

VDTA NEWS

VACUUM DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer

September 2018 | ISSUE 444 www.vdta.com

FLOORCARE
CENTRAL VAC
Professional™

Raking in Sales

The Holiday Season Approaches!

VDTA/Epstein Scholarship, p13

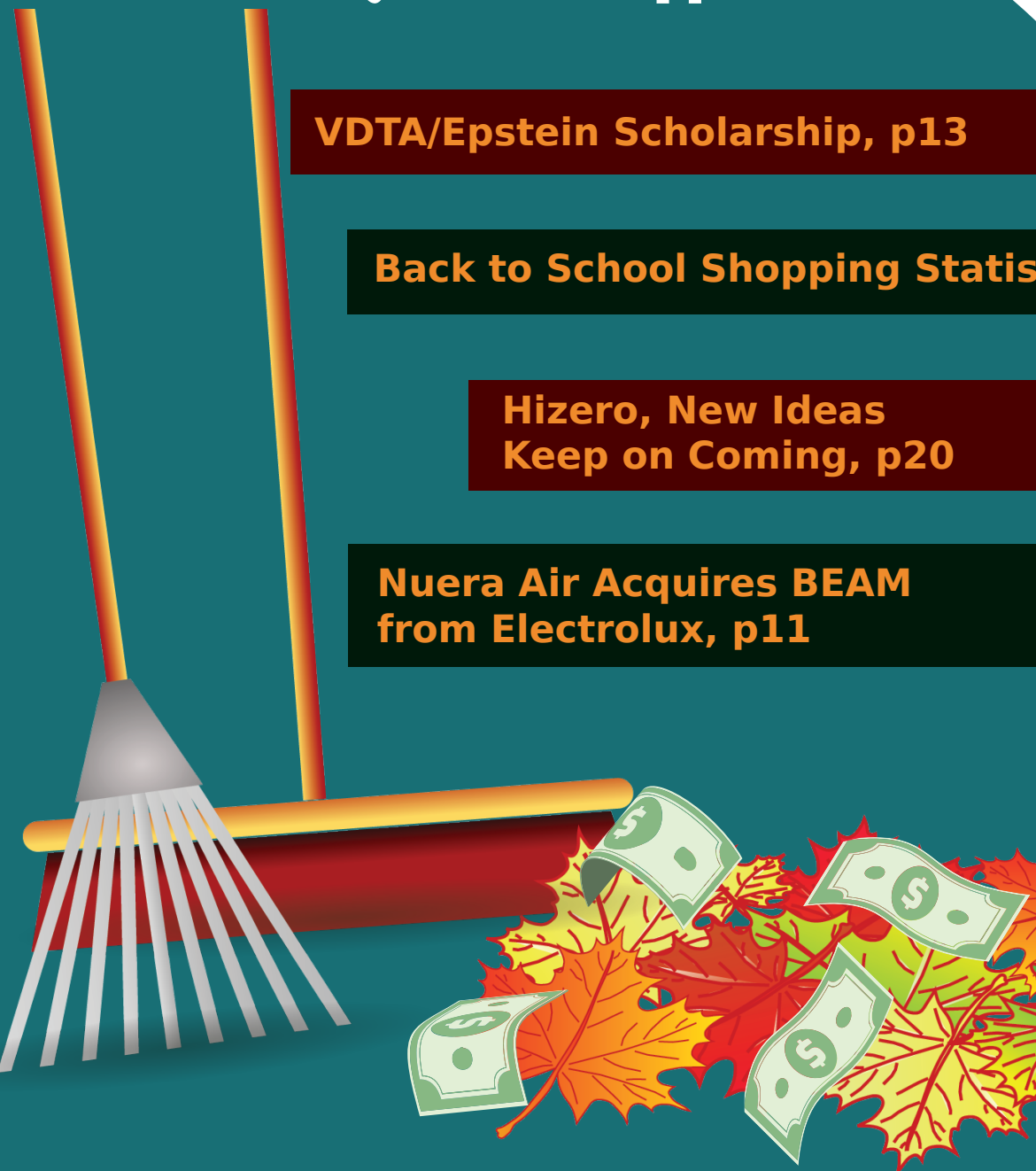
Back to School Shopping Statistics, p24

**Hizero, New Ideas
Keep on Coming, p20**

**Nuera Air Acquires BEAM
from Electrolux, p11**

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FLOORCARE CENTRALVAC Professional™

FloorCare Professional™ / Central Vac Professional™ is published monthly by Vacuum and Sewing Dealers Trade Association (VDTA•SDTA) and is designed exclusively for the floor care industry and all related products. FloorCare Professional™ / Central Vac Professional™ is distributed to floor care dealers, manufacturers, distributors and suppliers located in the U.S.A. as well as around the world. The entire contents copyright 2018 by CD Management. Printed in the U.S.A. All rights reserved. Permission must be obtained in writing to reuse contents in any form prior to reuse.

ASSOCIATION STAFF

CHAIRMAN: Charles Dunham

PRESIDENT: Judy Patterson

MANAGING EDITOR: Tonya Tienter

MEMBERSHIP DIRECTOR: Joe Burklund

GRAPHIC ARTIST: Miranda Snell

ACCOUNT MANAGER &

CONTRIBUTING WRITER: Craig Dorman

ACCOUNTS RECEIVABLE: Sherry Graham

SENIOR PRESS OPERATIONS: Terry Jackman

PRE-PRESS: Doug Millang

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

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

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

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

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

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VDTA•SDTA E-newsletters?

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

Letter from the President

As I write this, leaves are falling from the trees. Not too many yet, but fall is coming. Fall is NOT my time of year; as you've probably heard me say before, I LOVE the summer heat. Here in Iowa, the snow and ice will be here before we know it.

This is the time of year when you, our members, are getting ready for fall sales and getting ready for the holiday season. In Des Moines, I've already seen Christmas stuff on the shelves. Are you ready? Your shoppers are coming and according to the experts, holiday shopping should be great in 2018. Is your website updated with all the great values you offer? Do you have counter items that can easily go into the stockings? (You can find that kind of stuff at the VDTA•SDTA Trade Show each year).

Do you have plans for store decorating or know what you're going to do? Are your advertisements and newsletters giving the shoppers some ideas on holiday purchases? If not, you better get busy.

On another note, the VDTA•SDTA Trade Show and Convention will be back in Las Vegas, February 12 - 14 at the Las Vegas Convention Center, and we are looking for your ideas for classes at the convention. Please send them to us as soon as possible. Also, if you know of young dealers aged 40 and under who you think would be able to be on a panel, send us their information. We want their perspective on business and we want them to share it with others.

As a special experience in Las Vegas, our Industry Cocktail Reception will be held in the Elvis Suite at the Westgate Resorts. This 30th floor Penthouse is over 15,000 square feet and has its own pool. You will each have special access for the evening of February 11 immediately following our Awards presentations and be able to see a most spectacular view of the city. It will be an experience you won't soon forget.

Also, the Westgate has \$75 room rates plus discounted resort fees for our group. Stay where other dealers stay and have some cocktails with your friends and make new ones.

Be sure to tell your fellow dealers that this is the year to attend. See you in Las Vegas.

Judy

EXPERIENCE THE 2019 VDTA • SDTA INDUSTRY COCKTAIL RECEPTION FEBRUARY 11, 7:30PM

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



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

**Are you ready for some football?! Clean up
those spills/stains from the game's party with...**

The Spotty



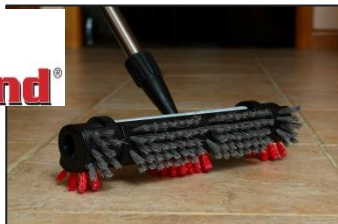
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The Quest for Success starts with VDTA!



EXPERIENCE VDTA-SDTA Las Vegas

The 2019 VDTA • SDTA Trade Show & Convention

February 12-14 with speciality classes beginning Feb. 10

Location: Las Vegas Convention Center, 3150 Paradise Rd

Show Hours:

Tuesday, 11 AM - 5 PM

Wednesday, 11 AM - 5 PM

Thursday, 9 AM - NOON

Accommodations:

Westgate Resort & Casino

Phone: 1-800-635-7711

Group Code: SVDT9R

Transportation

Advantage Car Rental

Discount for VDTA Members

Web: www.advantage.com

Phone: 800-777-5500

What else can you *experience* at the 2019 VDTA • SDTA Show?

