an introvert or an extravert, Republican, Democrat or Independent, no matter the color of our skin, our religious beliefs, or many other things, we need to love and respect everyone as a person.

Wouldn't the world be a better place if we set aside prejudices and forceful opinions and just decided to do good things to overcome some of the bad out there? Wouldn't it?

So, what's your excuse for not getting out to "Do Something?"

~"But, I am too busy." **Reschedule.**

~"But, I don't have the money." **Donate time. Giving your time matters more than money in many cases anyway.**

~"But other people will help so I don't need to." **Some feel they are too important to serve people. Really? Pardon my strong opinion, but this is the poorest excuse of all.**

So, let's get off our "but" excuses or maybe it's literally our butt and "Do Something!"

For the 4th quarter, we decided to add something good to our store's community outreach. We are hosting "Love Bear" classes and events in our store and in the community. "Love Bears" will be given to local children attending free community meals as well as packaged with Christmas gifts as part of a local Giving Tree for underprivileged kids. We hosted a similar event a number of years ago and it was a huge success. It created a sense of community and got people sewing for a great cause.

There's many dealers doing lots of different things in their community. Keep it up! Also, feel free to "borrow" the Love Bear idea or promote something of your own. Just "Do Something."

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



E-mail your comments, ideas and suggestions to jimbarnhardt@msn.com.

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."

~ Albert Schweitzer



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VACUUM COMPANY

A NEW LIGHTWEIGHT CHAMPION
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- 2-year battery warranty



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IROBOT CORPORATION

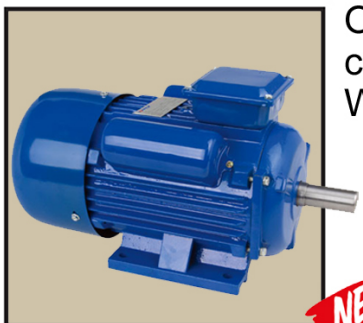
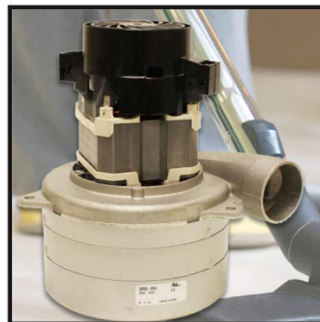
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JOYA DISTRIBUTING CO
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NADAIR INTERNATIONAL
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BOLD NEW LOOK.**



What's
new with
Electro Motor?
VDTA News
lets you
know!

Electro Motor Inc., (formally Aerus Electrolux), well known in the industry for the past 15 years for high quality universal brush type motors. We offer unique custom design capability, short lead times, world class customer service and our signature USA design and assembly. Motors are available in 24, 36, 100, 120, 220-240V versions, and available in 1 & up to 5 stage turbines. Our extensive product line includes Bypass Tangential, Bypass Peripheral & Through Flow vacuum motors. We have enjoyed solid growth in both sales and product offerings over our past 15 years and that continues today. Visit us at www.ElectroMtr.com



Opti Motor LLC evolved over the past few years in cooperation with our contract manufacturers globally. We offer competitively priced motors including:

AC Induction Motors
High Efficiency BLDC Motors
Gear Motors
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NEW

High efficiency compact 1 stage vac motors

Both companies proudly provide World Class technical support including:
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Sound quality (FFT Analysis) & sound quantity (Awt dB) testing & optimization
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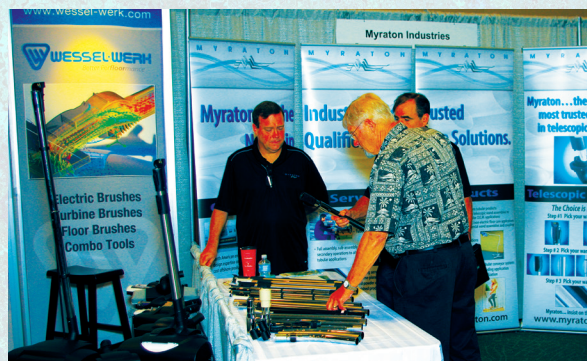
ELECTRO MOTOR INC. / OPTI MOTOR LLC
Piney Flats, TN Office 423-538-5303 www.ElectroMtr.com

Niagara Show Review

Check out these fun pictures from VDTA-SDTA's Summer Niagara Show in Niagara Falls, Canada that was held September 9-10. We hope everyone had a great time, and we are looking forward to our next event, the VDTA-SDTA International Trade Show and Convention in Charlotte, NC from March 24-26, 2018.









Baby Safety Month: e-cloth Provides Safety At Home and On the Go

As September was Baby Safety Month, e-cloth understands the importance of keeping on-the-go baby and child products clean. That's why they created the *Baby Care by e-cloth Stroller & Car Seat Cloth*.

According to Baby Safety Zone, "Falls are the leading cause of non-fatal injuries for all young children. Every day in the U.S., approximately 8,000 children are treated in the emergency room for fall-related injuries." Safety buckles, straps, and harnesses should always be worn, making it imperative that they work properly every time. Sticky or dirty buckles increase the likelihood that they will not latch properly. Likewise, dirty straps can get stuck or prevent buckles from moving freely. Then there's the buildup of potentially harmful bacteria from an accumulation of food and moisture. All of these scenarios pose real – and preventable – dangers for a child.

To get started cleaning baby gear, it's important to always consult the car seat or stroller instruction manual for proper care and cleaning guidelines. e-cloth recommends a simple combination of the *Baby Care by e-cloth Stroller & Car Seat Cloth* and just water to clean hardware, straps, harnesses, buckles, frames, and even spot cleaning fabric covers.



Allison from *Loving Living Lancaster*, a parenting blog, shares, "It meets car seat manufacturer cleaning guidelines and mom's requirements for A truly clean seat; the *Stroller & Car*

Seat Cloth removes over 99% of bacteria from hard surfaces and scrubs away dirt from cloth using just water – no soaps, no chemical residue." Using soap or other cleaners on the buckles can prevent them from latching properly due to leftover residues.

***Baby Care by e-cloth Stroller & Car Seat Cloth*, MSRP \$7.99**

- Includes one (1) Chemical-free Cleaning *Stroller & Car Seat Cloth* – 12.5" x 12.5"
- Cleans up spills, dirt, and grime from plastic, metal, and fabric using just water
- Removes crumbs and cleans up spills quickly and effectively
- Removes over 99% of bacteria from all hard surfaces using just water – no harmful chemicals, no chemical residue
- Guaranteed for 300 machine washes

Cleaning a car seat or stroller is not only a matter of cleanliness, but of safety as well. A clean car seat is a safe car seat. *Baby Care by e-cloth* gives parents that added peace of mind they need.

Baby Care by e-cloth is available at www.ecloth.com/Baby-Care-by-ecloth/ and a variety of retailers across the country. *Baby Care by e-cloth* eliminates the need for harmful chemicals that leave residues on surfaces and vapors in the air, protecting what's most important – family.

For inquiries about or to place an order, please contact ESSCO at 800-321-2664 or Sales@ESSCO.net.

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

About the Association: The Juvenile Products Manufacturers Association (JPMA) is a non-profit association representing the prenatal to preschool industry. JPMA serves as an advocate for the industry and is committed to ensuring the safe use and selection of juvenile products. Each September, JPMA celebrates its Baby Safety Month initiative, heavily promoting the campaign's messages through its consumer brand, Baby Safety Zone. To learn more about JPMA, its programs and its members, visit www.jpma.org.



