

# VDTA NEWS

VACUUM DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer

September 2017 | ISSUE 432    [www.vdta.com](http://www.vdta.com)

**FLOORCARE**  
**CENTRALVAC**  
Professional™

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

# Letter from the Editor

In a few short days, our crew will be traveling to breathtaking Niagara Falls for our Niagara Summer Trade Show, September 9-10. We are thrilled that over 45 brands will be exhibiting great products for YOUR PROFIT. There are also can't-miss educational events: the Retail Sales and Marketing Workshop, NEW Janome Longarm trainings, and seminars by Trovac. And we look forward to seeing you at the Cocktail Reception right in the Convention Center from 6-8PM on Saturday.

We are also looking ahead to our 2018 Int'l Trade Show and Convention in Charlotte, NC! At this time, we are planning the collaborative seminars, like the Powerhouse Roundtable by and for Dealers. If you have an idea for a new, collaborative seminar, suggestions for improvement, or know someone who would be an engaging and insightful panelist, please email [tonya@vdta.com](mailto:tonya@vdta.com). Success comes from having passion, an open mind, and learning new things!

### Are you passionate about selling your products?

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**Contact Chris directly at 970-690-2683 or email at [christopherrayblakeman@gmail.com](mailto:christopherrayblakeman@gmail.com).**

## Classifieds

To place a classified ad,  
contact VDTA at (800) 367-5651

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

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# Thank you Sponsors!

## At the 2017 Niagara Summer Show



### September's Words of Wisdom

"IF PEOPLE LIKE YOU, THEY'LL  
LISTEN TO YOU, BUT IF THEY  
TRUST YOU, THEY'LL DO  
BUSINESS WITH YOU."

~Zig Ziglar



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# Fall Cleaning Month

**N**EW for the **FIRST TIME** in October 2017, the VDTA is offering the **FALL CLEANING MONTH Promotion**. Like Int'l Spring Cleaning Month, this promotion is meant to help boost sales even before the holiday shopping season.

**With this promotion, you receive FREE marketing materials, which include five different 11"x17" posters in addition to sales tags** with our Fall Cleaning Month artwork (see top of page). Use these posters in your store displays to attract customers throughout the entire month of October.

However, there will be **no drawing for prizes or prize giveaways**. There will also be no grand prize in-store gift certificate. Rather, the marketing materials we provide are open-ended and allow for YOU to choose the sales and/or giveaways that best fit your store and customer base.

**SIGN-UP TODAY!** These promotional materials are **FREE for VDTA Members**. All you have to do is fill out the form below and fax, scan/email, or mail to our offices. You'll receive the promotional kit in August/September.

Name: \_\_\_\_\_

Store Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax to 515-282-4483 • Email to [mail@vdt.com](mailto:mail@vdt.com), or Mail to VDTA, 2724 2nd Ave, Des Moines, IA 50313  
First kit is **FREE**; Call 800-367-5651 for cost of additional kits

# 2017 VDTA•SDTA Independent Dealer of the Month

## Creekside Fabrics, Quilts & Yarns Arcade, New York

The VDTA•SDTA is excited to announce our September Dealer of the Month: Creekside Fabrics, Quilts & Yarns. Owned by Sandra Piridy and located in Arcade, New York, Creekside Fabrics, Quilts & Yarns was established in 2004 and employs a staff of 8 full-time and part-time employees.

Upon opening Creekside in 2004 after the Piridy's youngest child went off to college, the store sold fabrics and Elna sewing machines. A few years later, Sandra tried her luck with the Baby Lock brand while adding yarn and eventually longarm rentals, all of which proved to be judicious decisions. The store has experienced steady growth, survived the financial crisis of 2008, and reported a banner year in 2016! After contracting Norm Himebaugh for staff training, they have also significantly grown their repair department.

Creekside believes in multi-faceted marketing, which includes hosting "Sewing Celebrities," participating in Fab Shop Network's "Marketing Strategies," and subscribing to Snap Retail for newsletters and Facebook postings. Sandra and her staff record their own radio ads and write their own copy, working diligently to bring in customers from their rural community.

Speaking of community, Creekside is committed to serving others far and near. For the past four years, the store along with the Wyoming County Arts Council has sponsored a Visual Arts Scholarship award to a Wyoming County Youth. This scholarship allows the students to sit with Masters of their craft for one year. In addition, Creekside is home to Cozy Quilts Ministry and to date they have created and donated over 5,000 quilts to patients around the globe battling cancer. Further community involvement includes: 4-H's Clothing Review, the bi-annual Hope Lutheran Quilt Show, the Susan G. Komen Breast Cancer Walk, and Sardinia's Historical Society.

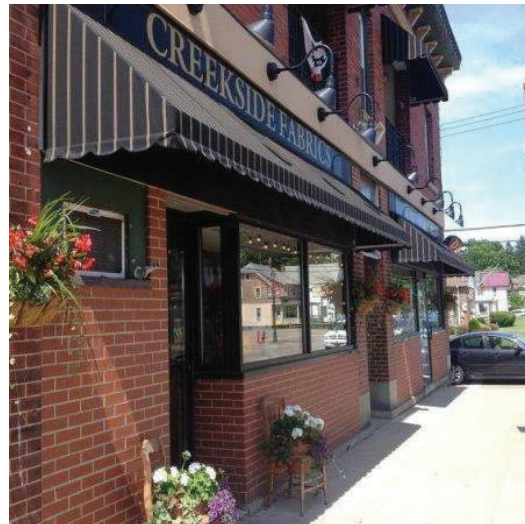
Besides quality products and commitment to community, customers love Creekside because of the education and events! Sandra and Creekside offer classes that include the latest trends, classes for kids, and of course, Quilting 101. They have even hosted Paint-N-Canvas nights, book clubs, 4-H meetings, "Big Girl Birthday Parties," and anything that will make them a hub of entertainment.

For advice, Sandra says, "Never say no to an opportunity to talk to and show people what you can do - at Senior Centers, libraries, quilt guilds, you name it! Our store has an open door policy. And don't go it alone. Reach out and join organizations like VDTA, Fabric Shop Network, magazine subscriptions, and Chambers of Commerce to make yourself a resource."



This philosophy has proven fruitful from the many awards Creekside has been bestowed: Wyoming Co Business of the Year - Retailer (2005); Wyoming Co Tourism Award (2006); Harold Upton 4H Memorial Award (2009); WNY Employment Consortium Award (2010); American Public Works Assn Project of the Year (2012); Arcade Area Chamber Business of the Year (2013); and additional recognitions from industry companies.

***Congratulations to Sandra and the staff  
at Creekside Fabrics, Quilts & Yarns  
on being named VDTA•SDTA's  
September 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](http://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.

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Niagara

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# Workshops and More at the VDTA Niagara Summer Show

## RETAIL SALES & MARKETING WORKSHOP

**Ricky Brooks, RNK Distributing**  
**Sept 8, 9 AM - 5 PM: Open to all retailers.**

**Room 201**

Topics Include:

- Who Wants To Be A Millionaire?
- Cost effective ways to increase your customer base or market share when on a limited budget.
- Increase sales without upping the advertising budget.
- Making sales is good, making a profit is essential.
- If you want to get more than you are getting, you have to do more than you are doing!

## JANOME NEW LONGARM PRESENTATION!

**Sept 9, 9 AM - 12 PM: Open to all retailers.**

**Room 207 - 208**

Demystify the set-up, loading, and terminology associated with longarms. Come see the newest longarm from Janome and learn about being part of an authorized Janome longarm center network. In this presentation, you will learn what sets apart the Janome Longarm from the competition. Learn about its different features and look at the new QM Pro Stitcher for automated quilting programs. There will be time for hands-on demo's and all questions will be answered. Sign up now and reserve a spot!

<http://www.etouches.com/vdtacanada/longarmpresentation>

## JANOME LONGARM & ROBOT TRAINING

**Sept 9, 2 PM - 5 PM AND Sept 10, 9 AM - 12 PM.**  
**Room 207 - 208**

**Janome Dealers only:** Come learn about the new QM Pro Stitcher. Learn how to navigate the program for effective demonstrations. There will be time for hands-on demo's and all questions will be answered.

<http://www.etouches.com/vdtacanada/longarmtraining>

## GAME CHANGER: THE RETRACTABLE HOSE

**Trail DeGondea and Eric Vachon, Trovac Ltd**

**Sept 9, 1 PM - 2 PM: Open to all retailers.**

**Room 203**

Amazing ways to utilize the industry-changing retractable hose to make more money. Trail and Eric walk you through the steps to make profits come easy.

## MAKING A SUCCESSFUL SERVICE CALL

**Trail DeGondea and Eric Vachon, Trovac Ltd**

**Sept 10, 10 AM - 11 AM: Open to all retailers.**

**Room 203**

An interactive class with experts that will teach you to not only satisfy your customer, but make a profit out of what could be lost time. Do not miss this class if you're interested in boosting your bottom line.

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# Exhibitors

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For an updated list of exhibitors including brands, visit [www.vdta.com](http://www.vdta.com)

### Brother International Canada

[www.brother.ca](http://www.brother.ca) • 800-361-6466  
Exhibiting sewing, quilting, and embroidery machines. Come visit our booth to experience our exciting selection, including the amazing Dream Machine.

### Cana-Vac

[www.canavac.com](http://www.canavac.com) • 800-364-6466  
Exhibiting central vacuums.