- ♠ Awards Presentation followed by Industry Reception, evening of Feb. 11
- ♣ Keynote Address, morning of Feb. 12
- ♥ VDTA/Epstein Charity Night, evening of Feb. 13
- ♦ The SWEEP is Back! Buying specials ONLY at the show, offered Feb. 13 from 3 PM-5 PM and Feb 14 from 10 AM-NOON

*And more NEW
and EXCITING
Programs!*

THANK YOU MEMBERS

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

ASSOCIATE MEMBERS

		MEMBER SINCE
American & Efid Gütermann Consumer Division	Mount Holly, NC	Sept 1999
APC Filtration Inc	Brantford, ON, Canada	Aug 1997
Coats & Clark Inc	Charlotte, NC	Sept 1999
Duo Vac / Nuera-Air	Laval, QC, Canada	Aug 2015
Ferd Schmetz Needle Corp	Medley, FL	Sept 1999
Transnational	Rosemont, IL	Aug 2016

DEALER MEMBERS

A-1 Vacuum Center Inc	Green Bay, WI	Sept 2007
Ace Sewing & Vacuum Ctr	Wichita Falls, TX	Sept 1999
All Brand Cleaners & Sew Ctr LLC	Schenectady, NY	Sept 1989
American Sewing Mach Co	St Charles, MO	July 2015
Amy Baughman Sew and Quilt	Rochester, PA	Sept 1999
Auburn Sewing Center	Auburn, MA	Sept 1999
Banks Vacuum Superstores	Livonia, MI	Nov 2001
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
Busted Needle LLC	Amery, WI	July 2016
Caribbean Distributing	Miami, FL	Aug 2012
Central Vacuum Systems	Springfield, MO	Sept 2015
C J Miller Vacuum Center Inc	Harleysville, PA	Sept 1996
Collins Quality Vacuum	El Paso, TX	Sept 2004
Covac Vacuum	Glen Cove, NY	Aug 2004
D & R Sew & Vac Center	Jacksonville, FL	Sept 1999
East Hampton Vacuum Etc Inc	East Hampton, NY	Sept 2005
Ekker Vac & Sew	Middletown, NY	July 2018
Ekker Vac & Sew	La Crosse, WI	Feb 1986
Elkins Sewing Center	Elkins, WV	Sept 1999
English's Sew & Vac	Paducah, KY	Feb 2018
Great Lakes Vacuum	Perrysburg, OH	July 2018
Heart To Heart Fabrics & More LLC	Winter Haven, FL	Aug 2014
Heavenly Stitches Quilt Shop	Kingsport, TN	Aug 2015
Jack's Sew and Vac Etc	Bryan, OH	Sept 1999

Jeff's Sewing & Vacuum Ctr	Martinez, GA	Sept 1999
John's Sewing Center	Eau Claire, WI	Sept 1999
Johnston's Home Center	Benton, AR	Aug 2006
Kramer's Sew & Vac	Cincinnati, OH	Sept 1999
KTR Sewing Centre	Winnipeg, MB, Canada	Aug 2017
Lakeshore Sewing	Wyoming, MI	Sept 1999
Maumee Sweeper Center	Maumee, OH	July 2018
North Shore Vac	Lynn, MA	Jan 1991
Pals / Luchesi Enterprises Inc	Costa Mesa, CA	July 2018
Quality Vacuum	Grand Haven, MI	Sept 1999
Quintessential Quilts	Reedsburg, WI	July 2018
R B Fabrics Ltd	Chatham, ON	Sept 2015
Rae Bon Sew & Quilt Shop	Fargo, ND	Sept 2015
Richland Sewing Center	Hurst, TX	Sept 1999
River Valley Vacuums	Russellville, AR	March 2011
Rogers Sewing Center	Rogers, AR	Sept 1999
Sew & Vac Plus	Eureka, CA	July 1981
Sew Vac Direct	Bryan, TX	Aug 2015
Sewing Center of Santa Fe	Santa Fe, NM	Sept 2001
Sewing Machine Service Co Inc	Renton, WA	Sept 1999
Sewing World of Grapevine Inc	Grapevine, TX	Aug 1997
Steve's Sew & Vac Inc	Wilmington, DE	Aug 2017
Suddenly Sewing	Fort Worth, TX	July 2018
Sweet Time Quilting LLC	Melbourne, FL	Sept 2012
The Downtown Sewing Machine Co	Henderson, NV	Aug 2016
The Sewing & Vacuum Ctr	Meridian, MS	Sept 1999
The Sewing Center	Wichita, KS	Sept 1999
The Vacuum Store	Ann Arbor, MI	Sept 2016
Vacuum Cleaner Ctr & Sewing Room	St Cloud, MN	Sept 1999
Vacuum Mart	Danbury, CT	Aug 2015
Viking Sewing Center	San Jose, CA	Sept 1999
Waddington Sewing Center	Lisbon, NY	Aug 2017

SEA MEMBERS

Sew With Colleen/Colleen Wright	Maple Ridge, B C, Canada	Aug 2013
S And H Presents/Sue Hausmann	Sahuarita, AZ	Sept 2004

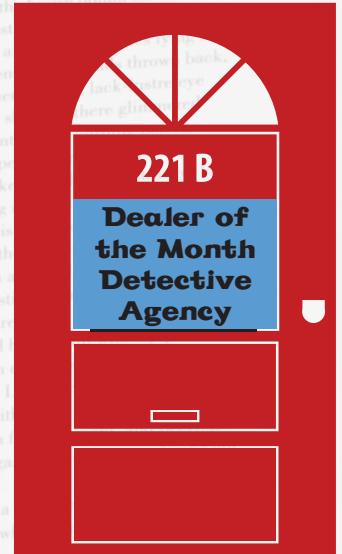
Apply to be a VDTA Dealer of the Month!

The search is afoot for dealers like you -
yes, YOU - who want to share their experience
and help the industry grow!

You'll receive an article in the magazine and
online, publicity on social media, a plaque at
the 2019 VDTA Trade Show and Convention,
and chance to be Dealer of the Year!

We suspect you'll want to know more! Form on page 9.

Solve our mystery!
Be the next Dealer of the Month!



You asked and we listened...

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2018 VDTA•SDTA Independent Dealer of the Month

Above and Beyond Creative Sewing Inc Nanuet, NY

VDTA•SDTA is pleased to honor Above and Beyond Creative Sewing Inc as the September Dealer of the Month. Above and Beyond Sewing is owned by Ron and Diane Linhart, and located in Nanuet, New York. The store operates with 8 employees specializing in machine sales, service and instruction.

The Above and Beyond Sewing store was established in 1993, though the family has a long history in the sewing industry. Back in the 1940s, family member Alphonse Linhart apprenticed as a machine attachment maker in the garment district of New York City. His son Ron expanded into commercial sewing machine repairs and moved the company, Linhart Sewing Attachments, to Baldwin. His oldest son – also Ron – learned basic machine repairs while working for his father, Ron Sr., in high school.

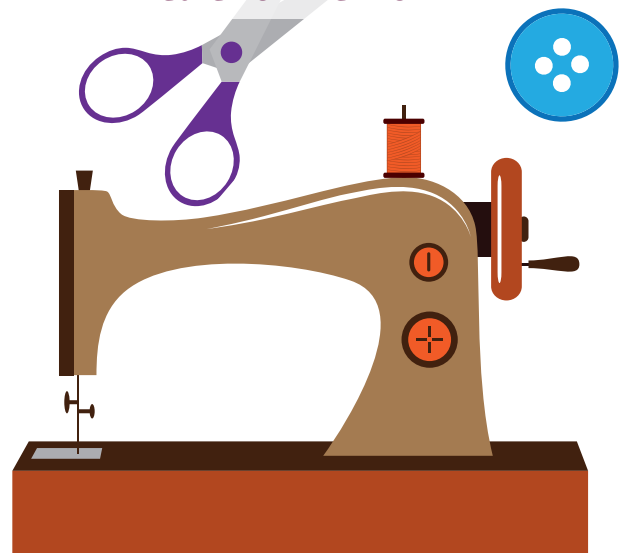
In 1993, the younger Ron found himself out of work and placed a local newspaper ad to repair sewing machines as a way to make ends meet. Slowly a business was built by Ron and his wife, Diane, with the help of many great employees and friends. After 13 years their business, known as Above and Beyond Sewing Machines, moved into Nanuet. Recently in 2017, the Linharts purchased a small mall of their own and now fill 3600 square feet of retail space and another 1500 of office and warehouse space. Work is shared between 4 sales staff, 3 teachers, and 2 technicians who are cross-trained and make a great team.

Above and Beyond Creative Sewing sells Baby Lock, BERNINA, PFAFF, and Tin Lizzie machines as well as cabinets by Koala and Horn of America. Specializing in threads, embroidery, and computer software has set them apart from other fabric shops in the area. Classes are offered daily including “Embroidering with Diane,” “Ron and Diane’s Help Desk,” “Block of the Month,” “Paper Piecing” and more. With a service-oriented approach to marketing, Ron and Diane feel that getting customers to maintain their machines is the first step in establishing ongoing customer relations. By doing so, they are able to offer excellent trade-ins and show them the benefits of the newest technologies.

Another special part of their business model is commitment to the community. Above and Beyond Creative Sewing supports all the local guilds and sewing clubs with newsletter ads and donations. They provide teachers for Girl Scout Troop Badge projects, and in 2016 founded the *Creative Sewing Textile Arts Scholarship*. The scholarship is a 501(c)3 charity that provides a \$1000 scholarship and a new sewing machine to a college junior or senior who will pursue a career in a sewing-related field. Baby Lock generously donated the machines and most vendors, including BERNINA, have also made donations of products to raffle as fundraising. The scholarship’s board of directors is drawn from the store’s customer base, and many customers also contribute and attend the annual award luncheon.

When asked what advice they would give to other independent retailers in the industry, Ron and Diane say, “Each day you must grow your business; you cannot stay the same each year. If you are not growing, you are shrinking. That in mind, it is not accomplished alone. Build a team and you can earn success with a happy home balance too. It may not happen right away, but teamwork works.”

***Congratulations to Ron
and Diane and the staff at
Above and Beyond Creative
Sewing on being named
Dealer of the Month!***



VDTA•SDTA Dealer of The Month

Company Name _____ Phone _____

Owner's Name _____ Web site _____

Address _____ E-mail address _____

City, State, Zip _____ Local Newspaper _____

1. What year was your store established? _____

2. How many stores do you operate? _____

3. How many employees do you have? _____

4. What product lines do you carry? _____

5. What services do you provide? _____

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

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

8. Check all equipment that your business carries:

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

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

☐ Quilt Shop without Sewing Machines ☐ Other _____

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

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

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

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

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

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

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

15. Community projects you participate in or support.

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

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

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

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

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

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

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

24. What year did you join? _____

Fax to: 515-282-4483

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

E-mail to: mail@vdt.com.