Keep Summer Alive with BUMP IT OFF: The ultimate cleaning trick for the end of the season

With the fun of summer also comes the aftermath of cleaning up after it. Before long, the seasons are going to change and the kids will be back to school and your scheduled routine will begin. Don't let the stress of having to tidy up keep you from enjoying the warm weather and lively atmosphere! Save yourself time with BUMP IT OFF!

The perfect summer revival tool, BUMP IT OFF's versatile silicone sleeve allows you to brighten your BBQ, clean your woven patio furniture, wipe down your beach toys for some last minute beach trips, and even exfoliate your skin before enjoying the summer sun one last time.



You can stay on top of your summer chores with BUMP IT OFF:

- Reusable silicone: Made with gentle bristles on one side and smooth bumps on the other, it's perfect for any cleaning!
- Versatile: Use on your toughest laundry stains, scrub your grills and dishes without scratching, groom your pets and collect their fur, or cleanse and exfoliate your own body!
- Eco-friendly: No more wasting paper towels or water while doing your everyday chores – this tool is dishwasher safe and can be reused for just about everything!
- Fun colors: Make cleaning a little fun with bright colors. BUMP IT OFF comes in green, blue, orange and purple!

Make living easy with a cleaning tool that fits in the palm of your hand – BUMP IT OFF!

For more information:

Web: www.goddessofgadgets.com

Facebook: [Facebook.com/Goddess-of-Gadgets](https://www.facebook.com/Goddess-of-Gadgets)

Twitter: [@GoddessOfGadget](https://twitter.com/GoddessOfGadget)

Instagram: [@GoddessOfGadgets](https://www.instagram.com/GoddessOfGadgets)



About: The self-proclaimed “Goddess of Gadgets,” Lisa Ximenez specializes in inventing and producing innovative products that provide everyone with faster solutions to everyday home, health, and family challenges. With over 25 years of executive experience in product brand development, 15 years as founder, and CEO of RT Marketing, Lisa has amassed knowledge in how to successfully target a client's needs, develop a solution, and promote to the correct audience. Her clients include popular, luxury and entertainment brands such as Avon, Kellogg's, Disney, Nike Golf, Chicago Bulls, Aston Martin, Coke, Activision and Swarovski.

Dur-A-Flex Upgrades Website with New, Enhanced Features



www.dur-a-flex.com Turns Focus to Digital Leadership and World Class Customer Experience with the Release of a New, Enhanced Website

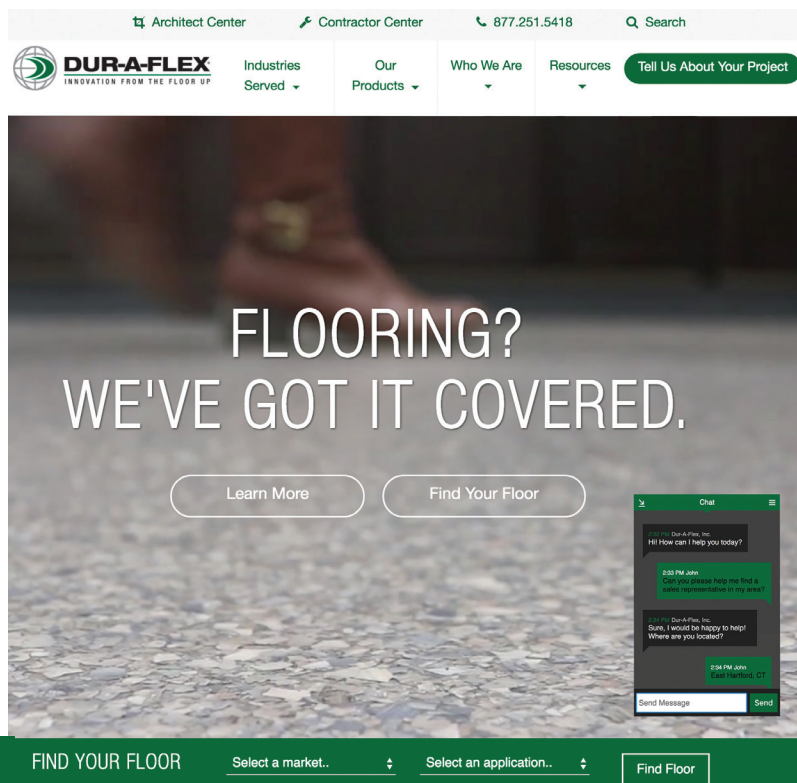
Dur-A-Flex, Inc., a leading manufacturer of commercial, industrial, and institutional resinous floor and wall systems, released its new, enhanced website featuring redesigned drop-down menus giving quick access to product and market information, cutting edge visuals, a live chat feature nicknamed "Kyle," a robust search engine, and fewer clicks to access the same content that architects, facility owners and contractors have come to rely on.

Dur-A-Flex's previous site was widely praised by customers, architects, specifiers, and end users alike. With that at the forefront, the new site was designed from the start with the user in mind. Dur-A-Flex's customers rely on the website for its ease of use and access to needed product data sheets, system specifications, LEED data, and more. The website was also designed as a platform for more useful content and a better experience for customers.

"First and foremost, it was essential to keep the same great information on the site. Making it easier for customers to research, learn and find the right products for their application or market was one objective and another was to make the site scalable and the best customer experience out there. We have applied the same philosophy of continuous improvement in our web design as we have in our operations. I believe we will experience the same positive outcomes as a result," notes Peter Ferris, President and COO.

"This new enhanced site not only serves as an update to our website architecture, but gives us a robust platform to provide written and visual content to the marketplace, allowing Dur-A-Flex to become a leader in the digital space," he added.

About the Company: Dur-A-Flex, Inc. is a family-owned manufacturer of high-performance, resinous floor and wall systems. With over 50 years in business, Dur-A-Flex is recognized for its ability to continually deliver new and innovative products to the coatings industry. Its unmatched level of customer service is derived from an experienced team of technical service experts as well as stringent quality processes; providing customers with the confidence that they are installing the best product for the job. Named one of the "Best Places to Work in CT" five times by the *Hartford Business Journal*-sponsored awards program, Dur-A-Flex considers its people its most valuable asset. For more information on Dur-A-Flex floor and wall systems, please visit www.dur-a-flex.com.



FIND YOUR FLOOR

Select a market..

Select an application..

Find Floor

Mile-High Dirt and Grime In Denver Carpet

Most Denver residents are worried about what's in their carpet but many don't clean regularly

A recent Rug Doctor survey found that 3 out of 4 Denver residents worry about what's in their carpet. People reported contaminants lingering in their carpet – like dirt, dust, dander, bacteria, and pollutants – which were likely tracked in by shoes and paws since 75% of residents wear shoes in the house and 80% have pets indoors. Other findings include 14% with craft beer spills and 19% with beard whiskers in their carpet.

A half-pound of dirt can accumulate in just three feet of carpet according to the National Academy of Sciences/Institute of Medicine. Carpet traps airborne particles like the floating dust you see when sunlight streams in through a window, which makes carpet the largest air filter inside the home.

The EPA recommends annual deep, wet extraction carpet cleaning to improve air quality inside homes. 67% of Denver residents agree with the EPA that regular carpet cleaning makes a home healthier, but only 54% of them deep clean regularly. 37% percent cited the high cost of hiring a carpet-cleaning professional as a barrier to regular cleaning.

These survey findings are among the reasons Rug Doctor chose Denver to be one of the first cities to introduce its most significant product innovation in 45 years. The all-new Rug Doctor Pro line will be available to rent from Denver stores starting Sept. 5, 2017. The new professional-grade carpet cleaners are more powerful, easier to use, lighter, and more versatile than ever.