### Cyclovac

[www.cyclovac.com](http://www.cyclovac.com) • 800-361-9553  
Exhibiting Cyclovac, Trovac, Mvac, Retraflex, and Tip Top parts.

### Daylight Company

[www.daylightcompany.com](http://www.daylightcompany.com) • 1-800-962-3899  
Exhibiting Daylight Company LED floor, table, and magnifying lamps.

### Desco Vacuum Supply Co

[www.descovac.com](http://www.descovac.com) • 631-873-4914  
Exhibiting vacuums, vacuum parts, and accessories.

### Electro Motor Inc & Opti Motor LLC

[www.electromotor.com](http://www.electromotor.com) • 423-538-5303  
Exhibiting vacuum motors, blower motors, linear actuators, and induction motors.

### Elna

[www.janome.com](http://www.janome.com) • 201-710-2119  
Exhibiting sewing machines, embroidery machines, quilting machines, parts, notions, software, and furniture.

### ESSCO

[www.essco.net](http://www.essco.net) • 800-321-2664  
Exhibiting vacuums and parts.

### F2M International

905-856-5120  
Exhibiting central vacuum hose covers and accessories.

### Flexi-Felt

[www.flexifelt.com](http://www.flexifelt.com) • 817-243-7203  
Exhibiting Flexi-Felt floor protection.

### H-P Products Central Vacuums

[www.h-pcleanfast.com](http://www.h-pcleanfast.com) • 330-875-5556  
Exhibiting central vacuum systems and accessories.

### Hibbert International Inc

[www.hibbert.ca](http://www.hibbert.ca) • 403-248-4344  
Exhibiting central vacuums, portable vacuums, and consumables.

### Hide-A-Hose Inc

[www.hideahose.com](http://www.hideahose.com) • 360-863-0775  
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### Hizero Inc

[www.hizero.com](http://www.hizero.com) • 323-271-0387  
Exhibiting the Hizero bionic mop.

### Janome

[www.janome.com](http://www.janome.com) • 201-710-2119  
Exhibiting sewing machines, embroidery machines, quilting machines, parts, notions, software, and furniture.

### Johnny Vac

[www.johnnyvac.com](http://www.johnnyvac.com) • 514-354-4933  
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### Lines Distributors Inc

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### Myraton Industries

[www.myraton.com](http://www.myraton.com) • 905-646-2513  
Exhibiting telescopic wands, metal handles, and connectors for vacuum cleaners.

### Nadair International

[www.nadair.com](http://www.nadair.com) • 800-776-7891  
Exhibiting central vacuums systems.

### Nuera-Air / Duo Vac

[www.duovac.com](http://www.duovac.com) • 450-622-9000  
Exhibiting DuoVac power units and accessories.

**Pavac Pty Ltd**

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*Exhibiting backpack vacuum cleaners.*

**Plastiflex**

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**The Grace Company Canada**

www.sewrite.ca • 403-443-2806

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**Tri-Technical Systems Inc**

www.technology4retailers.com • 563-556-3556

*Exhibiting AIMsi V11 point of sale software and inventory management software along with Active-e web-based e-commerce solutions.*

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# 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](http://www.vdta.com).

## ASSOCIATE MEMBERS

		MEMBER SINCE
APC Filtration Inc	Ancaster, ON, CAN	Aug 1997
Bernina Of America	Aurora, IL	Sept 1999
Canplas Industries Ltd	Barrie, ON, CAN	July 1987
Coats & Clark Inc	Charlotte, NC	Sept 1999
Duo Vac / Nuera-Air	Laval, QC, CAN	Aug 2015
Host / Racine Industries	Racine, WI	July 1987
Kent Investment/ Carpet Express	Ash Flat, AR	April 2009
RNK Distributing / Floriani	Knoxville, TN	Sept 2011

## INDEPENDENT DEALER MEMBERSHIPS

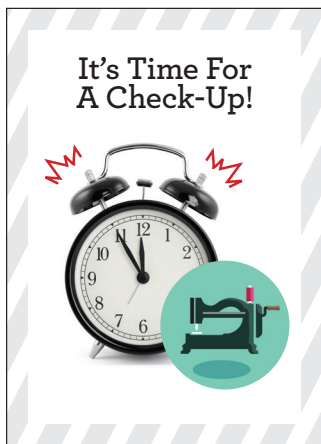
35th Ave Sew & Vac	Phoenix, AZ	Sept 1999
Ace Sewing & Vacuum Ctr	Wichita Falls, TX	Sept 1999
All Brand Cleaners & Sew Ctr LLC	Schenectady, NY	Sept 2014
All Vacuum Center Inc	Crescent Springs, KY	June 1981
Allan Dunn Appliances	Peterborough, ON, CAN	Jan 1984
Auburn Sewing Center	Auburn, MA	Sept 1999
Bay Cities Vac Sew & Carpet	Rancho Palos Verdes, CA	Nov 1985
Beam Vacuums of California	Grass Valley, CA	Sept 1993
Berger Sewing Machine & Vacuum	Manassas, VA	Sept 1999
Brockman Central Vac LLC	Appleton, WI	July 2007
Central Vacuum Systems	Springfield, MO	Sept 2015
Chippewa Sewing Mach Co	Eau Claire, WI	Sept 1999
Cj Miller Vacuum Center Inc	Harleysville, PA	Sept 1996
Classic Vacuums Inc	N Canton, OH	June 1999
Collins Quality Vacuum	El Paso, TX	Sept 2004
Craig's Vacuum Repair & Sales	Morgan, UT	Aug 2015
D & R Sew & Vac Ctr	Jacksonville, FL	Sept 1999
Electric Hospital	Coos Bay, OR	July 1983
Elkins Sewing Center	Elkins, WV	Sept 1999
Ferd Schmetz Needle Corp	Medley, FL	Sept 1999
Fran's Sewing Circle	Wilmington, NC	Sept 1999
Geo Givens & Son Sewing Machines	Mobile, AL	May 2005
Grand Central Vac Inc	West Springfield, MA	Aug 2008
Hayes Sewing Machine Co	Wilmington, DE	Sept 1999

Heavenly Stitches Quilt Shop	Kingsport, TN	Aug 2015
Hilltop Vacuums Plus	Mankato, MN	July 2015
Hinkletown Sewing	Ephrata, PA	Sept 1999
Jack's Sew and Vac Etc	Bryan, OH	Sept 1999
Jaeger Sewing Machine & Vac	Kewaskum, WI	Sept 1999
Jeff's Sewing & Vacuum Ctr	Martinez, GA	Sept 1999
Kramer's Sew & Vac	Cincinnati, OH	Sept 1999
Lakeshore Sewing	Wyoming, MI	Sept 1999
McKinney Sew and Vac Center	GREENSBORO, NC	June 2016
Northern TV & Vacuums	Madison Heights, MI	July 2007
Quality Vacuum	Grand Haven, MI	Sept 1999
Rae Bon Sew & Quilt Shop	Fargo, ND	Sept 2015
Red Barn Sewing & Yarn Ctr	Merrimac, MA	Sept 1999
Robinsons Viking White	Nampa, ID	Sept 1999
Rogers Sewing Center	Rogers, AR	Sept 1999
Sew Creative Fabrics & Crafts	Fairport, NY	Sept 1999
Sew Easy Sewing Center	Overland Park, KS	Sept 1999
Sew Vac Direct	College Station, TX	Aug 2015
Sew-A-Lot Lexington Inc	Lexington, KY	July 2007
Sewing Express	Sylvania, OH	Sept 1999
Shelby Vacuum	Shelby, NC	July 2011
Southwest Decoratives & Kokopelli Qltg	Albuquerque, NM	June 2014
St Cloud Sewing Center Inc	St. Cloud, MN	Sept 1999
The Quilters Corner of Middlebury	Middlebury, VT	Sept 2015
The Sewing & Vacuum Ctr	Meridian, MS	Sept 1999
The Sewing Center	Wichita, KS	Sept 1999
The Vacuum Doctor	North Easton, MA	Sept 2007
The Vacuum Store	Ann Arbor, MI	Sept 2016

## S.E.A. MEMBERS

S and H Presents/ Sue Hausmann	SAHUARITA, AZ	Sept 2010
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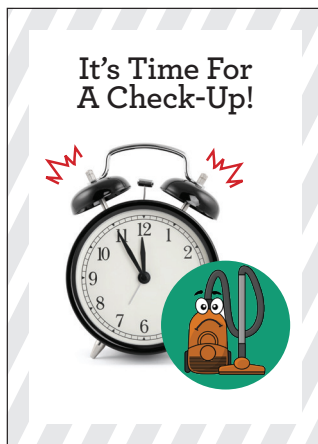
# POSTCARDS



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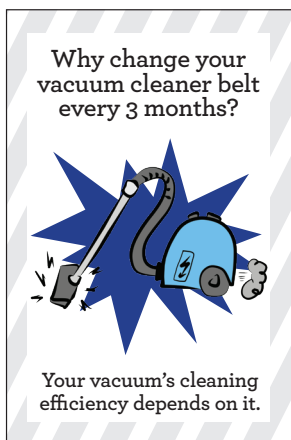


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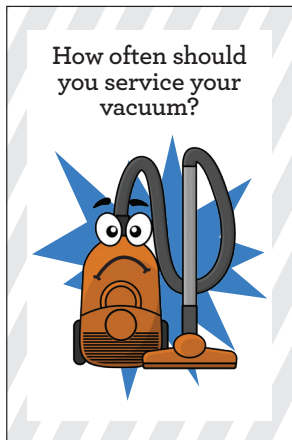


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# BROCHURES



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# REPAIR TAGS

1. Great customer: 2. Introduce yourself: 3. Ask customer to explain problem:

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# What Did Vacuum Dealers Do Wrong?