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

Judge & Executioner OR Servant. Which One Are You?

The clean-cut young man wandered in while we were organizing volunteers to serve the evening meal. It was a Tuesday night and he came to the church, with which The Banquet meal program shares space. He was looking for someone to talk to, and when he didn't find anyone in church, he wandered to our area unaware of what it was. In talking with him, I discovered he was feeling confused and desperate.

When Karen, one of our regular prayer team volunteers, arrived, I introduced the young man and the conversation moved to the next level. Since that evening, I have thought a lot, wondering "What if someone wouldn't have been there to talk with him?" As distraught as he was, would he have harmed himself or someone else?

Someone to talk to was what he needed. Karen did just that as she prayed and spoke with him. He wasn't under the influence of drugs or alcohol. He seemed quite normal. He was just hurting, hurting very badly. In a world that can be way too busy, he accidentally wandered into a place where people would listen to his concerns.

Suicidal, homeless, depressed, lonely, or addicted to drugs and alcohol - It's easier for us not to care about those problems if they aren't our own. It's easy to say, "What difference does it make if we have one less homeless person, drug addict, or alcoholic?" But what if that someone is a family member or friend? **Could** we changing our thinking? **Would** we? At the very least, I hope we would not belittle them or be critical when they do seek help. I hope we would do this for **everyone** we meet struggling with burdens of hurt.

Over the last couple of years, I have spent a lot of time working with groups to help the marginalized people of our community. Some argue that these people do not need help, that they might be taking advantage of the system. But are we prepared to judge them? Is that our place?

Like everyone else, I am someone who has ridden and continues to ride the roller coaster of life. I experience the ups and downs, knowing when I am down I will be going back up again. But not everyone's roller coaster ride is the same and the "downs" mean turning to drugs and alcohol, burning already-strained relationships, and sometimes just hurting.

In the case of the young man at The Banquet, we could have been judge and executioner, cutting him down with our looks and saying, "He's someone else's problem." Instead, Karen in particular was a servant to the young man.

It kind of reminds me of our business. We could judge the customer. Does he/she have the money to buy? Can they afford it? They dress like they don't have \$50 to their name. Thoughts like this are "judge & executioner" thoughts. They will kill your sale.



Whether it's at The Banquet meal ministry or in our store, if we judge people we are setting ourselves up for failure. Rather we should all be encouraging and lifting people up. It's impossible to help everyone financially, but smiles, a listening ear, and a kind word are free.

I would like to thank my friend Mark for helping at the Community Carnival and allowing me to use the photo in this publication. Together with other community groups, we hosted a free carnival in a low-income neighborhood. The event featured games, prizes, dunk tanks, bounce houses, music and links to resources to help those in need. The police and fire departments were on hand with demonstrations to keep the kids entertained and to build rapport. In spite of a cool, rainy day, our group served 1,200 meals.

Whether it's serving the marginalized in our community or serving customers, we should all be here to serve others. That's our mission. If you ever get discouraged in serving, remember, rewards come to those who serve. Go out there and serve someone today!

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

E-mail:
jimbarnhardt@msn.com

~Jim



JIM BARNHARDT

J & R Vacuum and Sewing
VDTA • SDTA Board Member

Nuera Air acquires BEAM from Electrolux

NUera

air



Nuera Air, a division of Nuera Inc., is pleased to announce the acquisition of the central vacuum systems BEAM brand from Electrolux.

Nuera Air is the manufacturer of Duovac and Husky central vacuum systems, two brands recognized worldwide for its quality of manufacturing, performance and durability for more than 50 years. Nuera Air manufactures its products in its Laval (Canada) facility and distributes them all over the world.

BEAM has been recognized as a #1 brand worldwide for more than 60 years. BEAM's strong distribution network, brand notoriety and dedicated employees make the acquisition a great asset in completing Nuera Air's market coverage and products portfolio.

"The acquisition of BEAM is a stepping stone in Nuera Air's development, and this is a strategic initiative to become a worldwide leader in central vacuum systems. Combined with BEAM, Nuera Air will be able to generate category leading innovations from our combined brand portfolio. Nuera Air and BEAM organizations will be focused on bringing new products to the marketplace which will better meet the consumer needs and lead to increasing household penetration of Central Vacuum worldwide," mentioned Frederick Paquette, President of Nuera Air. "We are extremely proud to welcome the dedicated and key employees from the BEAM Team into the Nuera Air family. This new organization will have a category leading knowledge and passion about Central Vacuums, and allow us to focus our efforts on increasing the product awareness with the consumer, as well as promoting the benefits of having a central vacuum system in a home" added Frederick Paquette.


"A Goal should scare you a little and excite you a lot"
~Joe Vitale

Do you have news to share about your business?

Just hire someone?

An employee retired?

**We want to know!
Send your news
to mail@vdta.com**



VDTA/BERNIE EPSTEIN SCHOLARSHIP

PROVIDED BY VDTA • SDTA ★ ★ ★

FOR MEMBERS ONLY

Is your student planning to pursue a bachelor's degree? Let your **VDTA • SDTA membership** financially assist with a chance of a lifetime.

Apply for the VDTA/Bernie Epstein Scholarship!

Submitting an application is easy:

- ✓ Complete the scholarship application online at www.vdta.com/BESFapplication.pdf
- ✓ Obtain a dealer reference letter.
- ✓ Get a certified copy of your school transcript
- ✓ Write an essay about career objectives.
- ✓ Write an essay about extra-curriculars.
- ✓ Gather 3 letters of reference

**Encourage your employees to have
their student apply!**

Deadline October 1, 2018

**For information call 800-367-5651 or go to
www.vdta.com/besf.html**



2019 VDTA/Epstein Scholarship Application: **Deadline: October 1, 2018**

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

All info must be complete and 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

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. 2019 ☐ 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 of 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 in which you have been involved 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 2019/2020. 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 & required documents postmarked by October 1, 2018
to: VDTA/Epstein Scholarship, 2724 2nd Ave., Des Moines, IA 50313 • Phone: 800-367-5651

Vacuum Dealer a Finalist for Shine Awards for Small Business

Reliable Vacuum Store named one of 3 national finalists for the Shine Awards for Small Business in the Click-and-Mortar Category

John McTighe, owner of Reliable Vacuum Store in West Fargo, North Dakota, was selected as a finalist for the Click-and-Mortar category for eBay's Shine Awards for Small Business.

Reliable Vacuum Store is located inside the West Fargo Family Fare Supermarket and sells vacuums, provides vacuum repair service, and recycles and repurposes vacuum parts. The store also sells select products online with eBay. As McTighe explains why he sells on eBay, "We have saved many vacuums from landfill. A vacuum takes up 2 sq. ft. of space and will never decompose. eBay has also helped us generate the needed cashflow to move slower items and in turn, allow us to grow locally." John also says he's using this opportunity to promote small businesses in the vacuum industry and how they are integral parts of their communities.

eBay's Shine Awards for Small Business program, sponsored by Intuit, is a seller recognition program that celebrates the contributions of small businesses on eBay to the economy and recognizes entrepreneurs who have used eBay to help build successful businesses. The finalists were selected from more than 1,300 submissions that came in from across the U.S.

The general public voted for their favorite seller in each category through mid-July, and though Reliable Vacuum did not win, they earned their spot as a finalist. Descriptions of the categories are listed below.

- **Global Business:** A small business who sells a portion of their inventory on eBay internationally.
- **Click-and-Mortar Business Owner:** A small business owner who that sells both on eBay and from a physical retail location.
- **Young Entrepreneur:** A person between the ages of 18-35 who owns or has a major role in the business operations of a small business selling on eBay.
- **Woman or Minority-Owned:** A female small business owner or small business owner of a racial or ethnic minority group.
- **Everyday Hero:** A small business or organization that drives a positive impact in their community or leverages the eBay for Charity program.

After the initial round of voting, the Grand Prize Winner was selected by a panel of expert judges including Bob Kupbens, VP of B2C Seller Experience at eBay, Guy Longworth, Global CMO& SVP for the Small Business & Self-Employed Group, Intuit, Rieva Lesonsky, CEO, President and Founder of GrowBiz Media, and Angie Cardona-Nelson, 2017 Shine Awards Grand Prize Winner. John M. Stack of ACityDiscount was selected as the Click-and-Mortar category winner.

How to Stick to Your Work Routine

If you want to stick to your work routine, then you need to be prepared to make some adjustments. Little changes can make it hard to follow your routine, lowering your productivity and increasing frustration. But you can do things to get back on track.

I recently received a reminder of how a change can disrupt your routine. It came in the form of back pain.

As someone who talks to audiences for 60 – 90 minutes, I know the job comes with physical demands. It's a performance that features a lot of movement, and I do a certain amount of daily exercise. I have a routine that works, but what happened when life threw some unexpected curveballs at me?

- An allergy attack limited my exercise for a few days;
- While at events, I spent more time than usual sitting in uncomfortable chairs;
- At home, I took on an unplanned yard work project;
- And during busy days, I either didn't stretch much or not at all.

As a result, my back muscles tightened and suddenly I'm moving around like an old man. I'm lucky that I understand this problem and know how to fix it. The sad thing is, I know how to prevent it but let little things distract me from my positive routine.

In your world, are your routines vulnerable to the unexpected? Something suddenly requires your time and makes you unable to perform a task as you normally would.

In my case, I know I can create exercise and stretching reminders, set alarms to make sure I'm executing my plan, and be more mindful of negative situations like staying sedentary too long. Your game plan to stick to your work routine could include these tips:

Define the Routine

Think about the tasks you do, which are the most important, and which can wait until another time. This can help you rearrange your day when suddenly 30% of your time is needed on something unexpected.