The all-new *Rug Doctor Pro Deep Upright Carpet Cleaner* now cleans backward and forward and operates more like a vacuum. It has 20% more suction power than ordinary rental machines, is lighter and easier to maneuver and lift, and has a new motorized attachments upholstery tool.

In addition, for the first time, the *Rug Doctor Pro Detailer and Portable Spot Cleaner* is available to rent in Denver. The small deep-cleaning machine is ideal for quickly and easily getting rid of unsightly, smelly spots and stains anywhere. The mini Rug Doctor fits in a shopping cart and delivers power-on-the-go in a small and lightweight deep cleaner.

“Our scientists and engineers have used the latest technology to ensure our machines perform comparably to hiring a professional carpet cleaner,” said Rich Foster, Rug Doctor Chief Product Officer.

“We listened to customer feedback, created solutions to their pain points, and are confident that the new machines will deliver the feeling of *disgustifaction*, a term we coined to describe the feeling people have after deep cleaning - the disgust and satisfaction when the dirty water tank reveals what was hiding deep in carpet fibers.”

Disgustifaction is the mission of the Rug Doctor Institute of Clean, a facility that is depicted in the recent TV commercial, and is modeled after Rug Doctor's actual testing facility located in Fenton, MO.

The Denver community is invited to try the new Rug Doctor products and experience 'disgustifaction' firsthand at upcoming store events the weekend of Sept. 29-Oct. 1. See www.rugdoctor.com/events/ for details.



About the Company: Rug Doctor is a global market leader in professional-grade, do-it-yourself deep carpet cleaning systems for consumers that provide a quality clean. Rug Doctor was created in 1974 in the garage of a professional carpet cleaner who believed it was possible to empower people to achieve professional-quality results themselves. Rug Doctor continues to deliver on that promise with iconic red machines that are available for rent in more than 40,000 retail locations and are for purchase at major retailers.

SOURCE: Rug Doctor

DRIVE UP YOUR SALES IN CHARLOTTE!

VDTA•SDTA TRADE SHOW & CONVENTION & The First Annual Quilt Retailer Trade Show

March 24-26, 2018
Charlotte, NC

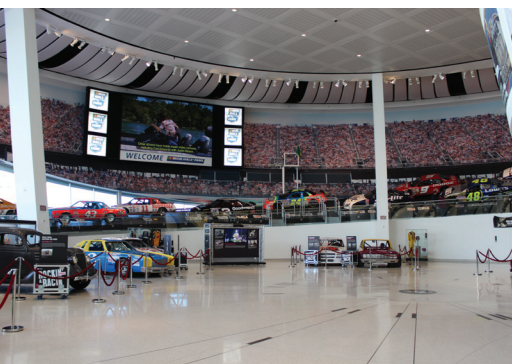
At the Charlotte Convention Center

Plus factory tours at some of the area manufacturing facilities and the VDTA•SDTA Industry Cocktail Reception at the Nascar Hall of Fame.

Charlotte is a walking city, with great entertainment venues. For foodie fun, you can take your taste buds to the next level at Charlotte's eclectic eateries. If you're a history buff, there are many places to tour to see Charlotte's most treasured relics and roots.

VDTA•SDTA
VACUUM & SEWING DEALERS TRADE ASSOCIATION

VDTA•SDTA: 800-367-5651
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2018 VDTA•SDTA Int'l Trade Show & Convention

Charlotte, NC: March 24-26 with speciality classes beginning March 22

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

**Early-bird
Registration!**
Now thru
12/23/17

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

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

Is this your first convention? ☐ Yes ☐ No

Badge Names

Name: _____

Email: _____

Name: _____

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Name: _____

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COMING SOON!
Sign up for classes
in November!
Updates at www.vdt.com

CLASSIFICATION

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

MEMBER STATUS

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

PRODUCTS SOLD

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

TRADE SHOW

Charlotte Convention Center
Hall B & C
501 S. College Street
Charlotte, NC 28202

HOTEL INFORMATION

The Westin Charlotte
601 S. College Street
(1 block away!)
1-866-837-4148

Visit: http://www.vdt.com/2018_Charlotte_Hotel-Info.html

Cut-off date: Feb 15, 2018

COCKTAIL RECEPTION

Friday, March 23, 2018
Nascar Hall of Fame
400 E M.L.K. Jr Blvd
(connected to Convention Ctr!)

CONVENTION FEES

All Fees in U.S. Dollars

*Fee for each additional person

EARLY BIRD RATES (Through Dec 23, 2017)

Independent Dealer

Member: \$15/*\$10
Non-Member: \$150/*\$30

Manufacturer/Distributor

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

Rates will increase Dec. 24, 2017. See www.vdt.com for rates and details.

Convention fee \$ _____

Membership fee \$ _____

TOTAL DUE \$ _____

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

I authorize a charge of \$ _____ CC# _____

Exp. Date: _____ CV #: _____ Name as appears on card: _____

Signature: _____ Date: _____

2018 VDTA•SDTA Keynote Presentation

Dave Ferguson, The Leader's Coach



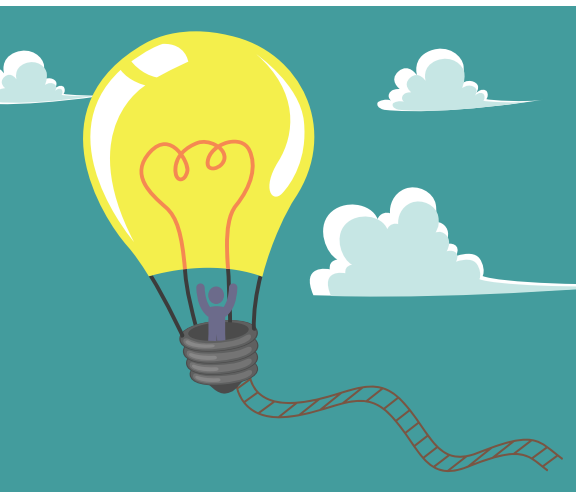
Being a leader today is not easy. It brings unprecedented challenges. Bridging the gap between your team and the goals of your organization requires that you give it everything you have...every single day. The competition is fierce, innovation is critical, and knowing how to lead a team through challenges are essential skills for every leader.

With decades of business leadership and world-wide executive coaching and speaking experience, Dave knows firsthand the challenges you face. If you are looking for someone who will challenge, motivate, and encourage you and your team to push through the obstacles and reach your goals, Dave is exactly what you need!

About Dave: Dave Ferguson is an internationally respected executive coach, speaker, and author in areas of leadership, sales, and personal development. His book, Boss or Leader, is a #1 International Best-Seller. Prior to launching his coaching business, Dave had 21 years of corporate leadership experience. During this time, he engaged his leadership approach to coach, mentor, and develop leaders at all levels.

2018 Powerhouse, It's Back!

**The Powerhouse Roundtable by Dealers for Dealers
will be returning, this time in Charlotte, NC for the 2018
VDTA•SDTA International Trade Show & Convention!**



With a panel of outstanding, driven dealers discussing how they overcome challenges and find success in the ever-changing independent market, you'll find the peer-to-peer knowledge you've been seeking.

**Stay tuned as sponsors
and panelists will be
announced soon!**

If you have a topic you'd like our panelists to discuss, please send ideas to tonya@vdtacom.

2018 HALL OF FAME NOMINATION FORM

DEADLINE: November 1, 2017

☐ Floorcare: Independent Dealer

☐ Sewing: Independent Dealer

☐ Floorcare: Mfg./Dist./Sply./Field Sales

☐ Sewing: Mfg./Dist./Sply./Field Sales

(Please check only one category)

Completion of this application is to be done by the nominator only.