January marked the 40<sup>th</sup> anniversary of our store, and like most people in business for a number of years, we have had plenty of ups and downs. Over the years, our vacuum competition has changed.

40 years ago, our main competitors were carpet stores, hardware stores, door-to-door brands, and other vacuum stores. One by one, things changed. The hardware and carpet stores were eventually replaced by Big Box. And as women in households went to work, door-to-door brands had trouble getting into homes and all but disappeared.

Then the vacuum stores faced an era where on-board attachment machines came to market. From the get-go, on-board attachment uprights were a hit with customers who no longer wanted durability, but convenience. The original units from one manufacturer were lower quality, but the second generation by another manufacturer was really not bad.

Still, many dealers said, "I am not selling that junk." And many vacuum stores closed because they didn't change. For example, our market used to have three Kirby stores, a Filter Queen store, an Electrolux company store, and our store carrying Rainbow as well as Hoover and Eureka. Eventually, better quality on-board attachment uprights were produced by several manufacturers and are the most popular vacuum sold by dealers today.

The next wave to affect the vacuum industry was bagless vacuums. Whether independent vacuum dealers liked bagless or not, the concept went over really well with customers. Again, many independent dealers said, "I am not selling that junk." Once again, more independent dealers closed their doors.

Today in our area, many of our customers are taking carpet out of their homes and installing bare floors. This is also true in many other areas of the country.

Will the independent dealer adapt to this trend? It remains to be seen. We are selling less vacuums today than a few years ago, but the average ticket has gone up considerably. Good for the bottom line, but is it good for our business?

We need to go after those lower-end sales, promoting vacuums that clean a variety of surfaces. While our store has sold 90% uprights for years and years, we need to adapt to the new needs of our customers and start selling more canisters and stick vacs. We have also put renewed emphasis on the \$99 and \$199 upright price points, meaning we have renewed emphasis on entry level customers.

Is our store changing? You bet it is! If we want to stay in business, we all need to change and adapt. Today we are selling what some dealers refuse to sell. Our advertising continues to evolve to reflect changing consumer habits. As we have done for 40 years, we put heavy emphasis on customer service and customer satisfaction. When a customer can order almost anything they need from Amazon and have it the next day, we need to differentiate ourselves with better service than we've ever had before. We

have grown our staff to include people from ages 27 to 72. The enthusiasm and fresh ideas of youth combined with the wisdom of experience makes for a great staff combination.

Our store also sells sewing machines. While the sewing machine business is much more complicated than the vacuum business, we are more insulated. With today's high-tech sewing and embroidery machines, owner's lessons are a necessity. This makes it hard for Big Box and Amazon to compete in the sewing and embroidery machine market. Yes, Big Box and Amazon will sell over a million units this year, but those machines are mostly low-end, a commodity. No matter what the price, almost all vacuums are a commodity. After all, how many customers take advantage of "free owner's lessons" on a vacuum? They can buy it anywhere.

**"So, what's driving the sewing business? Innovation, promotion, and events are driving the sewing business. What's driving the vacuum business for independent dealers??? Do independent vacuum dealers promote innovation? Not usually."**

So what's the difference in the vacuum and sewing industry? Both industries have had lots of product innovation over the years. The difference is upper line sewing and embroidery machines are not a commodity item. Most customers sewing today don't need to sew. They want to sew. Do most people really want to vacuum?

Customers are spending lots of money on their hobbies. This fall, one of our sewing vendors will introduce a machine that retails for \$15,999. What's going to drive this machine's sales? It's sure not going to be hemming pants. It's all the creative things customers can do with the machine. The machine is also being marketed with what's currently "hot" - web and Facebook advertising. In addition, most independent dealers will introduce the machine with major consumer events designed specifically to drive business.

So, what's driving the sewing business? Innovation, promotion, and events are driving the sewing business. What's driving the vacuum business for independent dealers???

Do independent vacuum dealers promote innovation? Not usually.

So, why are most sewing dealers and sewing departments doing better than vacuum dealers/departments?

Sewing manufacturers are constantly updating their products as are many vacuum manufacturers. The difference is the dealer. If independent dealers continue to hold out and refuse to sell that "junk," many of us will be on the endangered species list. Whether we sell any quantity of it or not, we need to at least carry what customers are shopping for. This doesn't mean ordering one unit and nailing it to the floor. If you stock it, you had better be prepared to sell it.

Adapt. Promote. Take care of your customers!

**In the words of Forest Gump:**

**"That's all I got to say about that."**

E-mail your comments, ideas, and suggestions to [jimbarnhardt@msn.com](mailto:jimbarnhardt@msn.com)



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

## Looking for a forum?

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**Dealer of the Month: 9**

**VDTA/Epstein Scholarship: 27**

**VDTA Dealer Survey: 33**

**VDTA Membership: 42**



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# EMPOWERMENT...

## Your Most Valuable Tool!

*“Empower employees. After all, what’s the worst that can happen...an employee gives away too much and now you have an overly-happy customer?”*

More and more companies are waking up to the fact that giving employees more power and responsibility can bring huge benefits for both the company and its workers.

Employee empowerment may be the most underutilized tool in all of customer service. No one should have to go “higher up” for permission to help a customer. Instead, give employees the authority to take action and empower them to make decisions when necessary without a supervisor.

When in office, President Harry Truman had a sign on his desk that read “The Buck Stops Here.” Actually, that phrase should appear on every single person’s nametag or business card. Customers want responsible action handled with speed and courtesy, preferably from the first person they speak with.

You must reduce the fear your employees have toward making empowered decisions. Empowered decisions by front-line employees are much more powerful than if coming from a manager, supervisor, or the CEO. It creates more word-of-mouth advertising and more Twitter and Facebook comments. Employees who feel they have control over decisions made in the workplace tend to work harder and longer to achieve the company’s strategic goals. It allows employees to take ownership of issues and find solutions.

There are 3 reasons employees are not willing to use empowerment, regardless of how much the CEO wants them to. They are all based on **FEAR**. Employees assume:

1. They will be immediately fired if they make an empowered decision.
2. They will be forced to pay for what they give away free.
3. They will be yelled at or put down.

### EXAMPLES OF EMPOWERMENT

What do Google, Ritz Carlton, Apple, and Amazon all have in common? Yes, they’re all hugely successful companies – but it’s more about **how** they became so successful. They all go to great lengths to empower their employees.

**Google** places employees at the heart of its business strategy, and so Google’s empowering initiatives ensure that employees:

- Feel valued & know their opinions are valued.
- Have purpose in their work.
- Are made to feel that they own their jobs, and that the responsibility for performance is up to them.
- Take pride in their work, quality of products, and service to customers.



**Ritz-Carlton** famously empowers its employees to spend up to \$2,000 to make a customer happy, and you’ll likely never find a Starbucks barista who’s not empowered to give you a free drink or coupon if you have a service issue.

If you shop at an **Apple** store, you’ll probably find the staff personable and engaging. They are intensively trained on what they **CAN** do. Angela Ahrendts, Apple’s SVP of retail and online stores, believes the key to Apple’s future is not

just marvelous products, but also engaging and energizing its nearly 100,000 employees, 60% of whom now work in the \$21.5 billion retail division.

To maximize your success, take a tip from Jeff Bezos, founder and CEO of **Amazon.com**:  
“Determine what your customers need, and work backwards.” Understand what drives customer value, then figure out where empowerment can improve the quality, speed, and cost with which that value is delivered. The following are three reasons to copy Amazon:

- In 2016 sales increased 27%.
- They increased revenue a whopping \$29 billion (from \$107 billion to \$136 billion).
- Jeff Bezos increased his net worth to \$72.8 billion. He is now the 3rd wealthiest person in the world.

Empowered employees take pride and ownership in their jobs when they know they can exercise independent judgement as necessary. They are entitled to go off script, bend the rules, and do what they see fit if they believe it's the right thing for the customer. After all, what's the worst that can happen...an employee gives away too much and now you have an overly-happy customer?

With an empowered workforce, your organization can reap the same type of benefits experienced by some of the world's most successful companies.

**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.



***“My definition of empowerment is getting an employee to make a fast decision, on the spot, in favor of the customer. If the customer wins, your organization wins.”***  
***~By John Tschohl***



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# Color Psychology: The Use of Color in Store Design

By Rich Kizer &  
Georganne Bender

There is no reality in retailing today, only perception. Customers make value judgments about your store within the first ten seconds of contact – it isn't fair but we all do it. You've spent hours in stores because you felt comfortable being there. You've also walked into stores and walked back out just as quickly. Each store's décor had something to do with how long you stayed.

## Store Decor

The first thing shoppers will notice inside your store is your décor package; we say "package" because all of the elements – walls, flooring, primary and accent colors, fixturing, signing, wall striping, etc., – must work together to tell a single story.

There are two kinds of colors used in store décor: Primary Color (neutrals) and Secondary Colors (bold accent colors). The primary color should be 80 percent of your store's décor; its job is to create a relaxed atmosphere for customers to shop. Your accent color(s) take up the remaining 20 percent of your décor. You can go with a Monochromatic Color Scheme – the use of a single color in varying shades, or a Complimentary Color Scheme – creating a color contrast by selecting colors directly opposite each other on the color wheel.