Get Creative with Solutions

If you know something is important to do, find a way to sneak it back into your day. I know a manager who likes to walk during his lunch hour as a way to reenergize his mind. Sometimes, lunch meetings remove the ability to take that walk. In these cases, he'll walk later but review phone and email messages during that time. Normally, he'd just be sitting at a desk while doing these things. His routine is honored but in a different way.

Have a Reset Plan

There will be times when it's impossible to follow your routine. The danger is not going back to it when things calm down.

There will be days when my exercise and stretching routines won't fit into my schedule. I often take too long after those busy times before I return to these positive activities.

Make sure you stay committed to the positive habits that make you successful. Stick to your work routine!

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





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Collecting Dust: “A New Dawn” Revisited



TOM GASKO

Tacony Vacuum Museum Curator

In 1920, the heart of the bagless vacuum cleaner was invented. It was a mechanical separator to be used in industry. John Newcomb filed his patent in 1920, receiving it in 1922. Interestingly, his patent drawings included the separator's use in what today we would call a “stick vac” or “electric broom,” amongst other uses.

In the stick vac's form, dirt and air enter at the bottom. The rotating separator is at the top with the suction motor after the separator. The separator flings the dirt out of the air stream and back into the container where it can easily be emptied. The processed air escapes at the top of the machine.

16 years later, Rexair launched the “Series A” vacuum cleaner, the first commercially successful use of the Newcomb Separator in a vacuum. Water was added to the Rexair soon after, adding to the filtration ability.

Over the years, many other manufacturers would use the separator in a vacuum cleaner. The design changed over the years, as generations of engineers had time to experiment. Some separators are cone shaped (such as used in Sirena), some are multi-level (such as used in Vivenso/Pro Aqua). The separator as used in the Rexair/Rainbow machine has changed shape and design multiple times. The goal? Make it easier to clean and keep dirt that built up on the inside from making the machine explode in use.

Today, the greatest use of the separator has arrived. The Hyla EST is the brand new model with the brushless motor and the self-cleaning separator. Gone are the days of cleaning the separator after each use. Gone are the days of separator slots exploding outwards in use. Hello – to a new dawn.

Made of multiple layers, the Hyla EST separator is extraordinary. Dirt doesn't build up on the inside and the consumer never has to clean it. Above this wonderful new separator is the motor of the future. Quiet and reliable, the new Hyla EST motor will run forever. One reason is: there are no carbon brushes to cause wear to the motor, no carbon brushes to wear down and fail. The new 2 speed Hyla EST motor can be run like a ceiling fan – virtually constantly. And, no carbon dust emissions.

On Lo-speed, the Hyla EST will quietly wash the air of dirt and dust particles. On Hi-speed, the Evolutionary Motor kicks up a tremendous geyser in the water pan, with the air entering at the bottom under the gallon of water. What seems like an ocean's worth of water is immediately drawn to the centrifugal separator where the power of the new brushless motor keeps the separator turning at a constantly speed, separating the dirt and water from the air stream. Only clean, washed air is returned.

The new Hyla EST was displayed for the month of August in the 1930's section of the Tacony Vacuum Cleaner Museum, next to the Series A Rexair. Tacony's Vacuum Cleaner Museum is open to the public from 9 AM – 5 PM, Monday through Saturday, address: #3 Industrial Drive, St. James, Missouri.



Are You Properly Protected?

The **Vacuum & Sewing Dealers Trade Association** is proud to announce the availability of business and professional liability insurance through our partnership with Association Business Programs. Whether you require a standard policy or a customized solution, they provide access to the best liability protection to suit your needs today, and as your business evolves. Coverages include:

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- Business Auto
- Professional Liability (E&O)
- Management Liability
- Workers' Compensation
- Cyber Liability
- Surety Bonds
- Umbrella

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QUEEN VACUUM'S BIG MOVE!

— PART 2

Interview with owners John and Rachel Decker about their journey, and their best tips and tricks for moving



Queen Vacuum Small Appliance & HomeCare Center is doing what it takes to thrive - even if it means taking a risk and moving to a new city. Owners John & Rachel Decker recently made the decision to move the store from Red Bank to Shrewsbury, New Jersey. They opened in the new location June 4 of this year.

I had the good fortune to talk with John and Rachel about their move - what prompted their decision, what trials they faced, and their hopes for the future. Read on to hear directly from a dealer like you about what they are doing to stay relevant and profitable in today's market!

Tonya (T), VDTA Editor: With the move, are there any other changes you plan to make with the business?

John and Rachel (J&R): Our goal for now is to ride the “shop small” & “touch and feel” storefront wave. It's what we believe in and what we're best at. Having created the space in which we can deliver a shopping experience that customers cannot get anywhere else will help tremendously.

The big change we need to make now is in HOW we communicate our existence to the world. Getting the word out more effectively will help people realize that quality products and hands-on experience are something they truly NEED. Our plan involves two general methods: 1) In-person through in-store events and referral rewards; 2) On the web via our social media and YouTube channel.

As for the internet strategy, visibility and sales-efficiency are the goals. Let's face it... there are only so many hours in a day and so much breath in your lungs. It's a somewhat exhausting process to take a from-scratch, walk-in customer and guide them through the choices of vacuums, then demo, train on usage, and wrap up the sale. So whatever “pre-selling” we can do from the comfort of people's laptops at home, the better.

Of course we'd like to achieve more sales on our website, but our real aim is to REPLICATE ourselves as salespeople through our website. In other words, we want our customers to be 99% “sold” on the particular model vacuum they like, then come in to pick it up, ask any final questions in person, and bring it back for service later. Do we risk educating folks who will just buy elsewhere? Sure. But by not being visible enough to local folks online and not popping up on search engines as the local expert to consult, we risk not reaching people who WOULD love to stop in and shop with us! I call it “edu-tizing.” You're advertising your existence via educating potential customers.

Mind you, these plans and ideas are things we would have done long ago! But we had unwittingly let ourselves become bored, disenchanted, and defeated. We were not happy in our old situation and it was a long time (with many challenges and disappointments) before we found this new space. But this opportunity turned out to be the breath of fresh air that we desperately needed, and it sparked up new enthusiasm and positivity! I honestly think we just needed change for change's sake.



T: What product lines do you carry?

J&R: We specialize in premium HEPA vacuums by Miele. We also carry a few mid-range uprights by Cirrus (from Essco), some Sanitaire commercial uprights, and the full line of Clean-Obsessed commercial vacuums (from Desco). We carry a few Bissell uprights to fill in the low-end gap, as well as some extractors. We've also done well with natural cleaning products by Caldrea, Mrs. Meyers's, and Better Life. Customers love Moso Natural odor absorbing charcoal sachets and Good Home scents granules for vacuum freshening.

T: What are your best tips to other dealers for a "suck-cessful" moving experience?

J&R:

1. Plan to move in any season other than winter if possible. Many leases expire on December 31st, but it can be difficult and dangerous to move then. See what the terms are in your lease for continuing "month to month" once your initial term is over. You'll also not disturb your business's profitable holiday shopping and repair season.
2. Carefully consider what your *overlap* of rent might be as well as the downtime losses (and other moving expenses) you'll incur. Aim high and make sure you can more-than cover it. We were lucky enough to only be closed the last week of May before shelling out June rent. Our new landlord gave us our first month free to help ease the moving stress and to afford some renovations.
3. Create and keep a "MOVING BINDER" with you at all times before, during, and after the move. Stock it with plenty of clear page-protector pockets and notepaper. In the binder be sure to include:
 - Copies of all of your last utility bills so that you have account numbers on hand and can write notes about your service orders, etc.
 - Zoning applications
 - Insurance documents
 - Copy of your old and new leases and any communications you have with your landlords
 - A master "mind-dump" list of everything you need to remember, things like:
 - » What accounts needs to be changed/updated i.e. vendors, credit cards, etc.
 - » Timeline/Schedule of events and appointments i.e. utilities hook-ups
 - » Online searchers and accounts updating: Your website, Google, Maps, Yahoo, Bing, Yelp, Facebook, etc.
 - » USPS Mail hold, then forwarding
 - » List of all materials that need to be re-printed: Business cards, checks, address labels, receipt books, address stampers
4. Take lots of pictures!! Snap photos of things at your old shop that you want to replicate.
5. Print lots of *neon-colored* "WE MOVED" address labels with your new address, website, phone, etc. You can stick them on/over lots of things until you get new stuff printed.
6. Know that despite all your planning, some things will not go as planned.
7. Enlist feedback from select, trusted people, especially customers that are friends. As a customer they can help you see past your own perspective to make sure you're setting things up in a way that's helpful to customers.
8. Be POSITIVE and excited! You will be exhausted and little things will go wrong...but share your excitement.



“These plans and ideas are things you would could and should have done long ago! But we had unwittingly let ourselves become bored, disenchanted, and defeated. I honestly think we just needed change for change's sake.”

Hizero, New Ideas Keep on Coming

VDTA Staff Member Craig Dorman Visits Hizero's Offices in China

By Craig Dorman, VDTA•SDTA

Some of my favorite people invited me to visit their facility in July – the only downside was it being over 8,000 miles away in Shenzhen, China. I happily accepted the invitation, and in late July I set off to see what the great people of Hizero were up to.

If you are not familiar with Hizero, they started exhibiting at our VDTA•SDTA Show in 2017 and have not missed an event since – they even exhibited in Niagara Falls. They created a revolutionary hard surface floor mop that has been a best-selling product among many of our members for the past 12 to 18 months.

