

The Evolution of the Industry

# VDTA•SDTA News

Information central for the independent Floorcare, Central Vac, Sewing, Quilting & Embroidery retailer

March 2020 | ISSUE 462

Cover Story, p4

**Look Who's Back!**

**Regina**

**The Original Cordless Cleaner**



**Shannon Fabrics Celebrates  
Their 25th Anniversary, p32**

**2020 VDTA Awards, p34**

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

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

# CONTENTS

March 2020 | [www.vdta-sdta.com](http://www.vdta-sdta.com)

## Industry

- 3 President's Letter
- 4 **COVER STORY:** Regina Marketplace Plan
- 6 Thank You Members
- 17 Collecting Dust, *Gasko*
- 22 Make Someone Happy, *Winslow*
- 23 Leading and Making a Difference, *Tschohl*
- 24 Banking On a Trend with Janome
- 25 Lucky or Prepared?, *C. Barnhardt*
- 26 Viking Corner, *Himebaugh*
- 27 Kurt Ripley Obituary
- 28 Two Worlds Coming Together, *The Quilt Spot*
- 29 Why Sit Around and Wait for a Miracle to Come When You Can Be One?, *J. Barnhardt*
- 30 The Charming Embellishments of Kimberbell's Luck o' the Gnome St. Patrick's Day Bench Pillow, *Lyman*
- 31 Behind the Scenes at 'It's Sew Easy TV' Part 1, *Banko*
- 32 Shannon Fabric's 25th Anniversary!, *Nystrom*
- 49 ProTeam® Introduces the GOFREE® FLEX PRO II Cordless BACKPACK
- 55 Checker Distributors- Your One-Stop Resource for Quilting and Sewing Products
- 57 Recognizing Your Associate Members
- 58 Classifieds
- 62 Remember When

## 2020 Convention

- 34 2020 Awards
- 38 2020 New Product Showcase

## Business

- 13 Are You Not Getting What You Want?, *Wagner*
- 14 Staffing Pipelines and Platforms, *Blakeman*
- 18 4 Easy Ways to Make Your Messages Warm, Personal and Authentic, *Baskin*
- 19 3 Steps to Developing a Content Calendar for Instagram Stories, *Gardner*
- 48 Effective Feedback: The Self-Checkout Lesson, *Okel*
- 50 Corporate Donations and The Sewing Machine Project, *Jankowski*
- 51 Tips to Writing a Great Social Media Bio For Your Brand, *Narayanan*
- 52 6 Negotiating Tactics for Fast Growth-Minded Businesses, *Kern*
- 54 The Arrival of Generation Z Poses a New Challenge for the Marketers, *Varshneva*

## New Products

- 10 Dealers Get More with SteelCity Vacuum™
- 12 Miele Launches Cordless Vacuum Cleaner
- 16 Increasing Central Vacuum Sales with the Garage, *H-P Products*

## Forms

- 9 Dealer of the Month Form
- 21 Join VDTA•SDTA Today!
- 56 Article Submissions Form
- 59 VDTA Calendar Order Form
- 60 Postcard Order Form

## VDTA•SDTA

VACUUM & SEWING DEALERS TRADE ASSOCIATION

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

VDTA News is published monthly by Vacuum and Sewing Dealers Trade Association (VDTA•SDTA) and is designed exclusively for the floor care and sewing industry and all related products. VDTA News is distributed to floor care, sewing dealers, quilt shops, manufacturers, distributors and suppliers worldwide. The entire contents copyright 2020 by CD Management. Printed in the U.S.A. All rights reserved. Permission must be obtained in writing to reuse contents in any form prior to reuse.

### ASSOCIATION STAFF

CHAIRMAN: Charles Dunham  
PRESIDENT & CHIEF EDITOR: Judy Patterson  
MANAGING EDITOR: Lindsay Henkle  
MEMBERSHIP DIRECTOR: Joe Burkland  
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](mailto:ads@vdta.com).

For advertising rates, e-mail:  
[craig@vdta.com](mailto:craig@vdta.com).