Whenever we do a presentation on store design, we always ask everyone to take a look around the meeting room. Convention centers and hotels work with interior designers to choose décor colors that make sure attendees stick and

stay. We've yet to find a meeting room that doesn't follow the 80/20 décor rule. Color plays a big role in how customers perceive your store, so before you run to the paint store, you've got to understand how color will affect your customers.

## Color Psychology

Once, after a presentation on store design, a retailer sheepishly approached us and asked if we'd take a look at photos of his newly remodelled store – his newly remodelled BRIGHT RED store. Instead of a store planner, he had hired an interior designer with wild ideas. The floors were shiny red, the fixtures were red, the walls were red, the checkout counters were red – you get the picture. Red is a great accent color because it stimulates shoppers to make quick decisions, but as a primary color it's a bust. Too much red can be agitating. So we asked the retailer to place an associate at the front of his store for two weeks to clock how long customers stayed in the store. Just as we suspected, customers didn't stay any longer than they had to, if they stayed at all. To get sales back on track, the retailer had to re-do his entire store. That's the power color has on your business.

Red is the color most used in packaging because of its "LOOK AT ME!" qualities – red grabs attention. Look closely at grocery aisles and you'll notice that over 80 percent of the items have red on their labels. On the sales floor, red is most often used to announce a sale or a sharp price.

Red is an aggressive color that many people cannot tolerate in large doses. Exposure to the color red actually speeds up our metabolism. It has been proven to raise blood pressure and increase respiration rates. Too much red can make people anxious, even angry. And like our retailer friend found out, too much red can drive customers away.

Pink is a happy, romantic, light-hearted color. There's a reason Pepto-Bismol is pink; like the product itself, it's soothing. Sports teams have been known to paint guest locker rooms pink to drain the opposing team's energy. But you have to be careful with pink: it's a two-faced color. The best illustration of this is a study conducted on dangerous prisoners. When the prisoners were locked in a cell with pink walls, the color calmed them – for about 20 minutes. After that, the color made the prisoners more violent than before they entered that pretty pink cell. Immediately after reading this study, Georganne painted over the pink walls in her then tween daughter's bedroom. It's green now; you'll find out why in a minute.

Orange just makes people happy. It's the color of energy and enthusiasm, and it has a positive effect on people. Orange is a motivating attention-getter that just makes you feel good.

Yellow is an optimistic color. It's warm and cheery – the color of the sun. Have you ever wondered why legal pads are yellow? The color is supposed to help with concentration. We see yellow before we see any other

colors. It's especially effective when used with black, that's why "Caution" and other important signs use this color combination. But too much yellow can be hard on the eyes, causing fatigue or agitation – not good for quilters. And there are plenty of studies that show babies cry more in yellow rooms.

Green is calming and refreshing, the color of nature. A popular color in home décor, studies have shown that green is relaxing and the easiest color on the eye. That being said, be careful of using too much dark green in your store décor; it's too easily equated with money. You want customers to shop in peace, not be concerned with the money they are about to spend.

Brown signifies warmth and security. It's a stable, dependable, down-to-earth color. Lately, brown has moved uptown, becoming all the rage in home décor and fashion – we're seeing a lot of products in combinations of brown and pink, and brown and teal. Various shades of brown in leather and wood have always been popular choices for store fixturing.

Blue is the poster child color of interview attire because it represents trust and loyalty and confidence. The 80/20 rule works with clothing, too: turn on the TV and you'll see politicians and anchormen wearing dark blue suits with bright ties. Blue is used in office settings because studies show people are more productive when surrounded by it. It's also said to lower your pulse rate. Blue is commonly used in airplane décor because of its calming qualities. And hospitals rely on light blue to help with healing and to invoke feelings of tranquillity.

Purple is a rare color that doesn't happen too often in nature. Perhaps that's why it's widely considered the color of royalty.

Purple is typically used to symbolize luxury, wealth and sophistication.

White is clean and bright. It's used to portray light and purity. White has been referred to as the absence of color and also the color of perfection. While it's a good primary color, it's hard to take when used all by itself.

There used to be a designer shoe store in Las Vegas that was done entirely in white. From the outside the store glowed, and the merchandise really stood out. Inside, the décor was too stark and too bright. It took a few moments for your eyes to adjust, not exactly a good thing when the goal is to make customers spend quality time in the store.

Black is at the other end of the spectrum. It's been described as the presence of all color and it's an attention grabber. Black really makes merchandise pop; that's why it's a favorite décor choice in electronics stores. It can make a space seem smaller, the same way a black suit can make you look slimmer. Black is a good color to paint a high ceiling. By making the ceiling almost disappear, the space becomes more intimate.

### What to do next

Decisions, decisions! You can get started by spending an hour

or two at the library looking through interior design books and magazines. You can peruse the upscale shops in town to get a feel for how store decor works. Rest assured, they have paid someone big bucks to choose their colors. Model homes and five star hotels are a good bet as well.

You can hire a store planner or an interior decorator. Or you can just do it yourself. What's the worse thing that can happen? You paint the wall another color. Sure that takes time, but not a whole lot of money. Paint and hardware stores offer free design help and free color charts. And if you aren't into commitment, many paint companies sell tiny sample jars so you can test drive the color first. Another great resource is the Colourlovers.com Color + Design Community. Colourlovers offers real-life examples of current color combinations used by others.

At the end of the day, your store décor must do two things: make shoppers feel comfortable in the store, and most importantly, let the merchandise shine. You'll want to choose a color scheme that suits your merchandise, your space, and your brand identity. And as always, if you're not sure what to do first, give us a call or drop us an e-mail. We're always good for an idea or two!



Rich Kizer & Georganne Bender are professional speakers, retail strategists, authors and consultants whose companies internationally depend upon them for timely advice on consumers and the changing retail market place. Rich and Georganne are experts

on generational diversity, consumer trends, marketing and promotion, and everything retail. They are widely referred to as retail anthropologists because they stalk and study that most elusive of mammals: today's consumer. Visit them online at [www.KizerandBender.com](http://www.KizerandBender.com).

# Hayden Central Vacuum Systems Brand Now Part of the Trovac Family

**T**rovac Industries, the manufacturer of Cyclo Vac central vacuums based in Blainville, Quebec, is proud to announce that it has made the acquisition of the Hayden brand and assets related specifically to central vacuum power units. The brand was previously held by Canplas Industries Ltd, one of Trovac's long-time business partners.

Hayden is a leading central vacuum system company renowned in the industry. Through its rich history, it has built a strong reputation by focusing on continuous quality improvements and a commitment to innovation. Founded in 1972, Hayden became a leader by developing a product line that has been groundbreaking, with items such as the SuperVac power units and a full line of fittings, including the exclusive dual voltage SuperValve.

Now part of the growing Trovac family, the Hayden brand will remain a vital component on the market. Trovac Industries' know-how and expertise as a leading manufacturer of central vacuum power units in North America will give to Hayden a well-deserved surge of vitality that will appeal to dealers.

Don't be surprised to notice a line of brand new and redesigned vacuum units before long.

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**TO SEE MORE OF**  
**OUR BRANDS!**



# Mature Builder Market, Retail Focus Propel Oregon Dealer

Troy Evans is a firm believer that the retail customer is the key to growing the central vacuum market, and he has seven years of experience to prove it.

Evans took over as Chief Operating Officer of Stark's Vacuums in 2011 and decided it was time for the chain of nine vacuum sales and repair shops to add central vacuum systems to the mix. It was

a gutsy decision. The Portland, Oregon market already had established central vacuum dealers, including a former business partner. However, the market also offered considerable potential.

"It's a very well-developed market where the builder had been the focus over the years, getting pipe in the walls," Evans noted.

The fact that most homes were pre-piped and consumer awareness was high suggested that a broad spectrum of price points would encourage homeowners to complete their systems, unlike other dealers who market high-end systems.

"We're seeing some mixed messages out there - that it's really just a high-end product and it's not very affordable," Evans said.

Stark's BEAM product line offered Evans a perfect fit, with a large portfolio of power units and cleaning sets that allow homeowners to select products ideally suited for their homes and their budgets.

"The BEAM Serenity line has been very solid for us," Evans said. "We have a full line of products and good interaction with the manufacturer."

The 85-year-old business with stores stretched from Vancouver, Wash. through the Portland metropolitan area to Bend in southern Oregon also advertises heavily on the radio and online.

Evans said he used to advertise on television but soon realized that when commercials came on the air, viewers would log onto Facebook or another social platform. Stark's also runs a search-marketing campaign that focuses on service rather than product promotion because, thanks to Amazon, "everything is on sale somewhere."

**"Customers need options. They need to know that if they want a \$1,000 central vacuum, they can have one,"**

Evans estimates that in the seven years since Stark's started offering BEAM systems, his market share has gained 30 to 35% and his sales year-to-date are up 30% over 2016.



# Key Resin Company Joins The Euclid Group

The Euclid Group has announced that the Ohio-based resin flooring manufacturer Key Resin Company will become the latest member of its global construction chemicals business.

The acquisition, which was finalized on Thursday, July 20, 2017, will see Key Resin Company become a central part of The Euclid Group's resin flooring arm in North America. This move will enable The Euclid Group and Key Resin Company to facilitate mutual growth by leveraging complementary product ranges, market presence, and infrastructure in both North America and across international markets.