Nominees are not guaranteed to be inducted. It is encouraged and allowed to re-apply.

Submit high-res color photograph of nominee if available.

CRITERIA FOR HALL OF FAME

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

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

2. Company: _____

3. Address: _____

4. Phone: _____ E-mail: _____

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

6. Place of Birth: _____

7. Nominee's local/hometown newspaper: _____

Address: _____

City, State, Zip: _____

8. **Nominator's** Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ E-mail: _____

Relation to nominee (if any): _____

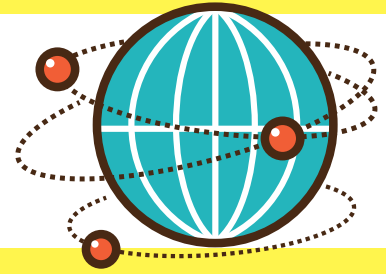
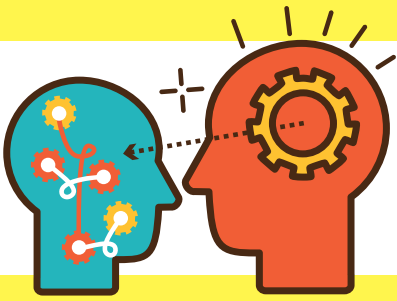
9. Nominator: Write on a separate piece of paper or Word document in 100 words or less why you believe this individual should be considered for the 2018 Hall of Fame.

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

Send all required documentation postmarked by November 1, 2017 to:

VDTA•SDTA Hall of Fame Selection Committee, 2724 2nd Ave., Des Moines, IA 50313

Call 800-367-5651 with any questions.



What would YOU like to LEARN?

**VDTA • SDTA is planning the education for the
2018 Trade Show & Convention in Charlotte, NC.**

What topics are most relevant?

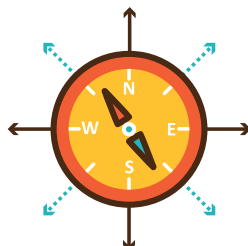
What format – panel, seminar, etc – is most effective?

What types of technologies are best used?

Who do you recommend as an instructor?

With your input, we can plan an exceptionally-educational convention!

**Write or email the VDTA at mail@vdt.com •
2724 2nd Ave.; Des Moines, IA 50313**



2018 SEMINAR & DEMO STAGE PROPOSAL

VDTA•SDTA International Trade Show & Convention • Charlotte, NC • March 24-26, 2018

Special classes begin Thursday, March 22.

Return this form to VDTA•SDTA by **Nov 1, 2017** via **Email, Fax, or Mail.**

E-mail: tonya@vdta.com • Fax: 515-282-4483 • Mail: VDTA•SDTA, 2724 2nd Ave, Des Moines, IA 50313

Company: _____

Address: _____

City, State, Zip: _____

Show Contact: _____

Cell Phone: _____ Fax: _____

Email: _____

Instructor Name: _____

Cell Phone: _____

Email: _____

*It is important that we have contact info for the designated Show Contact AND the Instructor, as our staff will need to send logistical emails to both.

****Please send high-res photo of instructor to Tonya Tienter, tonya@vdta.com for publication purposes.**

.....
I would like to present a:

_____ Seminar _____ Stage Demo Presentation

_____ Approx. Number of Attendees _____ Check here if you must know number of attendees

Seminar/Stage Demo Title: _____

Seminar/Stage Demo Description (100 words or less): _____

TIME & CONTENT: Seminars are 45 minutes. They are intended as classes of generic nature. The biggest complaint we receive is when a class is used to advertise a particular product. **Stage Demos** are 30 minutes. They are intended to showcase a particular product or technique. Note: Stage demo slots are limited; first-come basis.

ROOM SET-UP: All seminar rooms are set classroom style, unless other needs are specified. If you have a speciality room set, you must provide a diagram. The stage is located in the exhibit hall; screen provided, though lighting in area cannot be changed.

AV AND ELECTRIC:

You will be provided one (1) podium and one (1) podium microphone per room. The VDTA will also provide a standard screen (96" x 96") and A/V Cart for your use, **but only if notified**. Specialty screens, digital projectors, extensive electric, specialty microphones, cables, and other equipment are the responsibility of the instructor. VDTA does not supply the electric for the sewing machine classrooms. If you need these or other items:

1) Submit the form in **Shepard Expositions Exhibitor Kit** to place your equipment / electric order

2) Fill out info below for VDTA's records

☐ YES, I need a screen and A/V Cart.

☐ YES, at my expense I will order the following equipment:

☐ NO, I will not order equipment; I do not need it or I will bring my own.

MATERIALS: ____ Yes, I will provide handouts. Handouts are very useful and requested by many attendees, but not required.

Contact us at: VDTA•SDTA, 2724 2nd Ave., Des Moines, IA 50313 • Phone: 800-367-5651 • Fax: 515-282-4483

Thank You

The following is a list of members who recently renewed their membership or joined VDTA•SDTA or SEA. This is only a partial list of members. For a complete list of members visit www.vdta.com.

ASSOCIATE MEMBERS

American & Efird Gutermann Consumer Div	Mount Holly, NC	Sept 1999
Joya Distributing Co	Medford, OR	Sept 1999
Kirby Company	Cleveland, OH	Oct 2000
Lindhaus USA	Savage, MN	Aug 2009
Miele Inc	Princeton, NJ	Oct 2011

INDEPENDENT DEALER MEMBERSHIPS

A Kleen Sweep Vacuum Ctr	West Des Moines, IA	April 2007
A-1 Northwest Vacuum Co	Oklahoma City, OK	Dec 1984
A-1 Singer Sewing Center	Wichita, KS	Sept 1999
AB Vacuum Center LLC	Willmar, MN	Aug 1990
Ace Sewing and Vacuum/ HR Hap Hardware	Pompano Beach, FL	Sept 2015
Alief Vacuum & Sewing Ctr	Houston, TX	March 1982
All Vacuum Wholesale	Gainesville, GA	Jan 2000
Alpine Sewing Machine Co	Roanoke, VA	July 1994
American Sewing Machine Co	St. Charles, MO	July 2015
Amy Baughman Sew & Quilt	Rochester, PA	Sept 1999
Arlington Sewing Mach Sup	Arlington, TX	Sept 1999
Atlanta Sewing Ctr	Marietta, CA	Jan 1997
Auger & Sons Inc	Rochester, NH	July 1996
Bank's Vacuum Superstores	Liconia, MI	Nov 2001
Beam of St Louis Inc	Maryland Heights, MO	Oct 2001
Burden's Vacuum Cleaner	Houston, TX	Oct 2005
Charlotte's Sewing Ctr	Charlotte, NC	Sept 1999
Circle Sewing Ctr	Midland, MI	July 1997
Cleanlux	El Paso, TX	July 1990
Cleary Vacuum Cleaner Co	Indianapolis, IN	Sept 1984
Continental Sewing Ctr	Jackson, MS	Sept 1999
Dave's Vacuum Cleaner Svc	Allentown, PA	Oct 2006
Denton Sewing Ctr	Denton, TX	Sept 1999
Domestic Sewing Ctr	Warren, OH	Sept 2000
East Hampton Vacuum Etc Inc	East Hampton, NY	Sept 2005
Electric Hospital	Coos Bay, OR	July 1983
Ellen's Quilting Corner	West Burlington, LA	Sept 2015
Erica's Crafy & Sewing Ctr	South Bend, IN	Sept 1999
Falconer Vac Shop	Falconer, NY	July 2007
Flemington Sew "N" Vac	Flemington, NJ	Sept 1999
Gallup Service Mart	Gallup, NM	Oct 2001
Grand Central Vac Inc	West Springfield, MA	Aug 2008
Hands On Sewing Schools	Oak Creek, CO	Oct 2016
Holiday Vacuum	Holiday, FL	May 1992
J & H Sewing & Vacuum Inc	Soldotna, AK	Sept 2016
John's Sewing Ctr	Eau Claire, WI	Sept 1999
Jones Vacuum Ctr	Walterboro, SC	Aug 2017
KTR Sewing Centre	Winnipeg, MB	Aug 2017
Lowery Sewing and Vacuum	Warsaw, IN	March 1990
Mel's Sewing & Fabric Ctr	Anaheim, CA	Sept 1999
Memphis Sewing Machine Co	Cordova, TN	Aug 1989