News releases can be submitted to:  
[lindsay@vdta.com](mailto:lindsay@vdta.com).

Membership inquiries can be directed to:  
[mail@vdta.com](mailto:mail@vdta.com).

For address corrections, Email [mail@vdta.com](mailto:mail@vdta.com) or call 800-367-5651 or mail to:  
VDTA•SDTA  
2724 2nd Avenue, Des Moines, Iowa 50313  
Phone: 800-367-5651 • Fax: 515-282-4483

Every effort is made to ensure accuracy. The publisher cannot be held responsible for errors or omissions. The statements and opinions expressed herein are strictly those of the authors and do not necessarily represent the views of CD Management. The publication of any advertisement or editorial item is not an endorsement of the products or services covered. VDTA•SDTA, CD Management assumes no liability whatsoever for the content, claims or statements of the advertising and news releases it publishes. Publisher reserves the right to reject or edit advertising and/or news releases inconsistent with the objectives of VDTA•SDTA and CD Management.

# President Letter

## com·mu·ni·ty

1. a group of people living in the same place or having a particular characteristic in common:
2. a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals:

We just got back from the International VDTA•SDTA Trade Show in Las Vegas. We've heard from some exhibitors that they exceeded sales over 2019. That's a really good thing for the exhibitors and the dealers who attended.

We had many new dealers attend for the first time and many who hadn't been there for 3 or more years. We had many great comments about the quality of the classes and various panels. New products and new ideas were abundant. There were at least thirteen new exhibitors on the show floor. Their products were new and exciting to our show.

As I was speaking to someone about the show, the word "community" came up. The more we spoke, the more I understood the word and how it related to this industry. This industry is a community. If you look at the meaning of community, it really does describe what this industry is about.

You have particular characteristics in common; although you don't live in the same place, you all have a business of the same type. You all share the same attitudes, interests and goals. Basically, together you are more successful by sharing those common goals.

That's why your Industry Association and your industry trade show is so important to the community. For many, it is the only place where you gather to network, to learn, to be that community.

Help us grow this community! Join your association and attend your convention each year. That's how you will grow your community.

With your support, your Association looks forward to serving the Community for many years to come. Thank you to those who attended and watch upcoming issues of the VDTA•SDTA News for the date and location of the 2021 trade show.

**Go to page 21 to fill out the membership form today and take advantage of all our great benefits!**



## Increase sales with Shark® Certified refurbished

<b>NV650REF</b> Rotator	<b>HV381EGB</b> Rocket
----------------------------	---------------------------

- detachable handheld canister
- fingertip controls on handle
- 10.5" cleaning path
- 30' cord
- LED lights on nozzle and hand vac
- HEPA filtration
- hard floor attachment
- pet multi tool
- dust brush, furniture tool, crevice tool
- 3 month warranty

- DuoClean – dual brush roll
- under 10 lbs.
- 2X capacity removable dustcup (vs original Rocket)
- converts into hand vac and nozzle
- LED lights on hand vac and nozzle
- fingertip controls
- includes pet multi tool
- 30' cord
- 2 speeds
- 8.5" cleaning path
- 3 month warranty

98-4715-01  98-4725-09 

**Order today!** [steelcityvac.com](http://steelcityvac.com)  
**800.822.1199**

# Regina Marketplace Plan

The only authorized seller of Regina branded products for online marketplaces is iVar.

**Here's how it works:**

iVar will offer Regina products for sale across multiple online markets. **Dealers are not permitted to offer these products for sale via online marketplaces.** Failing to comply with this rule will result in immediate termination of the dealership and legal action will be taken. There are no exemptions or second chances with this rule.

**Our plan will use iVar's Amazon, and, other online gross unit sales\* to fund advertising for your local store.**



Dealers are permitted and encouraged to offer Regina products for sale at MAP pricing on their company-owned and operated website.

**Marketplace Advertising Pool:**

For each Regina vacuum sold on Amazon, Walmart, or other online marketplaces, **\$50 per machine\* goes to local marketing for store owners.** These funds are reserved for dealers who upload at least one YouTube video each month that reviews a Regina machine. Information on how to optimize YouTube videos will be found on iVar.us.