The Euclid Group consists of multiple construction chemical brands of subsidiaries of RPM International Inc., including Euclid Chemical, Eucomex, Toxement, Cave, Viapol, Flowcrete, RPM Belgium and Vandex. Formed in 2016, The Euclid Group united several of the world's construction chemicals leaders to create an advanced manufacturer of high quality building solutions with strategically located infrastructure and offices around the world.

The Euclid Group's President, Mark Greaves, said: "Our announcement today marks an exciting development in the resin flooring industry, as bringing on board Key Resin Company means that The Euclid Group is better placed than ever before to provide the construction market with the best technology, the best expertise and the best support.

"This development will allow The Euclid Group to take advantage of the interconnected technologies, geographies, and specialties that exist between its businesses. Doing this means that clients will benefit from ever easier access to a wider range of products as well as taking advantage of a streamlined specification process and the combined knowledge of multiple leading construction chemical brands."

Jeff Cain, the President of Key Resin Company, agrees: "These are exciting times for Key Resin. The inclusion of Key Resin into The Euclid Group adds resources to Key Resin that will allow us to remain an industry leader in the Americas while expanding our product manufacturing and

sales influence internationally. Most significantly, Key Resin will maintain their management and employee structure ensuring continuity to the customers and the entire Key Resin family."

Key Resin Company was founded in 1993 and has become a leading producer of high performance resin flooring solutions for commercial, institutional and industrial markets. The company currently employs approximately 50 members of staff and consists of two manufacturing sites in Cincinnati, Ohio and Phoenix, Arizona as well as a sales office in Shanghai.

Key Resin Company's product offering includes epoxy terrazzo, decorative, and industrial resinous flooring and coatings as well as moisture mitigation systems, fast curing methyl methacrylate floors, and also specialty coatings that deliver benefits such as electrostatic control properties, chemical resistance, and thermal shock resistance.

The high quality of Key Resin Company's products means that it has built up a long list of high profile clients, including Canon, GE Aircraft Engines, General Motors, Procter & Gamble, Eli Lilly, West Point Academy, and Pfizer.

**About the Company:** The Euclid Group is a world leading manufacturer of specialty chemical products for the global construction and engineering market. The predominant operating companies within The Euclid Group are Euclid Chemical, Eucomex, Toxement, Cave, Viapol, Flowcrete, RPM Belgium and Vandex. The Euclid Group consists of 34 manufacturing facilities in 14 countries, has a sales presence in 55 countries and employs over 2,100 members of staff. The Euclid Group will operate as part of the RPM Performance Coatings Group, a subsidiary of RPM International Inc.



## The Euclid Group

# Collecting Dust

The Vacuum Cleaner Museum was lucky enough to receive a very unusual version of a Tri-Star vacuum cleaner recently.

It's a model EX-30, a model that doesn't appear in any parts supply books, technical diagrams, or even on the Tri-Star timeline of models. We can only surmise, after much investigation, that this is a prototype. Prototypes do indeed end up in the hands of the public, whether for pre-launch testing or for feedback to the R & D department.

Since the beginning, when the Tri-Star was called "Compact," Interstate Engineering has manufactured a superior cleaning system. First designed to clean Howard Hughes's aircrafts right after World War II, the sleek and powerful unit 'caught on' and soon (by late 1947) a sales organization was formed to sell the Compact machine by door-to-door methods.

By 1950, a redesigned Compact model (C-2) was launched to so much success, Interstate made a very odd move. They painted the model C-2 in a beautiful shade of blue and sold them through vacuum cleaner sales/repair shops. At the same time, door-to-door sales organizations had the model C-2 in 'stratosphere grey': same cleaner - same price.

By 1982, Interstate Engineering again made a very bold move - businesswise - by offering the Compact-branded machines to vacuum shops, while bringing out the Tri-Star for door-to-door. The first Tri-Star was red, had a polished aluminum lid, handle, and switch kick plus a two speed motor. This made the Tri-Star more 'loaded' with features than the retail-sold Compact. The dual sales lasted just two years, then the retail model named Compact was forever retired and only the direct-sold Tri-Star was manufactured.

In 1993, a Prototype Tri-Star was manufactured. It had a brand new body style, was heavier by over 3 pounds than the standard Tri-Star, featured a unique cord holder (allowing the cord to be wound without removing the hose), and boasted a futuristic chrome-plated exhaust grill. Odd too, it featured the 50th anniversary model decal on the side, but the 50th anniversary for Interstate Engineering was in 1987, six years *before* the Prototype EX-30 model was built.

This machine came to us from a consumer in West Virginia. It was found in an estate, so anyone who would have known of the original purchase has passed away. The manufacturing date was surmised from the motor's date of manufacture as well as a date stamp on the bottom of the machine. Interestingly enough, the TurboBrush power nozzle

supplied with the Prototype was built in the late 1990's. Again, a mystery inside an enigma.

This Tri-Star has a place of honor in the Vacuum Museum display, and we are very proud to feature it. Anyone wishing to visit the Vacuum Museum can check out the Tri-Star prototype as well as over 400 other vintage cleaners, many of which are extremely rare. Located in St. James, Missouri, the museum is open 9 AM - 5 PM Monday through Saturday and offers free tours to the public.



**Tom Gasko**  
Tacony Vacuum Museum Curator



# 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), their employees, & employee dependents.** The dealer member must be current and in good standing with their VDTA•SDTA membership in order for the student to apply for, receive, and continue receiving scholarship payments.

## CRITERIA:

Basic criteria for a scholarship recipient are:

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

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

## 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.

## APPLICATION PROCESS:

Students first apply by completing the VDTA/Epstein Scholarship Application found online at [VDTA.com](http://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.

## THIRD-PARTY JUDGING:

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

## CONTRIBUTIONS & DONATIONS:

Scholarship donations, including individual money donations, are accepted year-round and at VDTA special events. In 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), their 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**

# Improved CanSweep Inlet Valve



THERMOPLASTIC CENTRAL VACUUM PRODUCTS

When it comes to choosing a sweep inlet valve for central vacuum systems, installers and homeowners have a variety of choices available to them, but the aim is always the same. Everyone wants an inlet that is easy to install and use, looks great, and most importantly, works well. The Vaculine CanSweep sweep inlet certainly meets all of those criteria.

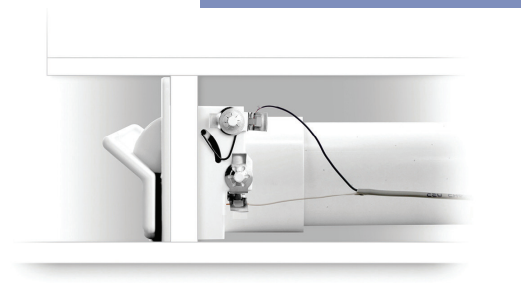
The improved CanSweep sweep inlet valve is the ultimate in convenience, value and design. "We received a couple of samples, and I gave them to my crew to test. They came back raving about the ease of installation," states Troy Evans, COO of Stark's Vacuums of Portland, Oregon.

With the innovative horizontal rear outlet design, installing the CanSweep is simple and quick. William LaMonica Sr, Owner of Enhancement Systems Central Vacuum in New Jersey stated, "When the CanSweep first came out, we were very impressed by its ease of installation for our installers and how easy it is for our customers to use. When we saw the test video, it outperformed all the others. It has a bigger opening for larger debris and reaches out from the unit to suck up more dirt. We highly recommend the CanSweep and use it all the time."

Along with easy installation, the CanSweep offers excellent suction power. "The new CanSweep is a big improvement over the old one. My customers are liking them. It is much quieter than the competitors, the fit and finish is nice, the installation is simple, and the video is really awesome, putting the competitor to shame," praises Roland Fillion, President of Vacuum Depot of Winnipeg, Manitoba. "I've had no negatives on it. It's new and improved, it closes and seals, picks up almost everything, easy to turn on and off with the foot, and comes in a variety of colours."

Keep an eye out for the Show Special at September's VDTA Trade Show in Niagara Falls, ON, where Vaculine will be presenting the CanSweep along with other innovative central vacuum products.

See Vaculine in booth # 5!

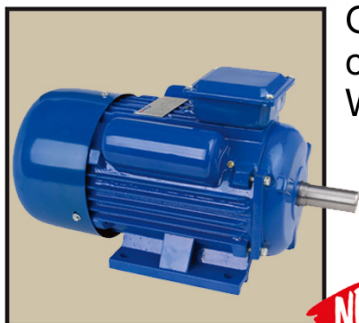
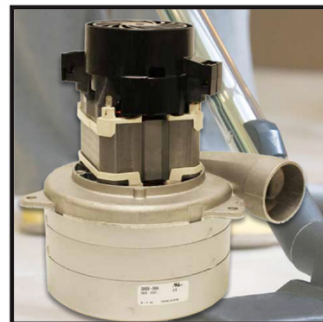


**CanSweep**  
SWEEP INLET VALVE

# SAME TRUSTED PRODUCTS... BOLD NEW LOOK.



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](http://www.ElectroMtr.com)



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**Gear Motors**  
**Linear Actuators**

**NEW** High efficiency compact 1 stage vac motors

Both companies proudly provide World Class technical support including:  
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**ELECTRO MOTOR INC. / OPTI MOTOR LLC**  
**Piney Flats, TN Office 423-538-5303 [www.ElectroMtr.com](http://www.ElectroMtr.com)**

# How to Get Your Weekends Back

**“The mental mileage starts to add up and you move closer to burnout. Let’s avoid that destination.”**

If you want to get your weekends back, then you need to change the way you think about productivity. Time off during the weekend is usually the first casualty of a packed and over-ambitious schedule.