Murphy Sewing Machine Co	Owensboro, KY	Aug 1997
Napa Sew & Vac	Napa, CA	Jan 1986
Platte Valley Vac & Sew	Scottsbluff, NE	Oct 1982
Portsmouth Vacuum Co	Portsmouth, NJ	July 1983
Quality Sewing & Vacuum	Kirkland, WA	June 1999
Rag Time Fabrics	Harrisonburg, VA	Sept 2016
Ray's Vacuum Ctr	Lebanon, PA	April 1996
Reilly Foam Corporation	Palm Beach Gardens, FL	Aug 2017
Revco-Ross Velys	Southampton, NY	Oct 2016
Ripley's Vacuum Ctr	Victor, ID	Oct 1994
Sally Mccann	Columbia, MD	Sept 1999
Santa Maria Sewing Superstore Inc	Santa Maria, CA	Dec 1991
Sawtooth Vacuum	Twin Falls, ID	Jan 2012
Sew & Vac Plus	Eureka, CA	July 1981
Sew Biz	Marion, IN	Oct 2006
Sew Creative	Lincoln, NE	Sept 2004
Sew Much Fun Inc	Boca Raton, FL	Aug 2017
Sewing Ctr of Tampa Bay LLC	Tampa, FL	Oct 2015
Sewing Mach & Vacuum Outlet	Ridgeland, SC	Oct 1988
Sewing Mach Service Co Inc	Renton, WA	Sept 1999
Sewing Machine Station	Brentwood, TN	Aug 2017
Sewing Solution Services	Miami, FL	Aug 2017
Shenandoah Sew and Vac	Woodstock, VA	June 1989
Silver's Oreck Sales	Tamaqua, PA	Aug 2017
Singer Sewing Center	Corpus Christi, TX	Sept 2016
Snyder's Vacuum & Sewing Inc	York, PA	Sept 1999
Steve's Sew & Vac	Wilmington, DE	Aug 2017
Stitch	Toldedo, OH	Sept 2016
Super Stitch Inc	North East, PA	Aug 2017
The Eardly T Petersen Co	Westfield, NJ	Sept 1999
The Sewing Ctr	Rapid City, SD	Jan 2006
TJ's Fabrics	Opp, AL	Aug 2017
Total Vac	Waynesboro, PA	Aug 2015
Tri-Angle Sewing Ctr	Guelph, ON	Aug 2017
Twin Falls Sewing Ctr Inc	Twin Falls, ID	Sept 1999
Vac That Thing Up	Saint Paul, MN	Sept 2010
Vacuum City LLC	South Burlington, VT	July 1981
Vacuum Cleaner Ctr & Sewing Room	St. Cloud, MN	Sept 1999
Vacuum Doctor	Kalamazoo, MI	Aug 2010
VSI Global LLC	Valley View, OH	Oct 2015
Waddington Sewing Ctr	Lisbon, NY	Aug 2017
Waters Appliance Service Inc	Gaithersburg, MD	July 2017
Whitman Vac & Sew Machine & Appliance Willets-Save	Huntington Station, NY	Sept 1999
	Mckinney, TX	Aug 2017

S.E.A. MEMBERS

Mary Anne Racheau	Las Vegas, NV	Aug 2017
Diane Faulkner	Yatesville, GA	Sept 2017



Customer Service with Passion and Principles

In 1979, long before customer service came into vogue, I designed the world's first customer service training program. I felt that if organizations would make their customers feel special, wanted, and appreciated, they would have loyal customers. The way to do that was by giving front-line employees the needed tools to deliver great service and to create impressions that form an organization's reputation.

I have a concise and practical list of six essential customer service principles for awesome service. These "Personal Steps of Excellence" would go well in a frame on your office wall and those of your general managers.

1. Feel Good About Yourself

Employees do not go to work dreaming about how they can work exceptionally hard to make the company and the owner more money. Be realistic. Many employees have personal problems. The more we can uplift the self-worth and self-image of employees, the more they become productive and feel like there is a win-win relationship.

In return, they will deliver a higher level of excellence. Each of us has the responsibility to look after our own feelings and give ourselves recognition for good work. We need to commit ourselves to goals that are worthy of our abilities.

When you know you are doing your best for both customers and working associates, you will feel good. ***You can make the difference.***

2. Practice Habits of Courtesy

It takes seconds for a customer to tell if you care. Frankly, it does not take additional time to be nice. Too many firms believe this is customer service.

Everyone has the right to expect courtesy from you. To be so self-centered or preoccupied with your work that you forget to show courtesy with each contact is to signal that you don't care. On-the-job practices of courtesy are an important part of everyone's role to signal respect.

The more you give the more you care.

3. Give Positive Spoken Feedback

Communicate verbally and non-verbally with positive communications. The smile and calling a customer by their name is all part of this whether in-person or on the telephone.

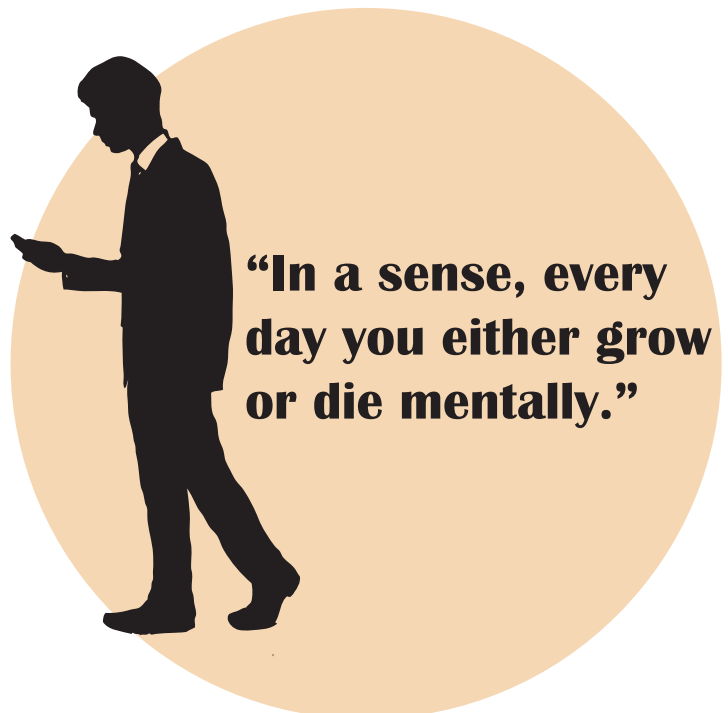
It costs you nothing but a little effort, and the rewards are great. Every human contact is an opportunity to give the gift of good feelings through the words you say. ***What you say is evidence that you care.***

4. Perform for the Customer

Do what you said you were going to do. If you promise to call someone on Tuesday, call them on Tuesday. Keep your promises. Too many employees lie or make excuses when there is a problem.