Online marketplace prices will be higher than MAP. Dealers should rest assured their website MAP, and in-store advertised prices are less than Amazon, Walmart, and other online marketplaces with this plan!

**EXAMPLE: If MAP is \$299, then Amazon's price will be \$309.00.**

**Example:**

If a total of 100 Regina vacuums sell on Amazon\* and other online marketplaces for June, then \$5,000 would be used for local marketing in July. If 20 dealers uploaded an optimized YouTube video reviewing a Regina vacuum in June, then each of these dealers would have a \$250 budget in July for their local Facebook ads ( $100 \times \$50 = \$5,000 / 20 = \$250$ ).

iVar will set-up, optimize, and manage these campaigns. Dealers can select the geographic radius around their store from 5-50 miles.



\* Valid on all products sold at \$309 or greater.

Gross unit sales figure minus Amazon and other online marketplace returns for the month.



**Bagless Cup  
Horizontal Cyclone**



**Power Control  
Suction Boost**



**Easy to Use Handle  
Soft Grip**



**Telescopic Arm  
Push Button  
Adjustment**



**Regina**

**The Original Cordless Cleaner**

**1-888-9REGINA**

**1-888-973-4462**

*An iVar Brand*

**Regina**

**The Original Cordless Cleaner**

**iVar**  
INDEPENDENT VACUUM ASSOCIATED RESOURCES

**www.iVar.us**



**Bagless**

**Lightweight**

**Deep Cleaning**

**Self Standing**

# 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
Arrow Companies LLC	Delavan, WI	Feb 2011
Brother International	Bridgewater, NJ	Jan 1994
CWP Technologies	Cleveland, OH	Jan 1987
Daylight Company	Jupiter, FL	Feb 2019
Desco Vacuum Cleaner Supply	Hauppauge, NY	Nov 1981
Farris Wholesale	Tuscumbia, AL	Jan 2020
Grand River Rubber & Plastic	Ashtabula, OH	Jan 2000
Horn of America	Sutton, WV	Dec 2017
Mac Plastics Mfg Inc	Olney, IL	Sept 2013
Steel City Vacuum Co Inc	Champion, PA	Nov 1981

## DEALER MEMBERS

		MEMBER SINCE
A Quilting Stitchuation LLC	Ruidoso, NM	Feb 2019
A-1 Tri-County Vacuum & Sewing Ctr	Beaver Dam, WI	March 2012
A-1 Vacuum Inc	Kelso, WA	Aug 1982
AAA Sewing Shoppe Inc	Matthews, NC	Feb 2012
Aardvac	Vail, CO	Jan 2019
Absolutely Fun Sewing & Embroidery	Murfreesboro, TN	Feb 2012
All About Quilting	Jacksonville, NC	March 2018
All About Sewing Inc	Mobile, AL	Jan 2014
All Vac Inc	Dallas, TX	Sept 1986
Al's Vacuum & Janitorial Sply	Minneapolis, MN	July 1984
A-One Sewing & Vacuums	Orem, UT	Jan 2020
Aspen Repair Service	Busalt, CO	Jan 2013
Aspiramos	Amos, QC, Canada	Jan 2014
Atlanta & Augusta Sewing Ctr	Augusta, GA	Jan 1997
Beam of Knoxville Inc	Knoxville, TN	Feb 2002
Bellaire Vacuums	Bellaire, TX	March 2018
Bernina Sew N Quilt Studio	Chattanooga, TN	Jan 2017
Berts Vacuums & Equip Rentals	Medicine Hat, AB, Canada	Jan 2015
Boersma Sewing Center	McMinnville, OR	Feb 2006
Brock Built-In Specialists	Oshawa, ON, Canada	May 2015
B-Sew Inn LLC	Muskogee, OK	Feb 1998
Buckhead Midtown Vacuum Inc	Atlanta, GA	Jan 2017
Cathey's Sewing & Vacuum Inc	Tucson, AZ	Jan 1997
Cattell's Sew & Vac	Medford, NJ	March 2009
Central Vacuum Technicians	Chesterland, OH	Feb 2010
Certified Vacuum	Shrewsbury, MA	Jan 2020
Chanhassen Vacuum / Chanvac LLC	Chanhassen, MN	Jan 2009
Cherry Berry Quilts	Yucaipa, CA	Jan 2014
City Home Vacuum	Chicago, IL	July 2000
Clean Sweep Vacuum Ctr	Dickinson, ND	Jan 2013
Cornmans Sweeperland	Hermitage, PA	Jan 1997
Country Stitches	East Lansing, MI	Jan 2016
Creative Sewing & Vacuums	Charlotte, NC	Sept 1999
Cupcake Quilts LLC	Spring, TX	Jan 2017
Day-Cin Vacuums	Dayton, OH	Feb 2011
Debs Sewing Essentials LLC	Mesa, AZ	Jan 2020
Elk Grove Sewing & Vacuum	Elk Grove, CA	Feb 2014
Ereplacementparts.Com	Midvale, UT	Jan 2011