Before long, Saturday and Sunday become more about checking email, catching up on work, and preparing for Monday instead of relaxing and recharging.

The mental mileage starts to add up and you move closer to burnout. Let’s avoid that destination. Consider these tips to help you get your weekends back:

## **Define What Represents Urgent Email**

It’s easy to think of every email being a critical part of your life. Instead, most do not rise to that level of importance and do not require an immediate response. Just because we can send email anywhere and anytime does not mean the message is urgent.

To solve this problem, you need to talk to the members of your team and the rest of your organization about setting expectations. Can people lay off the send button during off-hours or is there a way to identify the after-hours messages that are urgent?

Come up with a policy that can be communicated to employees. All parties need to buy into it, because if one group goes rogue and sends out lots of weekend messages, then that will soon become the norm for everyone.

## **Determine Priorities**

You have a limited amount of time in your day. Are you filling it with your most important work? Or have little, unimportant tasks started to claim precious minutes?

Identify your top five priorities at work and spend a few days tracking how much time you’re spending on them. Often, your work on these items bleeds into your time away from the office.

Analyze the less important items. Consider:

- Whether you still need to perform them. (even if they are fun)
- Whether they add value to the organization.
- If there are ways to streamline the process of performing them.

It’s very likely you’ll discover more time to put toward your major work priorities.

## **Control Distractions**

A lot of leaders know what they need to do but are constantly interrupted by questions. As a result, the leader never has a chance to focus on his or her big picture goals.

As a leader, you need to be accessible, but can you ask the members of your team to save up some of their non-essential questions and deliver them in batches? This technique has you control the flow of questions much like how a dam controls a river.

Also, can you close your door and turn off your phone and email for a few minutes? Most people are accepting of a “Do Not Disturb” message if they know you’re performing important work.

## **Schedule Catch-Up Time**

It would be unrealistic to think little problems and distractions won’t pop up during your day. Why not prepare for these unexpected tasks by making sure your schedule is not already full? Give yourself some time every day that is blocked out and designated for catch-up work. Remember, your goal is to get the work done and not be the busiest person in the office. Some use Friday afternoon as time to catch up, as most outside business starts to cycle down then.

If you want to get your weekends back, consider these steps and find a mix that works for you. You know that doing nothing will lead to a predictable outcome.

**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](http://www.KenOkel.com).



# Your TOP 5 Tasks at Work:

**AKA the TOP 5 things you spend time doing every day.**

Cut out, make copies, & share with employees to take full advantage of Ken's tips on productivity.



**TASK #1:** \_\_\_\_\_

Do I still need to perform this? ☐ Yes ☐ No

*If no, who can I delegate this to?* \_\_\_\_\_

Does this add a measurable value to the organization? ☐ Yes ☐ No

*If yes, how?* \_\_\_\_\_

Can this task be done more efficiently? ☐ Yes ☐ No

*If yes, how?* \_\_\_\_\_



**TASK #2:** \_\_\_\_\_

Do I still need to perform this? ☐ Yes ☐ No

*If no, who can I delegate this to?* \_\_\_\_\_

Does this add a measurable value to the organization? ☐ Yes ☐ No

*If yes, how?* \_\_\_\_\_

Can this task be done more efficiently? ☐ Yes ☐ No

*If yes, how?* \_\_\_\_\_



**TASK #3:** \_\_\_\_\_

Do I still need to perform this? ☐ Yes ☐ No

*If no, who can I delegate this to?* \_\_\_\_\_

Does this add a measurable value to the organization? ☐ Yes ☐ No

*If yes, how?* \_\_\_\_\_

Can this task be done more efficiently? ☐ Yes ☐ No

*If yes, how?* \_\_\_\_\_



**TASK #4:** \_\_\_\_\_

Do I still need to perform this? ☐ Yes ☐ No

*If no, who can I delegate this to?* \_\_\_\_\_

Does this add a measurable value to the organization? ☐ Yes ☐ No

*If yes, how?* \_\_\_\_\_

Can this task be done more efficiently? ☐ Yes ☐ No

*If yes, how?* \_\_\_\_\_

**TASK #5:** \_\_\_\_\_

Do I still need to perform this? ☐ Yes ☐ No

*If no, who can I delegate this to?* \_\_\_\_\_

Does this add a measurable value to the organization? ☐ Yes ☐ No

*If yes, how?* \_\_\_\_\_

Can this task be done more efficiently? ☐ Yes ☐ No

*If yes, how?* \_\_\_\_\_

# DRIVE YOUR SALES TO CHARLOTTE!

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

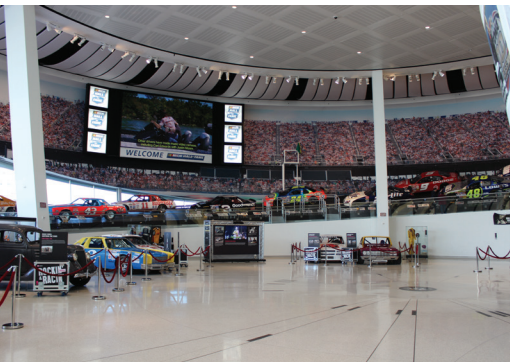
March 24-26, 2018  
Charlotte, NC

*New Venue, New Business!*

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



# DEALERS, Do You Want Data about the Industry?

## VDTA DEALER SURVEY

### TEAR OUT & MAIL TO:

2724 2nd Ave, Des Moines, IA 50313  
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 offices by **September 15**. 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?<br>_____<br>_____  | 10. Benefits offered to employees (full-time)<br>_____<br>_____  |
| 5. Do you have extended hours during holidays?<br>YES / NO   | 11. What is your age? _____  |
| 6. Mode of business, select <b>ALL</b> that apply:<br>a) store front                      c) mail order<br>b) online (I sell products on my website) | 12. What is your succession plan for your business?<br>a) Pass down to family                      d) Other<br>b) Sell to inside party (staff)                      e) I do not have a succession plan<br>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](http://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?

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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*  
*For info, call 800-367-5651*      YES / NO / NEED INFO

49. Do you participate in Int'l Spring Cleaning Month, a promotion organized by VDTA free for Members?

*This is a Members-only benefit*  
*For info, call 800-367-5651*      YES / NO / NEED INFO

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?

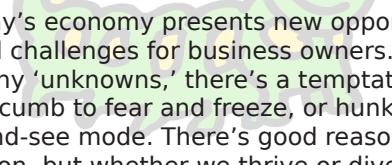
- ☐ Multiple times a week      ☐ A few times a week  
☐ A few times a month      ☐ Only for Trade Show information  
☐ No

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

# Key Qualities for Changing Times

By Victoria Munro

Small Business Articles from Make-it-Fly®



**T**oday's economy presents new opportunities and challenges for business owners. With so many 'unknowns,' there's a temptation to succumb to fear and freeze, or hunker down in a wait-and-see mode. There's good reason for this apprehension, but whether we thrive or dive in the months and years ahead will depend to a large extent on the attitudes we choose to adopt. Below are six key qualities you'll need to not only keep your balance, but to succeed and soar in the future.

**1. Flexibility** - It's defined as a ready capability to adapt to new, different or changing requirements. Many of us are in business for ourselves because we value flexibility and enjoy what it affords us. But as the world around us continues to change with increasing speed, we need to constantly adapt. We must learn new skills, test different ways of doing business, broaden our horizons and perhaps try things we've never done before.

**2. Creativity** - Innovative thinking and resourcefulness have always been priceless assets, but they're vital for today's entrepreneur. In his book, *How Successful People Think*, John C. Maxwell writes, "Creativity is pure gold, no matter what you do for a living. Creativity is all about having ideas - lots of them. You will only have ideas if you value them." We'll gain a lot by taking time out alone to think. Albert Einstein is reputed to have spent many hours in his 'thinking chair.' He's famous for saying, "Imagination is more important than knowledge." And the more we know, the more creative we can be. To gain new and creative ideas, we need knowledge and we need think time.

**3. Resilience** - According to the Merriam-Webster dictionary, resilience is an ability to recover from or adjust easily to misfortune or change. It's being able to bounce back when we meet unexpected troubles and to respond well to change. In his thought-provoking bestseller, *The Age of the Unthinkable*, author Joshua Cooper Ramo cites resilience as the number-one quality we'll all need in the future. Entrepreneurs have always had to be resilient. In his book, *How the Mighty Fall: And Why Some Companies Never Give In*, Jim Collins asserts that "Success is falling down and getting up one more time without end."

**4. Humor** - Lighten up and laugh! The physiological benefits of laughter are well documented. In my own experience, maintaining a healthy sense of humor has often brought joy and fresh perspectives to challenging and stressful circumstances.

In their book, *Your Seventh Sense, How to Think Like A Comedian*, authors Karyn Ruth White and Jay Arthur address the seeming paradox of humor in tough situations. "People have trouble conceptualizing the idea that tragedy and comedy are inextricably bound together. We are brought up in an either/or society. We tend to be linear. But life isn't linear, it's circular and convoluted. Life refuses to be pigeonholed. Have you ever been in the middle of a situation that was very serious and, in the middle of it, you found something hilarious to laugh about? Laughing is one of the greatest human release valves for pent up stress, anxiety and fear."