Customers have the right to demand performance. They aren't interested in our problems and excuses. We constantly need to ask ourselves, "Is our performance resulting in satisfied customers?"

"Don't promise what you can't deliver. Deliver what you promise" is a good guideline.



5. Listen Carefully

This is so rare. When someone asks your name, you will have to repeat it several times. Few employees have any interest in listening. Some are told to ask questions, but seldom will they listen to your answer.

Jobs can become routine. When you see hundreds of customers, you can become desensitized to an individual. You have to concentrate on each person. Get in tune with their situation, their attitudes, and needs. Anticipate, read between the lines, ask questions, get involved...to show you care and to know what will satisfy the customer. **Even complaints are a positive resource if you listen and act.**

6. Learn and Grow in Your Job

Know everything about your products and services. Too often employees have no concept or understanding of their products and services. You can tell in a few seconds if the employee really knows what they are talking about.

Grow where you're planted. Every job offers an opportunity for greatness. In a sense, every day you either grow or die mentally. Learn about your company, learn about your products, and learn about your customers. **With learning comes self-fulfillment.**

"Don't wait for someone to give it to you, go after it." ~ John Tschohl

About the Author: John Tschohl is an international service strategist and speaker. He is founder and president of the Service Quality Institute in Minneapolis, Minnesota. Described by *Time* and *Entrepreneur* magazines as a customer service guru, he has written 7 books on customer service. The Service Quality Institute (<http://www.customer-service.com>) has developed more than 26 customer service training programs that have been distributed and presented throughout the world. John's monthly strategic newsletter is available online at no charge. He can also be reached on Facebook, LinkedIn, and Twitter.



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5 Steps Helping Ensure Adequate Retirement Income

Expert tips for cultivating a nest egg that 'really' meets your nearing retirement needs

By Merilee Kern, MBA

While plenty of people are duly committed to saving for retirement through 401k, IRA, or other nest egg-inducing personal finance plays, however devotedly and even over many years, it turns out several may actually be suffering a false sense of security. This as recent findings by the Employment Benefit Research Institute reveal that far too many may not be poised for a financially secure retirement.

The study found that a staggering majority (82%) are not very confident in their ability to retire comfortably; that fully one-third of people aren't confident they will be able to cover basic living expenses in retirement; and that nearly half of Americans aren't confident they will be able to cover their medical expenses once they're retired, among other ominous revelations. It's no wonder that almost one-third of workers report that preparing for retirement causes them to feel mentally or emotionally stressed.

"For many years, financial planners have espoused general formulas for determining the amount of income retirees will need, the most popular being the '70 Percent Rule' that suggests retirees will need to replace just 70% of their pre-retirement income to provide for their living needs in retirement," notes Ray LeVitre, CFP, author of *20 Retirement Decisions You Need to Make Right Now* and founder/managing partner at Net Worth Advisory Group – a firm specializing in retirement financial planning.

"That may have been an effective guideline a few decades ago when the rule was established; however, for many retirees, relying upon it today may be fraught with financial peril. It's a very different world today, and old guidelines based on conditions that existed 30 years ago don't necessarily reflect real costs of aging today. Compounding the complexity is that many retirement decisions you make today are irrevocable, affecting one's financial security for decades beyond."

According to LeVitre, modern-day aging cost considerations include:

- A male turning 65 years old today can be expected to live another 19 years versus 11 years in 1970; for women, they can expect to live another 23 years.
- The chances of retirees or an elder family member requiring some form of long-term care is 7 in 10.
- Many of today's retirees are carrying some form of debt into retirement, including mortgages, consumer debt, and student loans.
- Although inflation has moderated somewhat since the 1970s, lifestyle costs such as housing, food, and transportation consume a larger portion of a retiree's budget today.
- Although health care cost increases have slowed, the rate of cost increases continues to be well above the general rate of inflation.



LeVitre adds, "For many retirees, the 70% income replacement rule might be an acceptable baseline for planning. However, with the risk of inflation compounded by longevity risk now confronting retirees, income planning should be based on the realities of aging today."

With this in mind, I asked LeVitre what baseline, foundational steps those within 15 years of retirement can do to enhance lifetime income sufficiency. Here's what he had to say:

Track your expenses now. You should begin to track your living expenses and gradually adjust your budget to smooth out your consumption between your living requirements now and your requirements in retirement.

Consider living like a retiree now. Taking it a step further, you could take the approach of changing your lifestyle now to reflect how you expect to live in retirement. That might mean downsizing your home now, driving more efficient cars, etc.

Increase your savings. Any combination of the first two steps should generate steady increase in excess cash flow which should be saved for retirement. Pre-retirees within 15 years of retirement should target a minimum of 15 percent of their earnings for contributing to their retirement.

Start exploring your Social Security options. Retirees who are able to postpone their Social Security benefits until age 70 can significantly boost their lifetime income; and additional Social Security planning for spousal benefits could increase it further.

Don't invest too conservatively. Although the natural inclination is to reduce your exposure to risk-based investments like equities the closer you are to retirement, reducing your exposure by too much, too soon could stunt the growth of your capital. To ensure lifetime income sufficiency, today's retirees should always have some exposure to equities. A broadly diversified, well-balanced portfolio of equities, bonds, and cash offers the best opportunity to maintain the necessary growth of capital needed while minimizing volatility over the long-term.

LeVitre also underscored that, regardless of your planning method or process, it would be a mistake to succumb to standard formulas or a generalized approach to retirement planning.

"Right now, your retirement vision – formed by your specific needs, wants, attitudes and beliefs – rests in your mind, and it will undoubtedly change as your outlook and priorities change," he says. "But, you should always base your income needs on realistic assumptions." Read: it's time for America's aging population to do a collective fiscal-future check.

Author the Author: Branding, business, and entrepreneurship success pundit, Merilee Kern, MBA, is an influential media voice and lauded communications strategist. As the Executive Editor and Producer of "The Luxe List International News Syndicate," she's a revered consumer product trends expert and travel industry voice of authority who spotlights noteworthy marketplace change makers, movers and shakers. Merilee may be reached online at www.TheLuxeList.com. Follow her on Twitter here: <http://twitter.com/LuxeListEditor> and Facebook here: www.Facebook.com/TheLuxeList.

Source: https://www.ebri.org/pdf/briefspdf/EBRI_IB_431_RCS.21Mar17.pdf

Everyone Gives Great Feedback

(Except They Don't)

Is it reasonable to think you'd be great at something you've never formally been taught? That's the challenge for many leaders when it comes to giving feedback. They're guessing at doing it and perhaps modeling the behavior of past experiences.

When delivered correctly, feedback leads to professional growth and development. When done poorly, it's perceived as a personal attack. Here are some things to keep in mind the next time you need to help someone improve his or her performance:

Giving Feedback: Is It Fair?

Do you focus on the outcome work or the person who did the work? There's a difference between saying, "You did not achieve your performance goal," and "You're a horrible employee who can't meet a deadline."

One starts a discussion, the other ends a relationship. Choose your words wisely.

Giving Feedback: How Would You React?

It's dangerous to assume everyone will react the same way as you. Based on past experiences, people may interpret situations differently. Your goal is to let the other person examine what went wrong and figure out how to prevent future problems.

It's likely that he or she knows the outcome fell below expectations. Your goal should be to refocus the person on success.

Think of it like sharpening a dull knife. You don't throw out the knife because it made some poor cuts. You take better care of the knife, so it does its job better.

Also, remember when you were given advice that helped you grow and consider what made it resonate with you.