Evans Vacuum	Fort Worth, TX	Feb 2014
Factory Sewing Machine & Sweeper Co	Muncie, IN	Jan 1999
Fonder Sewing Machine Co	Sioux Falls, SD	Feb 1999
Frank's Vacuum & Sewing	Montrose, CA	Jan 2020
Friendly Stitches Sew & Vac	Downers Grove, IL	Jan 2012
Gary's Sewing Center	Pocatello, ID	Dec 2016
Glenview Vacuum Cleaner Ctr	Glenview, IL	Jan 2020
Grant House Sewing Machines	Santa Barbara, CA	Jan 2016
Great Lakes Vacuum	Perrysburg, OH	Jan 2020
Grigg's Vacuum	Colorado Springs, CO	Feb 2019
Grome's Sewing Machine Co	San Antonio, TX	Feb 2006
Hamilton Vacuums / The Oreck Store	Andersonville, TN	Nov 2016
Handyman Vac	New Holland, PA	Feb 2004
Heartfelt Quilting & Sewing	Winter Haven, FL	March 2018
Hindmans Fabrics	Huntington, PA	Sept 2016
Home Appliance Serv Co Inc / Vacuum World	Bronx, NY	July 1982
House of Sewing Machines	Vancouver, WA	Jan 2013
Howells Sewing & Vacuum	Auburn, CA	Jan 2019
Humble Sewing Center	Humble, TX	March 2004
Inspired to Sew	Cedar Rapids, IA	Jan 2016
It's Sew Rite	Oshkosh, WI	Jan 2013
Janke Vacuum	Detroit Lakes, MN	Jan 2020
Let's Sew Machine LLC	Evansville, IN	Feb 2013
Lone Star Vacuum / C & E Sales Inc	Hurst, TX	Oct 1984
Marie's Sewing Center	Lockport, NY	Jan 2013
Mars Discount Vacuums	Sugar Land, TX	Jan 2002
Michele's Quilting Sewing & Vacuum Ctr	Blue Earth, MN	Jan 2010
Miller Brothers	York, PA	Aug 1982
Missouri Sewing Machine Co	Kansas City, MO	Jan 2004
Mr Sweeper	Streator, IL	Jan 2020
Mr Vac & Mrs Sew	Melville, NY	Dec 1990
My Girlfriends Quilt Shoppe	Logan, UT	Feb 2019
New Bern Fabric Center	New Bern, NC	Feb 2002
Nic's Vacuums & Small Appl	San Clemente, CA	Feb 2005
North Shore Vac Corp	Forest Hills, NY	Jan 2020
Northwest Sewing Center	Austin, TX	Jan 2015
Nuttall Inc	Salt Lake City, UT	Jan 1999
Omar's Built-In Vacuums	Woodinville, WA	Jan 2016
Owls Nest Quilters / Quilting Arts LLC	Grand Junction, CO	Jan 2020
P & R Vacuum	Katy, TX	Jan 2020
Pals - Luchesi Enterprises Inc	Costa Mesa, CA	July 2018
Paradise Sewing	Poway, CA	Dec 2004
Patches Quilting and Sewing LI	Mount Airy, MD	Jan 2014
Pearl City Vacuum Cleaners	Aiea, HI	Jan 2020
Powell Vacuum & Allergy Ctr	San Antonio, TX	Dec 2000
Quilters Destination	Arlington Hts, IL	Jan 2016
Rectors Vacuum Shop	Bellingham, WA	Jan 2013
Richardson Sales & Service	Council Bluffs, IA	Jan 2006