**5. Integrity** - That quality of being undivided, holding fast to certain values, a commitment to uncompromising honesty, and sincerity will be key. In our changing, shifting society, we must remain true to ourselves. We need to know what our core values are: those non-negotiables important to us. These act as our North Star, keeping us on course, even through stormy seas. They provide a baseline and guide for decision-making and problem solving as we move ahead in life and grow our businesses.

**6. Interdependence** - Today more than ever, we need to be part of a collaborative community where we can give and receive. We'll thrive on the energizing encouragement, solid support, creative ideas and practical help from others. We need one another - as Ken Blanchard says, "None of us is as smart as all of us." We don't have to do this alone. Align yourself with a group of like-minded business owners, form a mastermind group, or join a Make-it-Fly Advisory Board.

© 2005-2008 Victoria Munro.

**About the Author:** Victoria Munro is co-founder (along with husband Dave Block) of Make-it-Fly® LLC, a company dedicated to creating success for small-business owners through creatively designed programs and tools. Victoria has started and run nine different businesses. To receive FREE business success articles with tips to help you with your business, sign up for their award-winning ezine, "In-Flight Refueling," at: [www.Make-it-Fly.com](http://www.Make-it-Fly.com), and receive a free copy of the eBook, *Get More Done in Less Time: 101 Quick and Easy Time Tactics & Tips*.



# Clean Like a Pro, Part 2:

## How to Conquer Bad Odors Permanently

By Dale Silbaugh



When it comes to pet odors, there's one that has an especially stinky reputation: **urine**. When a dog or cat urinates, **enzymes** in the urine start their decomposing activity and therefore also start the process of creating odors.

### ENZYMES

One of the most common solutions suggested to remedy the problem of pet odors are **bacterial enzyme deodorizers**. In fact, Kleenco does manufacture several formulations containing these amazing molecules. They are ideal for removing stains from a wide variety of floor coverings, upholstery, and clothing. In addition, they can clear drain lines and improve septic systems. **However, Kleenco does not recommend them for removing odors emanating from urine.** To find out why, let's learn how enzymes work:

Enzymes are proteins produced by living organisms. They are found everywhere in nature. Enzymes themselves are not actually alive. They are *specialized* chemical tools, designed to either break apart molecules or put them back together. They are so specialized that only when the right enzyme finds the right material can it go to work. In this sense enzymes are like keys, only fitting into particular locks.

Enzyme reactions also require water. That is why the labels on most enzymatic deodorizers will say to use a generous amount or keep wet for up to 24 hours. While the enzyme is working, moisture must always be present.

However, when the water evaporates, the enzyme and the bacteria producing it become dormant and stop working. No water, no work. This means that the potential for the odor to be reactivated remains. Many people are surprised when they've successfully used an enzyme only to have the odor later return due to humidity or from extraction and shampooing operations. Once water is reintroduced, the enzymes wake up and once again start to decompose the organic matter. The result: the smell returns.

Enzymes, once opened, also have a limited shelf life. Go to the supply closet and grab that bottle of enzyme you used two years ago and you'll likely be **disappointed** with the result.

So, although enzymes can be used to great effect on carpet stains, they *do* have properties that create problems when used to deodorize.

- They don't work immediately.
- They require moisture to work.
- If they dry out they stop working.
- Odors may reappear days or months later.
- They are substrate specific. One type of enzyme will not remove all organic material.
- They work only in a narrow temperature and pH range and can be deactivated when incompatible cleaning solutions or cleaning methods are used.

Given these complications, it's obvious that using an enzyme solution to break down the chemical substances present in urine, such as those in cat urine, is not the best way to deodorize.

### MALODOR COUNTERACTANTS

The better way to eliminate pet malodors (from cats, dogs, gerbils, mice and all other odors) is through a comprehensive approach.

Malodor counteractants both **chemically transform malodors**, so that they cannot bind to their corresponding olfactory receptors, and also **eliminate the decomposition processes** that result in the production of cat ketone and MMB.

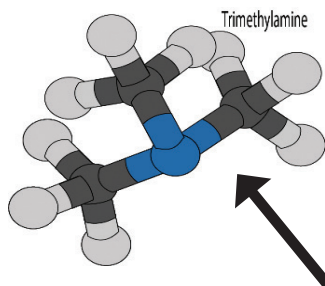
How is this accomplished?

To find out, first we must distinguish between two types of malodors. The first are "**active malodors.**" These are in a volatile or vapor phase, and detectable by olfaction. There are also "**potential malodors.**" These must be dealt with using other methods.

#### For active malodors:

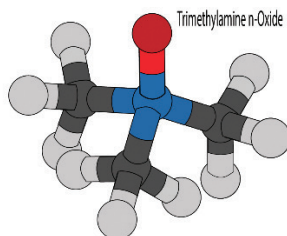
An enzyme, which works by decomposing urine, can do nothing to an active malodor. The only solution that will immediately eliminate an active odor is a malodor counteractant. It can do this in one of two ways: through **altering the molecular structure** of the malodor (transforming it into another chemical with no malodor properties) or through the use of **chemical sieves**.

With altering the molecular structure of a malodor, it can be remarkably easy to turn a malodor with a high nasal impact factor into another chemical with no nasal impact factor at all. For this, we'll look at trimethylamine.

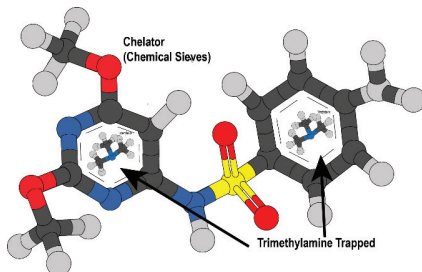


Trimethylamine is the chemical we mentioned in last month's article that's responsible for the smell of decaying fish and that's also present in urine. But trimethylamine has a cousin called trimethylamine n-oxide. Importantly, trimethylamine n-oxide has *no odor*. The molecular difference may be miniscule, but the difference for the human nose is astronomical.

Transformations (taking an odorous molecule and turning it into a different molecule with no odor) like this are accomplished with *Lewis Acid Base Reactions*, which a malodor counteractant like Kitty-Scram uses to *instantly* neutralize a wide variety of smelly molecules.

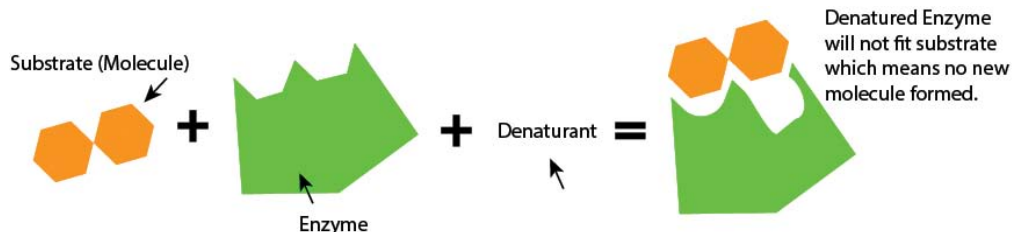


But that's not all Kitty-Scram can do. That's right, we're talking about chemical sieves - or molecular odor traps. These special molecules physically entrap and surround malodorous molecules, preventing them from binding to their corresponding olfactory receptors and thus preventing the activation of those neurons which create the unpleasant sensation of bad odors.



So the malodorous molecules have been neutralized... but since there are still enzymes present in the urine, "potential malodors" may be turned into "active malodors" in the future. What to do?

A malodor counteractant also **neutralizes potential malodors** by denaturing the enzymes responsible for the transformation of benign potential odors into active malodors. In short, the chemical bonds in the enzyme of the malodor are broken in such a way that it cannot become active once again.



## KITTY-SCRAM

Perfect for Pet Owners for Immediate, Permanent Odor Elimination.

Kitty-Scram is a proven odor eliminator with a three-pronged approach to rid you from both "active malodors" and potential malodors. Through 1) chemical transformation: turning a bad odor molecule into a molecule with no odor, 2) chemical sieves: molecular odor traps, and 3) denaturing: stopping enzymes from creating bad odors - your customer gets **immediate relief** from odors and the assurance that the odor will not return at a later, inconvenient date.



This three pronged, synergistic approach is unique to Kitty-Scram. It is what makes it superior to enzymes but also to other malodor counteractants.

Kitty-Scram is formulated as a concentrate. It can be diluted. It can be used in carpet extractors or shampoo machines. And when needed, it can be used at full strength.

**How to Use:** Simply spray on the source of the odor! That's all!

But sometimes sources are hard to find. In that case, a few methods are available.

The first is a thorough carpet cleaning with Kitty-Scram added. Or Kitty-Scram, diluted or full-strength, can be applied to a wide area.

When dealing with old deposits, first identify the location of the odor using a black light. Once identified, topically spray the area with a concentrated solution using a trigger sprayer. If the urine spot is near a wall, pull the carpet away from the tack strip and treat the carpet backing as well as the pad, tack strip and subfloor. If not located near a wall, a large hypodermic needle can be used to inject Kitty-Scram into the carpet backing, pad and subfloor.

When kept in a tightly sealed bottle, Kitty-Scram has an indefinite shelf life. You can rest assured that when that odor emergency happens you will be ready to fully and permanently eliminate it.