Giving Feedback: Don't go "Hollywood"

If you interrogate employees like a tough TV police detective, they may become very flustered, turning a discussion into an argument. Fighting doesn't serve your big picture needs. You want to empower the employee and keep the focus on your shared goals.

“Think of it like sharpening a dull knife. You don't throw out the knife because it made some poor cuts. You take better care of the knife, so it does its job better.”

Start a discussion through the use of questions. Ask things like, "What do you think would be a good way to make sure you reach your next sales goal?" Along those lines you may want to also ask, "How can I support you better so you'll achieve your goal?"

Giving Feedback: Define the Next Step

After a good conversation, outline a next step that builds upon the discussion. This ensures your employee won't fall back on ineffective behaviors, and instead will focus on making positive changes.

This important step opens the door to growth. Think of it like a coach demonstrating the proper technique to an athlete. Coaches, like successful leaders, understand the power of focused feedback to improve performance.

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

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



Thinking Through Effective Feedback

According to Ken Okel's article, "Everyone Gives Great Feedback (Except They Don't), effective leaders – and business owners – think about how to give employees feedback that will motivate instead of discourage. Here are three performance issues you may find yourself having to give feedback on.

Consider the questions below, and evaluate your feedback responses.

Cut-N-Share!

Concern: Employee has repeatedly not met the sales quota.

What questions can you ask the employee that focus on the outcome, not their person?

How would you react if this was your issue? _____

How would you define the next step? _____

Concern: Employee does not transition customers to buying conversation.

What questions can you ask the employee that focus on the outcome, not their person?

How would you react if this was your issue? _____

How would you define the next step? _____

Concern: Employee often "reprioritizes" contrary to assigned tasks.

What questions can you ask the employee that focus on the outcome, not their person?

How would you react if this was your issue? _____

How would you define the next step? _____

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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 Initial enrollment: \$130.**

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

☐ **Associate member: \$625 each year.**

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

☐ **International member: \$150 each year.**

Identified as a dealer not located in the U.S. or Canada.

☐ **Miscellaneous Membership: \$150 each year.**

Includes: Manufacturer representatives, independent consulting firms, and advertising agencies.

Membership Dues:

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

FLOOR CARE

- ☐ 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: _____

SEWING\QUILTING

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

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

- | | |
|------------------------------|-----------------------------|
| <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.



As a new member you'll receive:

- Monthly trade magazines with industry news, tips, and **new ideas**
SQE Professional™ and *Floorcare & Central Vac Professional™*
- **Reduced registration to the VDTA • SDTA International Trade Show**
- Promotional programs that bring customers through your doors
Sewing Month and *Spring Cleaning Month*
- Complimentary marketing postcards – 100 pieces of your choice
- VDTA/Bernie Epstein College Scholarship
Two annual recipients; up to \$10,000 each
- Opportunity to become *Dealer of the Year*
- Dealer locator on VDTA.com – make it easy for customers to find your store
- Tutorials from VDTA staff on social media and communication technology
- Unity – you are stronger together as an industry
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When hired, you will receive great benefits including Medical, Dental, Vision, 401K with matching, and Paid Vacation. Must be friendly, outgoing, and articulate. Must be intelligent and decisive. You will need to be a self-starter and quick learner. Must have relevant computer skills: Excel, Word, etc. Sales experience preferred, but not required. Great one-on-one training.

Testimonial: "This is the best frickin' place I ever worked, are you kidding me?"
~Nick (\$100K Earner)

You need to be able to pick up the phone right now and sell us on why we should hire you to be part of this phenomenal company.

1-760-739-8222 ext.117 for Torrie (the best boss ever) or email
torrie@sewingmachinesplus.com. (1-1)

HELP WANTED: Major Manufacturer has an opening for a sewing machine technician. Responsibilities include performing warranty repairs, dealer training, & field work. Long arm quilting machine repair experience a plus. Experience on sewing machines and sergers required.

Benefits include 401k and major medical coverage with dental and eye care.

Applicants send current Resume to SewingTech.resume@gmail.com (1-1)

BUSINESS FOR SALE: We're retiring! 44 years established fabric/sewing machine businesses. Central Texas. Large inventory. \$279,000. 325-643-1132. jwittlif@hotmail.com (1-3)

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Looking for an experienced industry professional who wants to build their career in a growing retail business. Opportunities in primary sales, B2B sales, and management as well. Professional sales training daily, vendor product training guaranteed, guaranteed raises, commission based sales, and benefits.

**Contact Chris directly at 970-690-2683 or email at
christopherrayblakeman@gmail.com.**

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VDTA DEALER SURVEY

TEAR OUT & MAIL TO:

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800-367-5651 • www.vdta.com

This is a private survey conducted by the VDTA • SDTA for statistical purposes ONLY. WE ENSURE YOUR PRIVACY WILL BE PROTECTED. **The more complete information we have about independent retailers, the better we know how to move the industry forward.** Please complete this survey to the best of your knowledge and return to our office.

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

Providing your name and your company name is optional. If you do provide your name, it will never be disclosed nor disclosed with the accompanying information you provide. It is necessary to list your city / state to understand trends in different regions of the country.

Only those who fill out this survey will receive the survey statistics and results.

OPTIONAL INFO

E-mail to send survey statistics: _____

Your name: _____

Company name: _____

Some of you may receive this by e-mail as well. Please only fill it out once.

REQUIRED INFO

City: _____ State / Province : _____

Country (if other than U.S.): _____

INSTRUCTIONS For Yes/No and Multiple Choice Questions, CIRCLE your answer.

Example: How many times a day do you check e-mail?

a) Zero (0) b) Once c) Twice d) More than 3 times

SECTION 1: GENERAL INFORMATION

- | | |
|--|--|
| 1. Are you a VDTA•SDTA Member? YES / NO | 7. Do you have a service department? YES / NO |
| 2. Years you've been in business _____ | 8. Do you own a branded company vehicle? YES / NO |
| 3. Number of store locations _____ | 9. Number of employees _____ |
| 4. What are your regular store hours?

_____ | 10. Benefits offered to employees (full-time)

_____ |
| 5. Do you have extended hours during holidays?
YES / NO | 11. What is your age? _____ |
| 6. Mode of business, select ALL that apply:
a) store front c) mail order
b) online (I sell products on my website) | 12. What is your succession plan for your business?
a) Pass down to family d) Other
b) Sell to inside party (staff) e) I do not have a succession plan
c) Sell to outside party |

Section 2: Marketing

13. Does your business have a website? YES / NO
14. Methods of marketing to customers, circle your **TOP 3**:
- a) E-mail d) Print
b) Radio e) Television
c) Social media f) Internet
g) Other: _____
15. What is your monthly advertising budget?
- _____

16. Did you know that VDTA has marketing materials for members only? YES / NO

Section 3: Sales

17. Do you offer in-store gift cards? YES / NO
18. Do you accept debit cards with pin #'s? YES / NO
19. Do you offer third-party financing?
- ☐ Yes, through Synchrony Financial
☐ Yes, through: _____
☐ No, but I am considering it
☐ No
20. Your estimated gross annual sales
- a) 0 to \$100,000
b) \$100,000 to \$200,000
c) \$200,000 to \$500,000
d) \$500,000 to \$750,000
e) \$750,000 to 1 million
f) 1 million to 2 million
g) Over 2 million
21. If you have a service depart., what percentage (%) does service contribute to your revenue?
- a) 0 - 10% c) 10 - 20% e) 20 - 40%
b) 40 - 60% d) 60 - 80% f) 80%+
22. What is your top selling **machine(s)**?
(If a Vac-and-Sew store, list for both categories)
- _____