Sean, the founder of the company, is a creative genius and now learning the English language; I could spend hours listening to his brilliant ideas. Su, who happens to be Sean's best college pal, is also a founder and he is an expert at handling the financial matters, as well as keeping Sean reigned in (no easy job).

keep each dealer price protected. She and her team do a great job of visiting dealers and ensuring each dealer is well-trained with all their questions answered.

While visiting their office, I met the company's new CEO, Jason. And while he may be new to Hizero, he is not new to product distribution. He has spent years in every department from R&D to overseas shipping and will be a great asset for the team.

Hizero's manufacturing is about 80 miles away from their office, though they set up small test areas to test run times, battery strength, and overall durability. They really put these machines to a workout, and customers can be quite relieved that their Hizero machines will last for years. I also got a glimpse of Sean's newest invention, a robot vacuum, and while I can't say much about this ultra-quiet machine, its release will take the world of robotic vacuums to a new level. I was also very happy to see the new line of Hizero hard surface

cleaning chemicals, beautifully packaged to boot.

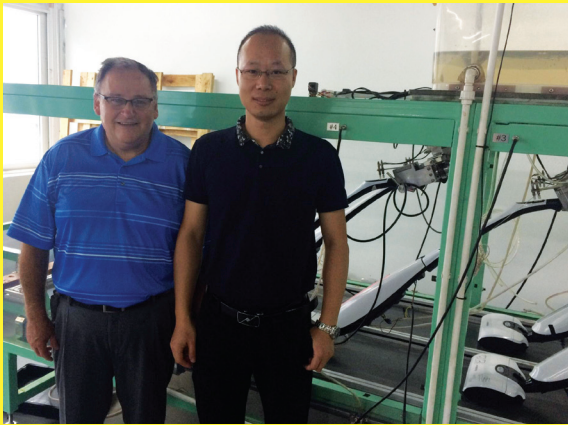
If you have not yet experienced the new sales Hizero can offer your store, call Steel City and get set up. The product cannot be beat (as I knew before my trip, but was very reassured), and neither can you beat the people!



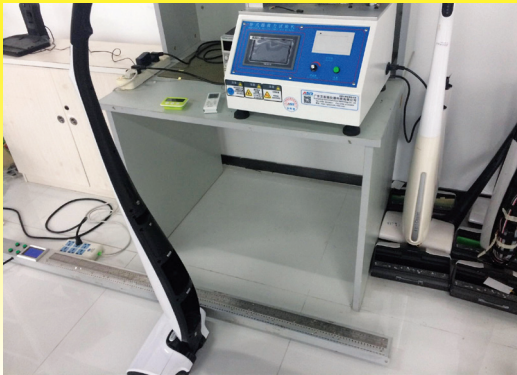
Left to right: Yolanda, Jason, Karla, Craig, Sean, Jin, Su, Eric

Upon my arrival I was greeted by Jin, and if you haven't met Jin, you are in for a treat. She is the mother of two young children, and over the past couple of years has become a true international business person, flying between Canada, Mexico, and the U.S. She is the smile that will greet you at their booth during the VDTA Show, and she may have visited your store and demonstrated their amazing product. She is the Hizero drive that wants every independent dealer to carry the product and





Craig and Sean with Machine Endurance Testing in the background.



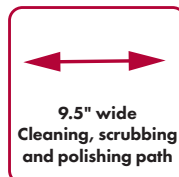
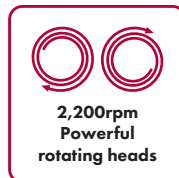
Hizero, battery testing



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How to Clean Carpets Professionally, part 2

By: Dale Silbaugh, Kleenco

For many people, the task of cleaning carpets is so daunting that they end up putting it off for far too long or paying exorbitant amounts for professional cleaning. But with the right equipment and competent advice from knowledgeable professionals like yourself, homeowners can keep their carpets looking and feeling like new, while also saving hundreds or thousands of dollars in professional cleaning fees.

Prevention: The Best Cure, But Not Perfect

If carpet soils stick around, they can do two things: some will oxidize and harden, and some will cut into the carpet fiber. The sooner soil is removed from carpet, the better. That's why regular vacuuming is essential to preserve the quality of carpet.

But even with regular vacuuming, studies have found that even the most efficient machines will leave behind 20 to 30% of insoluble soils. The amount of soil left in the carpet when using inferior vacuums is obviously much greater.

Extracting Protein Soils

In part 1 of this article series, we discussed how to extract insoluble soils like sand and clay, solvent-soluble soils like cooking oil and paint, and finally water-soluble soils like starches and salt. Now it's time to discuss extracting protein soils like allergens.

To deal with some common allergens like those attributable to dust mites, a carpet-cleaning solution must be able to permanently denature



protein. Afterwards, a post-cleaning treatment with a solution containing linalool, a naturally-occurring ingredient found in many flowers and spices, will help reduce allergen levels between cleanings. AllerRest Carpet & Fabric Treatment contains linalool and may be used for this purpose.

Keep the Machine Clean!

As in all cleaning tasks, it's important to keep equipment clean and in good working order. This can both save money and deliver better cleaning performance. Out of all cleaning equipment, carpet extractors are especially vulnerable to damage: clogged solution lines, rusted turbines and pumps, and hard-water deposit build-ups are some of the common maintenance problems.

Damage comes from two main sources: 1) the extraction solution used and 2) water. Damage caused by a poorly formulated extraction detergent can be easily avoided by choosing a quality product.

However, water damage is harder to avoid. In addition to the rusting of turbines and pumps, minerals present in water can also damage equipment and decrease performance. This is easily seen in any extractor equipped with an in-line heater. Taken apart after significant use, heavy buildups of calcium, manganese, and/or magnesium are usually present.

In addition, hard water can de-activate some ingredients in some carpet shampoos, leaving a dulling film on carpet fibers.

A properly formulated detergent will include rust-inhibitors to protect metal components and special ingredients called "chelating agents" that will prevent mineral build-ups.



Step-by-Step Carpet Cleaning Technique

Now that we have the knowledge to select an appropriate, effective product, here's how we recommend you use it:

- Prepare carpet by first vacuuming with a highly efficient vacuum cleaner.
- Best results are obtained by diluting the cleaning solution and pre-misting this solution onto the carpet 15 to 20 minutes before extraction.
- Pretreat stains with the appropriate spotter (a spotting chart can be found at <http://kleenco.com/kleenco-spotting-chart.html>).
- Pretreat traffic lanes with a specially formulated lane cleaner.
- Proceed with hot water extract using hot tap water, or use the extractor's built-in heating unit if available (inform customer it is not necessary to boil the water).
- If carpeting has been cleaned under furniture, make sure to place foil pads under the feet of the furniture. This will prevent rust and furniture stains from depositing onto the carpet.
- Apply post-cleaning treatments (soil and stain retardants and allergen treatments).
- After cleaning, groom the carpet with a carpet rake.
- Speed the drying process using good ventilation and a carpet drying fan.

A fantastic option for cleaning carpets are Kleenco's products!

Advantages of Kleenco's Carpet-Brite

Economical

Many carpet shampoos cost about \$0.50 per ounce and dilute at two ounces per gallon of water. What does this mean? That for every gallon of water used in a carpet machine, these shampoos cost the customer one dollar. Many consumer-grade carpet shampooers are equipped with one-gallon tanks. As any owner of one of these machines knows, these tanks constantly need to be emptied and refilled. Each time they empty and refill the tank, it is a one-dollar charge.

Carpet Brite, on the other hand, costs \$0.16 per gallon at the standard dilution ratio of one half ounce per gallon. Carpet Brite is concentrated and far less expensive. Every time customers empty and refill a tank using Carpet Brite, it is a sixteen cent charge.

Machine-Friendly

Carpet shampooers (extractors) break down easier than vacuums and they are more expensive to repair. With many other carpet shampoos, it is very easy to clog a line. If any shampoo is left over in the line, it can solidify and cause a clog. Carpet Brite, on the other hand, uses a combination of detergents and emulsifying surfactants to clean the carpet. No goo, no clogs!

Carpet Brite also contains special ingredients called chelating agents that prevent the buildup of calcium and magnesium deposits that also lead to clogs. And it has rust inhibitors that prevent components like vacuum and brush motors and turbines from seizing up.

Carpet-Friendly

Carpet Brite contains no harsh alkaline ingredients that cause carpet fibers to become stiff. After shampooing with Carpet Brite, the fibers will remain soft and supple. In addition, some shampoos stick to the carpet, which will then quickly re-soil. Carpet Brite contains a hydrophilic surfactant, which rinses easily from the carpet fiber and will not stick. Thus, carpets stay cleaner longer.

And for dealers... Limited Distribution

Kleenco maintains a limited distribution. Your customer must return to your store once they need to purchase more product. You won't experience the frustration of selling a customer on a product, only to see them walk out the door to buy the product online. You maintain the sales channel and the profits.

Store Promotion

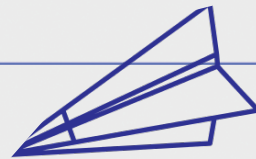
All Kleenco products come with the advantage of Partnership Labeling. Every bottle of Kleenco product has the dealer name, address, and phone number printed right on the label. This is especially valuable for institutional use, where personnel can change often. With Kleenco, any institutional customer will know exactly where to go when their janitor's closet becomes depleted.



Learn more at www.kleenco.com

Back-to-School

Shopping Facts



Parents this year will spend less money on clothing and more on stationary supplies.

Kids' opinions matter, with almost 75% helping to decide where to shop and what to buy.