Rocky Mountain Sewing & Vacuum	Sheridan, CO	Feb 2009	The Downtown Sewing	Henderson, NV	Aug 2016
Saniway Vacuum Cleaner Co	Asheville, NC	Jan 2020	Machine Co		
Santa Cruz Vac & Sew	Santa Cruz, CA	Jan 2020	The Embroidery Shoppe	Craig, CO	Jan 2020
Select Sewing Service Inc	Indianapolis, IN	Sept 1999	The Henry Company Inc	Hammond, IN	June 1981
Service All Vacuum Co	Ft. Wayne, IN	Feb 2010	The Sewin' Asylum	Sun City, AZ	Jan 2020
Sew Little Time LLC	Las Vegas, NV	Feb 2011	The Sewing Center & Vacuum	Cambridge, MA	Sept 1999
Sew Smart LLC	Wausau, WI	Jan 2013	The Sewing House &	Ottumwa, IA	Jan 2020
Sew Vac City Inc	College Station, TX	March 2016	Main Street Vacuum		
Sew What! Inc	Wilmington, DE	March 2018	The Stitching Post Inc	Oklahoma City, OK	March 2010
Sew-Ciety	Castle Rock, CO	Jan 2020	The Vacuum Clinic Inc	Tuscaloosa, AL	Feb 1996
Sewing & Quilting Center	St. George, UT	Jan 2020	The Vacuum Factory	Eugene, OR	Jan 2005
Singer Sewing Ctr of	Corpus Christi, TX	Feb 2012	The Vacuum Store	Frederick, MD	Jan 2003
Corpus Christi			V & J Vacuums	Lynbrook, NY	June 1986
Smith-Crown Co	Salt Lake City, UT	Jan 2020	Vacuum Headquarters	Holland, MI	Nov 1982
Southwest Sewing Machines LLC	Houston, TX	March 2018	& Supplies		
Starks Vacuums	Portland, OR	Jan 1982	Vacuum Outlet & Repair LLC	Rice Lake, WI	Jan 2015
Stewart's Sewing Machines Inc	Mt. Zion, IL	Feb 2003	Vacuums & More	Indianapolis, IN	Jan 2005
Stitch N Scrap	Mesquite, NV	Jan 2020	Watseka Appl Serv / Mr Vacuum	Bradley, IL	Sept 1993
Stony Brook Sew & Vac	Bordentown, NJ	Nov 1988	Western Maine Machines	Rumford, ME	Jan 2020
Strategic Growth Advisors	Tucson, AZ	Jan 2020	Western Sewing & Vacuum	West Valley City, UT	Jan 2005
Stuarts House of Vacuums	Billings, MT	Jan 2017	Woody Mann Company	Richardson, TX	July 1981
Sun Sew Vac	Alexandria, VA	May 1988			
Sunheat Int'l / T & R Distributors	Grand Island, NE	April 1985	<b>SEA Member</b>		
Swedeclean.com	Phoenix, AZ	Oct 2014	Fit Nice - Judy Kessinger	Louisville, KY	March 2016
Sweet Stitches Quilt Shop	Chesterton, IN	Jan 2020			

**Thank you to everyone  
for coming to the 2020  
VDTA•SDTA Trade Show!**

**Pictures from the 2020 show will  
soon be available to see online.**

For updates on the 2021 Show, please stay updated  
through the website at [www.vdta-sdta.com](http://www.vdta-sdta.com)

# Become a Dealer of the Month!

Fill out the info on **page 51** and send to **VDTA**

You could also be selected for Dealer of the Year



2018 Dealer of the Year

Diane and Ron Linhart,  
Above and Beyond  
Creative Sewing



2017 Dealer of the Year

Ron and Marilyn Gatinella,  
Close to Home

This could be you!