23. What is your top selling **brand(s)**?
(If a Vac-and-Sew store, list for both categories)
- _____

24. Average customer's purchase amount per visit
- a) \$0 - \$100 d) \$100 - \$500
b) \$500 - \$1500 e) \$1500 - \$3000
c) \$3000 - \$5000 f) \$5000+
25. Age of your average customer
- a) 18 - 30 c) 31 - 40 e) 41 - 50
b) 51 - 60 d) 61 - 70 f) Over 71

Section 4: Products

26. Who are your major suppliers for the products you sell?
- _____

27. If you sell / stock the following, **CHECK MARK (✓)** the box. THEN, write in the product's approximate **PERCENTAGE (%)** of your sales.
- ☐ Vacuum cleaners _____
☐ Central vacuums _____
☐ Security systems _____
☐ Robotic vacuums _____
☐ Sewing machines _____
☐ Embroidery machines
(multi-needle - domestic) _____
☐ Quilting machines
(long-, mid-, & short-arm) _____
☐ Janitorial products _____
☐ Brooms, mops,
dusters, squeegees _____
☐ Air purification
products / machines _____
☐ Vac bags / belts / etc _____
☐ Aromatic products _____
☐ Green cleaning products _____
☐ Sewing furniture _____
☐ Sewing notions _____
☐ Fabric _____
☐ Appliances
(microwaves, fans, etc) _____
☐ OTHER _____

Section 5: Square Footage

28. How many square feet is your store(s) in **FLOOR SPACE**? *Approximately*
- _____
29. What percent of square footage is dedicated to the following. *Please account for **BOTH FLOOR and WALL SPACE**, and if you have **multiple locations**.*
- | | |
|--------------------|-------|
| Vacuum | _____ |
| Sewing | _____ |
| Quilting | _____ |
| Central Vacuums | _____ |
| Sewing Accessories | _____ |
| Vacuum Accessories | _____ |
| Other | _____ |

Section 6: Education

30. Do you host sewing / quilting / etc. classes?
YES / NO
31. How many classes do you hold a month?

32. Type of classes you host, *circle **ALL** that apply:*
- | | |
|-----------------|---------------------|
| a) Garment | d) Beginning Sewing |
| b) Quilting | e) Appliqué |
| c) Embroidery | f) Kids' Projects |
| g) Other: _____ | |
33. What age group do your classes target?
*Circle **ALL** that apply:*
- a) Kid's sewing classes (ages 7-12)
 - b) Young adult sewing classes 13-18)
 - c) Adult sewing classes (ages 19-40)
 - d) Adult sewing classes (ages 40-65)
 - e) Senior sewing classes (65+)

If you have questions, call 800-367-5651 or visit www.vdta.com

*The VDTA may use select statistics gathered from this survey in future publication materials. **No names will be released, as we ensure the privacy of survey participants.***

Section 7: VDTA•SDTA Trade Show

34. In the last 5 years, have you attended the VDTA•SDTA International Trade Show & Convention, usually held in Las Vegas?
YES / NO
35. If yes, how often do you attend the show?
- | | |
|--------------------|--------------------|
| a) Every year | d) Every 3-5 years |
| b) Every 1-2 years | e) I do not attend |
| c) Every 2-3 years | |
36. If you DO attend, why? *Circle your **TOP 3** reasons:*
- a) Trainings offered by my vendors
 - b) Other classes organized by VDTA
 - c) To see new products
 - d) To connect with my vendors
 - e) To buy, with show specials
 - f) To see industry friends
 - g) To receive an award
 - h) To vacation
 - i) To network / introduce my staff to contacts
 - j) OTHER _____
37. If you DO NOT regularly attend the VDTA Trade Show & Convention, why? *Circle **UP TO 3** reasons:*
- a) Not enough new classes
 - b) Class topics are not relevant
 - c) I do business primarily at my vendors' own dealer meetings/retreat
 - d) I cannot afford to close the business
 - e) Cost of travel is too expensive
 - f) I do not feel welcome
 - g) I don't need to network / meet new contacts
 - h) I do not receive information about the show
 - i) OTHER _____
38. Do you attend VDTA's Cocktail Reception & Awards?
YES / NO
39. In dollars (\$), what is your average cost to attend the show?

40. How would you rate the importance of a Keynote speaker at the Trade Show?
- a) Very important c) Not very important
b) Important d) I don't attend the Keynote

41. What is the best Keynote topic?
- a) Business advice c) Just funny / entertaining
b) Motivational d) I don't care

42. How would you rate the importance of the following VDTA Show events?

Powerhouse Roundtable by / for Dealers

- a) Very relevant d) Not relevant at all
to my business e) Did not attend
b) Mostly relevant
c) Somewhat relevant

Sewing Industry Executive Forum

- a) Very relevant d) Not relevant at all
to my business e) Did not attend
b) Mostly relevant
c) Somewhat relevant

Vacuum Dealers Town Hall,
hosted by Blaine Austin?

- a) Very relevant d) Not relevant at all
to my business e) Did not attend
b) Mostly relevant
c) Somewhat relevant

Everything Has Changed: A Vacuum Panel,
hosted by Josh May?

- a) Very relevant d) Not relevant at all
to my business e) Did not attend
b) Mostly relevant
c) Somewhat relevant

43. What classes topics would you like taught at the VDTA•SDTA Trade Show and Convention?

44. In 2018, the Int'l VDTA Convention will be held in Charlotte, NC. Will you attend?
- YES / NO / PROBABLY

Section 8: VDTA•SDTA Magazines

45. In what format do you read the magazines?
- a) Print b) Online c) Both d) None

46. How diligently do you read the *Floorcare-Central Vac & SQE* magazines, published by VDTA.
- a) Cover to cover every month
b) Most of the magazine every month
c) 3-4 articles every month
d) I page through it, & occasionally read something
e) I look at the new products and ads
f) I do not read it
47. What types of articles would you prefer?
*Circle your **TOP 3** choices. "I would like articles..."*
- a) By dealers
b) By manufacturers / distributors
d) About general business topics i.e. leadership
e) More news i.e. new hires, retirements, etc.
f) More viewpoints
g) More history of companies, stores, etc.
h) That feature product reviews
i) OTHER _____

Section 9: VDTA•SDTA Member Benefits

48. Do you participate in Int'l Sewing Month, a promotion organized by VDTA free for Members?
- This is a Members-only benefit* YES / NO / NEED INFO
For info, call 800-367-5651

49. Do you participate in Int'l Spring Cleaning Month, a promotion organized by VDTA free for Members?
- This is a Members-only benefit* YES / NO / NEED INFO
For info, call 800-367-5651

50. We may create promotions for *Fall Cleaning Month in October, Quilt Month in March* and *Embroidery Month in October*. If available, would you use posters and price hang tags for these promos?
- ☐ Yes, Fall Cleaning Month ☐ Yes, Quilt Month
☐ Yes, Embroidery Month ☐ No

51. Have you checked out the new Association Healthcare Plan, a benefit for VDTA members?
- YES / NO

- 52. FINAL QUESTION:** Do you visit the VDTA website?
- ☐ Multiple times a week ☐ A few times a week
☐ A few times a month ☐ Only for Trade Show information
☐ No

Tear out and mail to: VDTA•SDTA: 2724 2nd Ave; Des Moines, IA 50313. If you have other comments, include on separate paper.

Remember When...



15 Years Ago...



20 Years Ago...



Become a dealer this month



and get a
\$1,500 showroom
for **free***

*Certain conditions apply.



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Be different, become a dealer!

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