75%

More than half of parents (53.7%) will only visit 1-2 stores for their back-to-school shopping.

53.7%



12.7%

Most parents (54.1%) plan to start back-to-school shopping at least 2 weeks before school begins. Interestingly, 12.7% of parents shop for school supplies throughout the year, as needed.

35%

71%

According to Morning Consult, 71% of Pre-K - 12th grade parents will shop at brick-n-mortar stores, up from 66% 1 year ago.

Approximately 35% of parents rank low prices and the availability of discounts as the most important factor. However, this is down from 2017 (which was 50%).



Source: JLL Retail & Morning Consult

Smart Calls-to-Action for Every Buying Stage to Maximize Conversions

By: Susan Friesen

Have you ever wondered why some websites convert better than others?

You can have the best copywriting in the world but if you don't have effective calls-to-action on each page, you won't get the sale.

So what's the best way to get prospects to take action?

In a previous article, we defined what a "Call-to-Action" is and why your website must use them. This article provides effective example calls-to-action to reach shoppers at every stage of the buying cycle to boost conversions.

It's important to have call-to-action for prospects at every level of interest.

OFFERING FREE GIVEAWAYS

Offering a free download or trial is a great way to build trust with **people who are just getting to know your brand**.

Definition of White Paper: A sales or marketing document intended to provide factual, persuasive evidence that a particular offering i.e. product is a superior method of solving a problem or challenge.

What can you offer for free to get people to experience your expertise and find value in what you offer?

You could offer a free video, downloadable report, MP3 audio, checklist or even a white paper. It could

also be a free 30-day trial if you offer a membership program.

Here are some example calls-to-action links or buttons to get people to join your mailing list or experience your product, service or program for free on a limited basis:

- Sign up for FREE
- Sign up NOW
- Show Me How
- Start My Free Trial
- Find Out First
- Learn for Free
- Join Free for a Month
- Try for Free for 30 Days
- Get it Now!
- Send Me The Free Resources

"Every page on your website should include a call to action to engage buyers to take the next step in their journey."

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

BUILDING TRUST

When **people are interested but want more information** before making a decision, it's smart to offer options that let them delve more deeply into working with you without the risk.

Here are several calls-to-action that build trust and desire:

- "Learn/Discover More Here": Offer a link to pages that expand upon your offerings or share a link to an FAQ page.
- "Schedule a Free Consultation": Giving a free session allows you to show prospects the opportunities they have and the value you can provide.
- "Contact Me/Us Today": This gives individuals a way to address any questions they may have and get in contact with you. This serves as an excellent way to find ways you can help them.
- "See How We Can Help": This shows a friendlier, more inviting way to open a conversation with your prospects in a non-threatening manner.

DIRECTING NEXT STEPS

For hot **prospects who are ready to take action**, you want to create calls-to-action that make it easy to work with you and provide them with clear "next steps" for them to take.

Here's some examples:

- "Get Started Today": Tell visitors who are ready to purchase how to get what they need now.
- "Add to Cart": Show shoppers how to put something in their virtual shopping cart and keep browsing.
- "Buy Now": When people are ready to check out, make it easy to pay.
- "Get x% Off": Choosy buyers may be looking for a discount. Offering a percentage off discount if they buy may motivate them to take the plunge.

Every page on your website should include a call to action to engage buyers to take the next step in their journey.

I hope you have found inspiration here to help you boost conversions on your website. Be creative, be clear on what you want the user to do, and test which calls-to-action are most effective in order to get ideal results.

Susan Friesen, founder of the award-winning web development and digital marketing firm eVision Media.

If you are new to Social Media and online marketing or find it overwhelming and confusing, my monthly group coaching program, AMPLIFY! Business Academy <http://amplifybusinessacademy.com/> is a perfect way for you to incrementally learn the best strategies and tactics to help you grow your business online.



JOIN VDTA • SDTA

As a new member you'll receive:

- Monthly trade magazines with industry news, tips, and **new ideas**
SQE Retailer™ and *Floorcare & Central Vac Professional™*
- **Reduced registration to the VDTA • SDTA International Trade Show**
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- Complimentary marketing postcards – 100 pieces of your choice
- VDTA/Bernie Epstein College Scholarship
Two annual recipients; up to \$10,000 each
- Opportunity to become *Dealer of the Year*
- Dealer locator on VDTA.com – make it easy for customers to find your store
- Tutorials from VDTA staff on social media and communication technology
- Unity – you are stronger together as an industry
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Join today! Apply online at **www.vdta.com**, call us at **800-367-5651**,
or fill out membership application and fax to 515-282-4483
or mail to: **VDTA • SDTA, 2724 2nd Ave, Des Moines, IA 50313.**

With your success comes our success!

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

Call 800-367-5651 or fax 515-282-4483 • apply online at 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 enrollment:**

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

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

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

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

SEWING\QUILTING

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

FLOORCARE

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

If You Own 1 Store, Membership & Renewal

- 1 Year Membership \$130
- 2 Year Membership \$210

If You Own 2 or More Stores, Membership & Renewal

- 1 Year Membership \$150
- 2 Year Membership \$230

International Dealer Membership \$150

Miscellaneous Membership \$150

Sewing Educator Alliance Membership \$60

Associate Membership \$725

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

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

Payment Information

All payments must be made in U.S. funds

☐ Check ☐ MasterCard ☐ Visa Amount: \$ _____

Cardholder Name (Print): _____

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

Card Registered Address (If different than above): _____

Signature: _____

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

☐ This a one time payment, thank you.

The Religion of Empowerment at Disney

I have such a passion for taking any company and introducing them to the power of delivering awesome customer service. It's the focus of every one of my books. It's my guide to delivering exemplary service to every person who walks through your doors, for your overall success in customer retention, new sales (via word of mouth), market share, financial vitality, and positive community reputation.

Have you ever heard of Disney World's reputation for exceptional customer service? Empowerment is a *religion* there. Employees are thoroughly trained and then told that they have the authority – it has been delegated to them – to do whatever is necessary to deal with problems on the spot in order to make customers happy. Their core values stack up with other great companies like Amazon... **“Customer Obsession”** or Apple... **“Insanely Great Customer Service”** or Starbucks... **“Creating a culture of warmth and belonging, where everyone is welcome.”**

Disney World believes that front-line employees should be the first and the last contact for customers. These employees and all Disney employees are treated with respect.

There are four roadblocks that must be removed in most companies today in order to develop a truly empowered workforce:

Fear—Employees fear they will be fired for making an empowered decision, while employers fear that customers and employees will abuse empowerment. When you train your employees and support their decisions, you will eliminate that fear and allow your employees to be creative, yet responsible in serving customers.

The Disney philosophy is reflected in a statement that every organization in America with a desire for customer loyalty should mount on the boardroom wall: “Management Must Not Only Support the Front Line, but It Must TRUST It As Well.”

Distrust—Employers must trust their employees to make decisions that will keep their customers – and their money – coming back. Employees must be able

to trust that their employers will not deride or, even worse, fire them if they make a mistake in an attempt to solve a customer's problem.

Said James Poisant when he was Manager of Business Seminars at Walt Disney World, “If a supervisor notices a front-line person giving away the store, he'll usually wait and talk it over with him later.” He will wait instead of intervening.

Micro-management—Nothing will kill empowerment more quickly than micro-management. When you micromanage your employees, you destroy their capacity for even the most basic creative thinking and problem solving. Let your employees know what you need from them, then get out of the way and let them do what you've asked.

When you walk up to a guest relations window at EPCOT Center, register a complaint, and ask for a return of your money, the employee at the window will more than likely act in your favor immediately and send you away happy. Management interference is discouraged.

Lack of Recognition—The need for recognition is universal. Everyone needs to be told when they are doing something well, but all too often the only time employees get feedback is when they have made a mistake. The more *YOU* recognize the empowered decisions and achievements of your employees, the more *THEY* will use their creativity in dealing with situations in the future.



Cast members (as front-line employees are called) do not say, "That's not my job, I'll get a supervisor." When people with problems call a number at Disney World, the first employee who answers the phone makes an effort - a heroic effort, if necessary - to solve the problem. The employee does not send the caller all over the company.

Eliminate these four roadblocks and you'll have an empowered team that will drive your business and crush your competition.

Disney realizes great financial benefit for its commitment to quality service standards. Because clients are willing to pay for helpfulness and friendliness, for cleanliness, and for fun, Disney facilities are able to charge admissions that are about 20% higher than admission charges at any other major entertainment center in Florida or California. Stock prices are high.

About the Author:

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



"Empower employees to act in the customer's favor on the spot"

~John Tschohl

GO GREEN, GO CLEAN, GO **Oxidize It™**

Business Opportunity

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

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

To inquire more information call Oxidizer Pro Inc.



An American Product



Never Use Detergent or Hot Water ... Again!

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

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

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

(440) 746 - 0343

www.Oxidizeit.com

info@oxidizeit.com

Recognizing Our *Associate Members*

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

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

A red alarm clock with yellow bells and a blue sewing machine are positioned below the title. The clock shows the time as approximately 12:15. The sewing machine is a modern, compact model with a purple foot and a blue body. The entire graphic is set against a background of red and white diagonal stripes.

It's Time For a Checkup!

A graphic featuring a megaphone with a hand holding it, pointing towards a speech bubble. The speech bubble contains the text "THANK YOU!" in large, bold, orange letters. To the right of the speech bubble is a logo for "SHOP INDEPENDENT" with a stylized building icon. The background is a solid teal color.

THANK YOU

We appreciate
your business.


[illegible]

Why change your vacuum cleaner belt every 3 months?