**Prizes**  
**Dealers of the Year**  
**have received**  
**previously:**

Product and credit with vendors, trips to dealer meetings, a European cruise, fine bottles of wine, gift cards and more!

# VDTA•SDTA Dealer of The Month

Company Name \_\_\_\_\_ Phone \_\_\_\_\_

Owner's Name \_\_\_\_\_ Web site \_\_\_\_\_

Address \_\_\_\_\_ E-mail address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Local Newspaper \_\_\_\_\_

1. What year was your store established? \_\_\_\_\_

2. How many stores do you operate? \_\_\_\_\_

3. How many employees do you have? \_\_\_\_\_

4. What product lines do you carry? \_\_\_\_\_

5. What services do you provide? \_\_\_\_\_

6. Is your business family run? How many generations? \_\_\_\_\_

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

8. Check all equipment that your business carries:

Vacuum  Vacuum/Central Vacuum  Vacuum & Sewing  Janitorial

Sewing Machines  Quilt Shop with Sewing Machines  Longarm machines

Quilt Shop without Sewing Machines  Other \_\_\_\_\_

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

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

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

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

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

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

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

15. Community projects you participate in or support.

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

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

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

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

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

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

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

24. What year did you join? \_\_\_\_\_

**Fax to: 515-282-4483**

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

**E-mail to: mail@vdt.com.**

You may also visit [www.vdt.com](http://www.vdt.com), click on "Members," and fill out the form online and submit.

You must be a current member of VDTA•SDTA to be selected as the Dealer of the Month.

# Dealers Get More with SteelCity Vacuum™

*SteelCity Vacuum's Broad Range of Offerings is Unmatched*

Everyone at SteelCity Vacuum recognizes that as a dealer, you need a wide range of quality vacuums and parts to be able to serve your customers and grow your business. Since 1947, SteelCity Vacuum has maintained a **strong commitment** to its customers to help them succeed by continually expanding and adding product offerings.

We released several new products just in the last couple of months. One of those product lines, which is *great for boosting your counter sales*, is **FragranceLite™** by Everclean. This carpet and vacuum freshener comes in **14 different scents**, is safe for pets, environmentally friendly, and removes odors from tobacco, cooking, mold, mildew, and fireplaces. The bottles make an attention-getting display and your customers will come back again and again to try a variety of scents. You can find them **only at SteelCity Vacuum**.



FragranceLite

Two more new products we announced recently are the feature-rich **Titan T8000** and **T9200** canisters. With HEPA filtration, retractable cords, LED lights, 360° swivel hose, onboard tools, and more, these canister vacuums are sure to attract customers. Both cleaners incorporate the **workhorse power nozzle** with remarkable cleanability that dealers trust and customers love.

SteelCity Vacuum has also introduced new, upgraded central vac kits. Four of these Prime kits, now called Prime T7, still contain the high quality attachments and hoses you already know, with upgrades that include an **impressive high-quality power nozzle** in the 30' and 35' dual switch kits.

The Classic T5 central vacuum kits feature an upgraded power nozzle as well.



T8000

T9200

Here are even more products and parts that SteelCity Vacuum has added throughout the last year to its expansive breadth of offerings:

- A new, improved **Titan T4000.2** upright vacuum
- A new, improved **Titan T6000.2** upright vacuum
- Eight **more Shark refurb vacuums** added to an already broad line, including two cordless models
- Two **Kenmore refurb vacuums**
- Two new **cordless vacuums** from ReadiVac
- Six new **Carpet Pro vacuums**
- A new **Vapamore commercial steamer** and a 1400 watt **canister vacuum** w/extra large floor nozzle
- Two **new cord reel cords** – 26' an 30' 2-wire in black



As we move forward into 2020, **you can rely on** SteelCity Vacuum to continue to **add to** the more than 13,000 stocked parts and 12,000 stocked vacuums. We want to be sure your customers get *what they need when they need it* with same day shipping, 72-hour delivery to the West Coast, and 48-hours maximum delivery to all other shipping locations in the U.S.