**Tell your customers about Kitty-Scram, and their pet-urine odors along with their other malodorous issues will be solved!**  
**Call 1-800-447-2708 or visit [www.kleenco.com](http://www.kleenco.com)**

# MetroVac Motivates its Employees by Putting Quality of Life First

*Manufacturer takes a fresh approach to productivity*

In a day and age when many companies have their employees working major holidays, Metropolitan Vacuum Cleaner Company, Inc (MetroVac) is taking a very different approach to productivity. The New Jersey-based, family-owned and operated business thinks offering time to unwind leads to higher workplace morale, job satisfaction, employee retention, and ultimately, productivity.

In fact, this summer, MetroVac shut down its entire factory and offices for a day for a staff outing. More than 70 employees were treated to a paid day off so they could take in a minor league baseball game. The team-building day included a private suite at the Rockland Boulders game as well as a catered lunch.

"Here at MetroVac, we encourage our hardworking employees to take time off to recharge. The company outing to the Rockland Boulders game provided a great opportunity for our employees to socialize outside of work," said David Stern, MetroVac's Vice President of Marketing. "It was a fun day, and bonding outside work will make them an even stronger team when they return to the workplace."

"The game was a lot of fun and everyone had a great time. It was nice for all of us to get together for an event like this. I mean, we take in a baseball game, are treated to lunch and get paid for the day, how cool is that?" added Rodney Ambroise, MetroVac's Fabrication Foreman.

MetroVac has many long-time employees including a machine operator who has 53 years on the job and a shipping supervisor who's been with the company for 49 years. In business since 1939, the company offers competitive salaries, benefits, and paid time off.

**For more information about MetroVac's line of vacuums and dryers, visit [www.metrovac.com](http://www.metrovac.com) or call 1-800-822-1602.**



**MetroVac employees enjoy a day at the ballpark taking in a Rockland Boulders game.**

**About the Company:** MetroVac is an American, family-owned and operated business established in 1939 in a small Bronx, NY storefront. From those humble beginnings, the company has evolved and grown into a multidivisional American manufacturing icon. MetroVac has pioneered many industry firsts and today manufactures and markets such well-known brands as the Metropolitan Professionals® automotive and floorcare vacuum cleaning systems; DataVac® computer maintenance systems; Vac-N-Blo® automotive detailing systems; Air Force® motorcycle, car, and pet dryers; Magic Air® inflation systems; Hit Zone® air-suspension batting tees; and more. For more information, visit [www.metrovac.com](http://www.metrovac.com) or call 1-800-822-1602.



# We Want to Write About You!



## 2017 Dealers of the Month

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by sharing your best practices, advice,  
and what makes you successful.

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**Fill out the form TODAY, see page 9 or [www.vdta.com](http://www.vdta.com)**

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feature: VIDEO**

Perfect for demonstrations!  
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Call 800-367-5651 for more information.

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vacuum bags and filters.*

**VDTA•SDTA, 2724 2nd Ave. Des Moines, IA 50313**  
**Call 800-367-5651 or fax 515-282-4483 • apply online at [www.vdta.com](http://www.vdta.com)**

### Company Information

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
 Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Number of stores? \_\_\_\_\_ Years in business: \_\_\_\_\_ Submit Copies of Business and Tax Certificate

### Membership Category

☐ **Independent dealer 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?

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

### Payment Information

All payments must be made in U.S. funds

☐ Check ☐ MasterCard ☐ Visa Amount: \$ \_\_\_\_\_

Cardholder Name (Print): \_\_\_\_\_

Card #: \_\_\_\_\_ (CCV# \_\_\_\_\_) Exp Date: \_\_\_\_\_

Card Registered Address (If different than above): \_\_\_\_\_

Signature: \_\_\_\_\_

- Is this a one time membership payment? ☐ Autopay (next membership payment due in 12 months)  
☐ This a one time payment, thank you.

# Join VDTA • SDTA Today



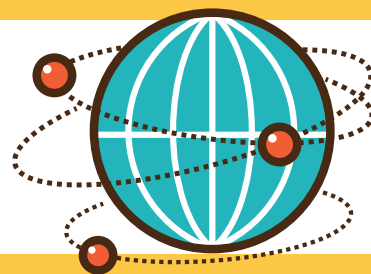
## As a new member you'll receive:

- 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 opportunity  
Two annual recipients; up to \$10,000 each
- Chance to become *Dealer of the Year*
- Dealer locator on VDTA.com – make it easy for customers to find your store
- Tutorials from VDTA staff on social media and communication technology
- Unity – you are stronger together as an industry
- **NEW** — Check out the new **Association insurance plans** through  
**AHP — Association Health Programs.**

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

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

***With your success comes our success!***



# What would YOU like to LEARN?

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

What **topics** are most relevant?

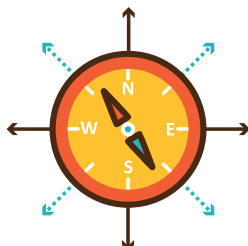
What **format** – panel, roundtable, seminar – is most effective?

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](mailto:mail@vdt.com) •  
2724 2nd Ave.; Des Moines, IA 50313**





## Take control of your payment remittance processes

**Bolletta MerchantView**...an online solution that provides up-to-date transaction reports as well as payment void and refund functionality in a completely secure environment.

Bolletta MerchantView gives your employees access to all of Heartland Billing Solutions' transaction reports, including Pay by Date, Pay by Channel, Pay by Method and many more.

With multiple configuration options, as well as report export functionality and the ability to schedule reports to be sent via email or secure FTP, your employees can access the exact data they need—exactly when they need it. Payments can be voided the same day or refunded to the consumer if the payment has already settled to your bank account.

For added convenience, your employees can process payments directly through MerchantView using Bolletta Virtual Terminal. You can provide specific employees with the ability to process payments, without any hardware or software installation, to help with line overflow, system backup or if you simply prefer to avoid any installation.

### Features and Benefits

- Secure online access to transaction reports
- Payment void/refund capability
- 24/7/365 access to transaction data
- Schedule reports to be automatically sent via email or secure FTP
- Highly configurable report options
- All channels and payment types reported
- View reports for one or more merchants based on login credentials
- Role-based access controlled by each merchant

The Bolletta Product Suite is completely integrated—providing you with systems that work together seamlessly for the ultimate user experience. In addition, our U.S.- based customer service team is extremely responsive, with an average live-person call answer time of less than six seconds.

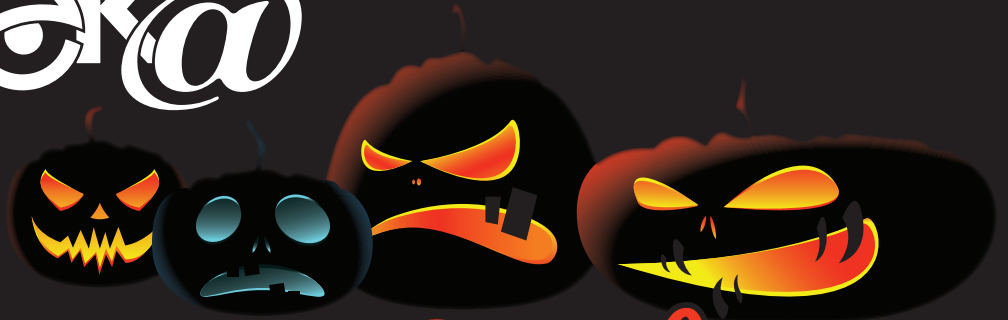
As one of the largest payment processors in the U.S., Heartland provides you with system security and reliability that is second to none. In 2012, our Level 1 PCI certified payments platform processed more than 3 billion transactions and \$120 billion in volume.\*

*\* The Nilson Report, March 2013*

For more information, contact your representative today,  
or email [Joshua.codr@e-hps.com](mailto:Joshua.codr@e-hps.com)

# Heartland

# A peek@



## October

# ***National Pumpkin Day***

October is a month filled with scarecrows, candy corn, and... pumpkins! As we read in our “Flashback Feature” about Color Psychology, orange is the color of energy and enthusiasm; it captures your attention like the color red but without the same level of alarm. Since autumn and Halloween décor are primarily orange, use the seasonal themes to your advantage!

Lately I’ve been thinking about my favorite childhood memories, and going to my hometown pumpkin patch makes the list. Why? Picking out a pumpkin is like looking for buried treasure. No matter if you’re 8 years old or 38, it’s thrilling to weave through the patch, picking up pumpkins and deciding if this one is too tall or fat or crooked or exactly perfect. And when you find that perfect pumpkin, you grab it tight and hug it all the way to the checkout.

This is a great buying experience that deserves repeating, so consider how you can make your store like a pumpkin patch. How can you incite customers to browse with that same type of curiosity and buy with that same type of pride?

One idea is to fill your store with pumpkins! Real or plastic, get customers thinking

about their fun, pumpkin-picking memories! Then, with your top quality floorcare products and friendly technicians and staff, they’ll begin to associate those pumpkin patch memories with your store too!

Here is a poster the VDTA has created to celebrate National Pumpkin Day on October 26. If you’re a VDTA member and would like to use this poster in your store, email VDTA Editor Tonya Tienter at [tonya@vdta.com](mailto:tonya@vdta.com), subject line PUMPKIN DAY. You’ll receive a FREE copy of the digital file to print at your own costs.



***Members-only benefit: Send an email to [tonya@vdta.com](mailto:tonya@vdta.com) to receive this digital poster file FREE!***

# Remember When...



*13 Years Ago...*



*20 Years Ago...*





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