Your vacuum's cleaning efficiency depends on it.

How often should you service your vacuum?

A cartoon illustration of a vacuum cleaner with a sad face, set against a blue starburst background. The vacuum is orange and black, with a large black hose and a grey crevice tool. It has large, expressive eyes and a downturned mouth, giving it a sad or tired appearance. The background consists of several blue, jagged starburst shapes radiating from behind the vacuum.

Disposable Vacuum Cleaner Bags

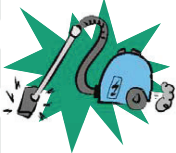


How Often Should You Change Your Bag?

31

Inside of Brochures

Disposable Vacuum Cleaner Bags



How Often Should You Change Your Bag?

Change disposable bags when half full and never try to empty and reuse them.

Vacuum bags are made of filter paper which traps dust particles and allows the air to pass through.

As the pores of the bag become clogged, air will not pass through freely, reducing cleaning efficiency and making the vacuum motor work harder with the possibility of overheating.

The now clogged bag has lost most of its filtering capability. Incoming air and dust can force the dust that is in the pores of the bag into the motor and back into the room.

Emptying and reusing a disposable bag cuts cleaning efficiency by 50 percent or more. The pores in the filter paper are full which blocks air flow, thus reducing cleaning efficiency.

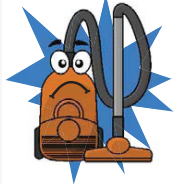
The quality of the filter paper combined with the quality of manufacturing determines not only the price of the bags, but the efficiency of your vacuum cleaner. In the long run, bargain-priced bags sold in discount stores or supermarkets cost the consumer more in vacuum repairs and devaluation of carpet and home furnishings.

If your vacuum is not cleaning efficiently, it allows the sand and grit to build up at the back of your carpets and in furniture, causing excessive wear.

Your independent vacuum dealer sells only quality replacement parts and supplies. Their professional advice could save you hundreds of dollars!

Keep a supply of vacuum bags on hand and you'll be more likely to change the bag when it is full.

How often should you service your vacuum?



Your vacuum should be serviced every 6 to 12 months.

As dirt, dust and lint pass through your vacuum cleaner, a buildup in the bearing housings and bearings will slow down the brush roll causing excessive wear on your vacuum motor and belt.

Over a period of time some brushes become soft, lose effectiveness and need to be replaced. A worn out brush may still look completely fine. If not replaced, it will simply turn, never, touching the carpet. This cuts your cleaning efficiency by as much as 50%.

Accumulated dirt and dust in the motor bearings will slow down the motor along with a sluggish brush roll. The result is an overheated motor which can drastically shorten the life of a vacuum motor or even require total replacement of the entire vacuum.

Carbon brushes in the motor transmit electricity to the armature. As the motor turns, the brushes wear out.

Should they wear out, the electric wire could touch the armature, cause a short circuit and ultimately burn out the motor. Dust and lint building up in the motor can become lodged

between the armature and carbon brush causing motor failure and may even present a fire hazard.

If the vacuum cleaner you purchase has enough air flow and suction to lift the carpet nap to the brushes, the vacuum will brush the nap and help it to stand up properly. The result will be newer looking and easier to clean carpet.

If your vacuum is performing poorly, the carpet nap will remain matted and packed down from foot traffic. Sand and grit cannot be pulled from flattened carpet fibers. Dark colored traffic trails begin to appear. As the sand and dirt build up, it acts like sandpaper, slowly wearing and cutting the carpet fibers as you walk across it.

Let your independent vacuum professional service your vacuum every 6 to 12 months and avoid these potential problems. Keep your vacuum working at its maximum cleaning efficiency - the beauty and longevity of your carpet and upholstery depend on it.

The overall appearance of your carpet depends on a good vacuum cleaner.

Why change your vacuum cleaner belt every 3 months?



Your vacuum's cleaning efficiency depends on it.

What is the purpose of the vacuum belt?

The drive shaft or motor pulley turns the belt which causes the brush roll to turn and provides the necessary agitation to deep clean your carpet.

After about three months the belt has stretched, causing the belt to slip on the drive shaft. This means the brush roll turns slower nor not at all. The vacuum still picks up the easily seen surface litter, but the sand and grit at the base of your carpet starts to build up, causing excessive carpet wear.

Choose a quality belt purchased from your local independent dealer.

If your new belt is too loose, the brush roll will turn slow, if at all. If it is too strong or tight, it puts excessive wear and strain on

your motor and bearings which can cause damage and the need for repair.

Compare the size of a new belt to that of an old belt. Don't make your vacuum work that hard.

It only takes a minute to change a vacuum belt, but it can save hours of cleaning time and effort.

Let your independent dealer help you select the right belt for your vacuum. Such advice could save you hundreds of dollars.

Let your dealer install the belt, as well. The proper tension will make all the difference in your cleaning efficiency.

Back of Postcards



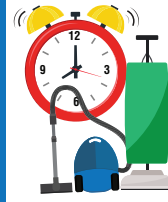
Member of the International Association of Floorcare & Sewing Professionals | VDTA-SDTA

Thank you for your business.

We know you can shop at the one-stop mega stores, but only at your expense. You deserve the personal attention and professional expertise you deserve.

We are trained in the products we carry and service what we sell. We offer the best products on the market and can help you decide which is best for YOUR needs. We appreciate your choice to shop with us. With your satisfaction, please refer our specialty store to your friends.

It's Time For a Checkup!



Member of the International Association of Floorcare & Sewing Professionals | VDTA-SDTA

Bring Your Vacuum in for a Checkup

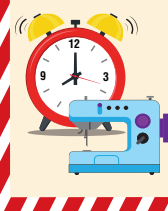
Your vacuum may not be operating at 100% efficiency, which means more work for you and more wear on your floors.

As your vacuum cleans, small particles of dirt and lint build up on the brushes of your brush roll. This causes the belt to slip, and the brush to turn slower.

Buildup in the motor bearings causes it to slow down and overheat, meaning less of performance.

We appreciate your trust in our trained service technicians to maintain your machine. Please refer your friends to your friends. Schedule a checkup today.

It's Time for a Checkup!



Member of the International Association of Floorcare & Sewing Professionals | VDTA-SDTA

Bring in Your Sewing Machine for a Checkup

A smooth-running, well-oiled machine is necessary for optimum sewing performance.

A regularly scheduled maintenance checkup can prevent problems before they occur.

You can trust our trained service technicians to maintain your machine. With your satisfaction, please refer your friends to our service team.

Schedule your checkup today.

DEALERS, Do You Want New Data about Your Industry?

2018 VDTA DEALER SURVEY

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 **October 15**. Some you may receive this by e-mail as mail. Please only fill it out once.

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: _____

REQUIRED INFORMATION

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 | 5. Number of store locations
a) 1 b) 2 c) 3 d) 4+ |
| 2. Do you follow VDTA•SDTA on Facebook?
YES / NO | 6. Do you have extended hours during holidays?
YES / NO |
| 3. On VDTA•SDTA's Facebook page, what would you like to see more of?
a) Association News d) Videos
b) Inspirational Posts e) Pictures
c) Small Business Articles/Resources | 7. Mode of business, select ALL that apply
a) store front b) mail order
c) online via website |
| 4. Years you've been in business
a) 1 - 5 d) 16 - 25
b) 6 - 10 e) 26 - 35
c) 11 - 15 f) 35 + | 8. Do you have a service department? YES / NO |
| | 9. Do you own a branded company vehicle? YES / NO |
| | 10. Number of employees
a) 1-5 c) 11-15
b) 6-10 d) 16+ |

11. Benefits offered to employees (full-time)
- | | |
|---------------------|-----------------------------|
| a) Health Insurance | d) 401K |
| b) Dental/Vision | e) Paid Vacation 1-2 wks/yr |
| c) Life Insurance | f) Paid Vacation 3-4 wks/yr |
12. What is your age?
- | | | |
|----------|----------|----------|
| a) 20-29 | c) 40-49 | e) 60-69 |
| b) 30-39 | d) 50-59 | f) 70+ |
13. What is your succession plan for your business?
- | | |
|---------------------------------|------------------------------------|
| a) Pass down to family | d) Other |
| b) Sell to inside party (staff) | e) I do not have a succession plan |
| c) Sell to outside party | |

Section 2: Marketing

14. Methods of marketing to customers, *circle your TOP 3*:
- | | |
|-----------------|---------------|
| a) E-mail | b) Print |
| c) Radio | d) Television |
| e) Social media | f) Internet |
| g) Other: _____ | |
15. Did you know that VDTA has marketing materials for members only? YES / NO

Section 3: Sales

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

22. What is your top selling **brand**?
(If a Vac-and-Sew store, list for both categories)
- | | | |
|--------------|---------------|-----------------------|
| a) Pfaff | g) Janome | m) TTI Brands |
| b) Singer | h) Elna | n) Dyson |
| c) Viking | i) Miele | o) Central Vac Brands |
| d) Brother | j) SEBO | p) Other |
| e) Baby Lock | k) Riccar | |
| f) BERNINA | l) Simplicity | |
23. Average customer's purchase amount per visit
- | | |
|--------------------|--------------------|
| a) \$0 - \$100 | b) \$100 - \$500 |
| c) \$500 - \$1000 | d) \$1000 - \$2500 |
| e) \$2500 - \$5000 | f) \$5000+ |
24. Age of your average customer?
- | | | |
|------------|------------|------------|
| a) 18 - 30 | b) 31 - 40 | c) 41 - 50 |
| d) 51 - 60 | e) 61 - 70 | f) Over 71 |

In the following questions, specify the percent of profit each product yields in your business.