No matter which products you choose, you will always experience SteelCity Vacuum's **unparalleled customer service, industry expertise, and fast service** that is the foundation of our company. We pledge to show you firsthand how SteelCity Vacuum works harder than anyone in the vacuum industry to help you succeed in your business. We look forward to partnering with you today and in the future.

**Visit SteelCityVac.com or call 800-822-1199 today.**

Introducing the World's  
Most Technically Advanced  
Vacuum Cleaners:



## SEBO AUTOMATIC X7, X7 Premium and X8



The AUTOMATIC X is the world's most technically advanced and uniquely easy-to-use vacuum cleaner! Available in two power head widths, the 12-inch X7 and 15-inch X8 feature truly automatic height adjustment! There are four models offered, with a few differences among them. The X7 Premium model offers a choice between two modes of automatic brush agitation! The default setting is perfect for most flooring types, but more aggressive and deeper brush action occurs when its Brush-mode Button is

activated. The X7 Premium and X8 models also have an LED headlight to help illuminate the cleaning path. The red X7 is the basic model, so it does not have an LED headlight, and both the red X7 and X8 do not include a Brush-mode Button. The fourth model option, the X7 Premium PET, is additionally equipped with a hand-held turbo brush, a nine-foot extension hose, and a charcoal microfilter that absorbs pet odors.

**Contact your SEBO sales representative today for more information!**  
If you are not a SEBO dealer yet, please contact us at SEBO America to apply.

[www.sebo.us](http://www.sebo.us) 800-334-6614

## TRIFLEX HX1

### Miele Launches Cordless Vacuum Cleaner



\*Model dependent.

Miele is proud to launch their latest innovation - the Triflex HX1 cordless vacuum cleaner. Like the other vacuums in Miele's line-up, the Triflex will not cease to impress. With a unique 3-in-1 design, the Triflex vacuum allows users to switch between three different configurations for maximum performance and convenience. It is ideal for easy and quick cleaning of small spaces, but is also perfectly suited as a whole-home vacuum.

Unique features include the longest run time with a swappable Varta battery for up to 120-min\* of cleaning, an XXL electrobrush floorhead offering the widest cleaning path and the ability to reconfigure the vacuum whether you want the PowerUnit near the handle or the floorhead. It also proves highly flexible when it comes to storage, with the ability to stand upright on its own. The Miele Triflex HX1 Collection will be available at retailers come July 2020.

## DEALER SPOTLIGHT

### Stand-Out HomeCare Dealers

The HomeCare Program continues to be a success across the nation. This year has started out strong with dealers supporting Miele's \$100 off trade-in promotion, running from January 1<sup>st</sup> through March 31<sup>st</sup>. Customers can trade in any vacuum at a HomeCare retailer to receive \$100 toward a brand new Miele HomeCare vacuum.

Bob March, of House of Vacuums in Edmond, OK, has been in the vacuum business for 26 years and has been selling Miele for 16 years. "The Miele HomeCare line has been a very successful line for us," Bob says. "Currently, the HomeCare trade-in promotion is going on and any time you can tell a customer that your trade-in is worth \$100 for a Miele, it gets their attention."

Jeff Odenwelder, of Dave's Vacuum in Allentown, PA, has had a similar experience with the HomeCare promotion. So far, the promotion has more than doubled their sales from this time last year. By focusing on the HomeCare line, they are able to provide a better warranty and extra accessories to their repeat business, as well as new customers.



Bob March | **House of Vacuums**



Jeff Odenwelder | **Dave's Vacuum**

# Are You Not Getting What You Want?

*Why Common Practices Might Not Be Working For You & What to do Instead*

**By Josh Wagner**

**A**s humans, we all have similar mentalities. We are wired to want more and want what we do not have. And, we all want the most valuable and cherished emotions and experiences—to love and be loved, deep fulfillment, happiness, and peace of mind. If you do not see your life changing it's likely due to undeserving beliefs you have acquired.