25. Percent of profit for upright vacuum
- | | | |
|-----------|-----------|--------|
| a) 1-25% | c) 50-75% | f) N/A |
| b) 25-50% | d) 75%+ | |
26. Percent of profit for central vacuums
- | | | |
|-----------|-----------|--------|
| a) 1-25% | c) 50-75% | f) N/A |
| b) 25-50% | d) 75%+ | |
27. Percent of profit for cordless vacuums
- | | | |
|-----------|-----------|--------|
| a) 1-25% | c) 50-75% | f) N/A |
| b) 25-50% | d) 75%+ | |
28. Percent of profit for canister vacuums
- | | | |
|-----------|-----------|--------|
| a) 1-25% | c) 50-75% | f) N/A |
| b) 25-50% | d) 75%+ | |
29. Percent of profit for sewing- only machines
- | | | |
|-----------|-----------|--------|
| a) 1-25% | c) 50-75% | f) N/A |
| b) 25-50% | d) 75%+ | |
30. Percent of profit for sewing- embroidery machines
- | | | |
|-----------|-----------|--------|
| a) 1-25% | c) 50-75% | f) N/A |
| b) 25-50% | d) 75%+ | |
31. Percent of profit for sewing- quilting machines
- | | | |
|-----------|-----------|--------|
| a) 1-25% | c) 50-75% | f) N/A |
| b) 25-50% | d) 75%+ | |
32. Percent of profit for fabric
- | | | |
|-----------|-----------|--------|
| a) 1-25% | c) 50-75% | f) N/A |
| b) 25-50% | d) 75%+ | |

33. Percent of profit for sewing notions

- | | | |
|-----------|-----------|--------|
| a) 1-25% | c) 50-75% | f) N/A |
| b) 25-50% | d) 75%+ | |

34. Percent of profit for sewing furniture

- | | | |
|-----------|-----------|--------|
| a) 1-25% | c) 50-75% | f) N/A |
| b) 25-50% | d) 75%+ | |

35. Percent of profit for service/repairs

- | | | |
|-----------|-----------|--------|
| a) 1-25% | c) 50-75% | f) N/A |
| b) 25-50% | d) 75%+ | |

36. Percent of profit classes/events

- | | | |
|-----------|-----------|--------|
| a) 1-25% | c) 50-75% | f) N/A |
| b) 25-50% | d) 75%+ | |

Section 4: Products

37. Who are your major suppliers for the sewing accessory products you sell?

- | | |
|---------------|--------------------------|
| a) Checker | d) Brewer |
| b) EE Schenck | e) Tacony Sewing Central |
| c) RNK Dist. | f) Other |

38. CIRCLE the products you carry

- | | |
|---|--|
| a) Vacuum cleaners | j) Aromatic products |
| b) Central vacuums | k) Green cleaning products |
| c) Robotic vacuums | l) Sewing furniture |
| d) Sewing machines | m) Sewing notions |
| e) Embroidery machines
(multi-needle - domestic) | n) Fabric |
| f) Quilting machines
(long-, mid-, & short-arm) | o) Appliances
(microwaves, fans, etc) |
| g) Janitorial products | p) OTHER |
| h) Brooms, mops,
dusters, squeegees | |
| i) Air purification products | |

Section 5: Square Footage

39. How many square feet is your store in **FLOOR SPACE?** *Approximately*

- a) 0 - 1000 ft²
- b) 1000 - 2500 ft²
- c) 2500 - 5000 ft²
- d) 5000 - 10,000 ft²
- e) 10,000 - 20,000 ft²
- f) 20,000 ft² +

*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 6: Education

40. How many classes do you hold a month?

- | | |
|----------|----------|
| a) 1-5 | d) 21-30 |
| b) 6-10 | e) 31+ |
| c) 11-20 | f) 0 |

41. 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: _____ | |

Section 7: VDTA•SDTA Trade Show

42. In the last 5 years, have you attended the International VDTA•SDTA Trade Show & Convention, usually held in Las Vegas?

YES / NO

43. 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 | |

44. 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/contacts
- g) To receive an award
- h) To vacation
- i) To network / introduce my staff to contacts
- j) OTHER _____

45. If you DO NOT attend the VDTA•SDTA Trade Show and 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 do not need to network / meet new contacts
- h) I do not receive information about the show
- i) OTHER _____

46. Do you attend VDTA's Cocktail Reception & Awards
YES / NO
47. In dollars (\$), what is your average cost to attend the show?
a) \$0-\$100 c) \$300-\$500 e) \$1000-\$1500
b) \$100-\$300 d) \$500-\$1000 f) \$1500+
48. 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
49. What is the best keynote topic
a) Business advice c) Just funny / entertaining
b) Motivational d) I don't care
50. How would you rate the importance of the following VDTA Show event: **Powerhouse Roundtable by Dealers for Dealers**
a) Very Important e) Not Important at all
b) Mostly Important d) Did Not Attend
c) Somewhat Important
51. How would you rate the importance of the following VDTA Show event: **Sewing Industry Executive Forum**
a) Very Important e) Not Important at all
b) Mostly Important d) Did Not Attend
c) Somewhat Important
52. How would you rate the importance of the following VDTA Show event: **No Progress Without Change: A Vacuum Panel**, hosted by Josh May.
a) Very Important e) Not Important at all
b) Mostly Important d) Did Not Attend
c) Somewhat Important
53. In 2019, the Int'l VDTA Convention will be held in Las Vegas. Will you attend?
YES / NO / PROBABLY
54. How did you feel about the location of the 2018 VDTA Show in Charlotte?
a) Loved it- Let's go back d) Did not like it
b) Liked it- Maybe go back e) I prefer Vegas every year
c) Neutral

Section 8: VDTA•SDTA Magazines

55. In what format do you read the magazines?
a) Print b) Online c) Both d) N/A

56. How diligently to you the *Floorcare-Central Vac & SQE Professional* 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
57. 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

Section 9: VDTA•SDTA Member Benefits

58. Do you participate in Int'l Sewing Month, a promotion organized by VDTA free for Members?
*This is a Members-only benefit. YES / NO / NEED INFO
For info, call 800-367-5651*
59. Do you participate in Int'l Spring Cleaning Month, a promotion organized by VDTA free for Members?
*This is a Members-only benefit. YES / NO / NEED INFO
For info, call 800-367-5651*
60. 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 promotions? *Select **ALL** that apply.*
☐ Yes, for Fall Cleaning ☐ Yes, Quilt Month
☐ Yes, Embroidery Month ☐ No
61. Do you visit the VDTA website?
a) Multiple times a week d) Only for Trade Show information
b) A few times a week
c) A few times a month e) No
- 62. FINAL QUESTION:** What classes topics would you like taught at the VDTA•SDTA Trade Show and Convention?

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

Classified Ads

BUSINESS FOR SALE:

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

BUSINESS FOR SALE:

Owner retiring after 40+ years - For sale profitable retail sewing machine store servicing tri-state area in North Texas. Built-in repeat service business, loyal clients, and highly-trained staff in desirable high traffic area. Turn-key - all stock, office equipment, tools, gauges, etc.- the works including complete customer list. Sales in excess of \$500,000 annually & growing. Owner will consider partial financing. Priced at \$150,000. Email Cjm12400@gmail.com for more info. (3-3)

BUSINESS FOR SALE:

Move to paradise? 125K. Well-established Vacuum, Sewing machine business located at a main intersection in beautiful St. Augustine, Florida. Contact asewvac@gmail.com. 904-460-2895. (5-6)

BUSINESS FOR SALE:

Well-established vacuum store for sale in NC, 30 years of successful operation. Exclusive dealer for Riccar and Sirena. Services all makes models. Please call with serious inquires only. 704-483-1699. (1-1)

BUSINESS FOR SALE:

Vac and Sew shop, established, growing community. Between Tuscon and Phoenix, only shop for 70 mile radius. Selling for health reasons. 25K. info@thevacdoctor.com. (1-1)

ANNOUNCEMENT: New hot selling pet odor supplies. Proven sales. 200 - 300% mark-up. Guaranteed sales. Contact Ron at NAMCO, www.namcomfg.com, 800-634-5816.

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Longarm Installer: Experience with HandiQuilter a must

Sewing Mechanic: Experience necessary (Brother / Baby Lock)

Vacuum Sales/Service: Simplicity / Miele / Oreck

Web Developer/Unique Content Writer: Any web experience?

Telephone Customer Service (vacuums)

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

HELP WANTED:

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

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

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Tim@BanksVac.com, 248-514-1426.

Or Ken Bank, 248-767-8227.

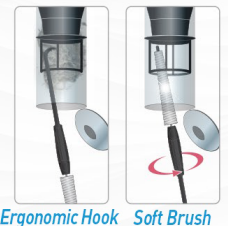
BUSINESS FOR SALE:

Vacuum cleaner sales and service. 35 years of successful operation, upstate NY, Saratoga county. \$166,000 building available. Rent/buy. Store view. www.hotvacs.com. Contact David Swinton. 518-587-2177. Hotvacs@hotmail.com. (3-3)



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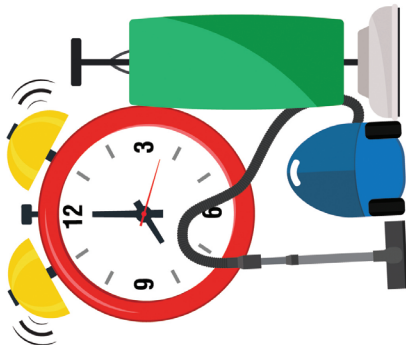


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