If your belief is not present, the best coaches, mentors, and therapists with the perfect plan will not get you where you want to go, even if your mentors have done it for themselves. Even if they have helped thousands just like you use the same process, it still won't work for you if you don't believe you deserve it.

Here are the most common methods for growth and achievement and why they will most often fail you if you have an undeserving belief.

## **Goal Setting**

Setting goals and expectations of what you want your future to look like has tremendous value. It gives you benchmarks to see how you're doing and a purpose to strive toward as you create the life you want. I recommend always having goals to work toward in your life. However, the traditional notion of goal setting can often produce more harm to your psyche than good. This sounds counter-intuitive, but it's true. Goal setting can be one of the most demoralizing parts of your entire life, contributing to unhappiness and lack of peace of mind, even if you do reach your goals. What matters most is why you set your goals and the way in which you go about achieving them.

## **Self Development Courses and Books**

There is no personal interaction possible with a book or an online program. You are consuming the material through your already ingrained deserving belief. So, you can be handed the keys to the kingdom on how to get what you want, but if you have an undeserving belief in that area, you fall into one of these traps:

- You don't believe what the author says is possible (So you don't apply it).
- You believe it, but don't act on it (Procrastination).
- You act on it but unknowingly self-sabotage your process along the way.

No matter how great the material you're given, if it's being interpreted through an undeserving belief you will not produce the results others have achieved. Books and courses cannot interact with you to flip your switch from undeserving to deserving. You're in complete control when you open a book or go through a course; so how much you consume and digest (and what you choose to act on and apply) is entirely up to you.

That is why books and self-learning courses can be limited in value. A great example are the spiritual texts read daily throughout the world by millions. These books contain incredible wisdom on how to live a healthy, happy life and how to become a constructive member of society. With all of this wisdom available, how many people are actually applying it to make a real tangible difference in their lives and communities? I would say that it's a small percentage. I'm not discrediting the quality of the wisdom of the texts; I'm discrediting the medium of transfer to the recipient.

## **Meditation and Visualization**

All forms of meditation can be useful. Transcendental meditation, breathwork, visualization, body awareness, you name it. All have value in distinct ways, each allowing you to reduce physical and emotional stress, while producing more ease, awareness, and mindfulness.

However, if you intend to create something new in your life, like a relationship or income level, meditation rarely makes the difference. These practices were not created to change your deserving belief. So yes, meditation is highly valuable but won't flip your switch from undeserving to deserving.

No matter how great the self-help material or mentor may be, we now see that none of those methods work when you harbor stubborn undeserving beliefs. The opposite is true as well.

The missing key is, as soon as you flip your switch to deserving, you'll end up with a newfound commitment to getting what you are after. Your purpose and determination become dramatically stronger. You will meet the people who are meant to positively influence your journey. And, most magical of all is that life's synchronicities and serendipities fall into place for you. The timing and rhythm of events will all just flow. All of this adds to more happiness, joy, and peace of mind—even before you get what you are after.

**About the Author:** Dr. Josh Wagner is a mindset coach, international speaker and consultant to renowned doctors and their staffs around the world. After building a successful private practice in New York City, Dr. Wagner began to shift his focus to help others achieve their goals to have richer and better lives through his revolutionary Deserving Process.

He has traveled the world helping people in over 18 countries transform personally and professionally. Dr. Wagner's purpose is that the more people experience joy and peace of mind in their lives, the better they will influence their families, communities and the world.

**To learn more, please visit [drjoshwagner.com](http://drjoshwagner.com).**

# Staffing Pipelines and Platforms

**A**s your business expands and develops, your staffing needs will grow in equal measure. You are likely to discover, if you have not already, that finding quality employees is not trivial. Given the natural rate of attrition, small business needs, and fluctuating seasonal sales, nearly all brick and mortar retailers cite staffing as an ongoing challenge. In 2018 the turn-over rate for hourly employees reached 65% according to *World at Work*, and the Bureau of Labor Statistics reported the unemployment rate at 3.5%. These numbers indicate a diminished source of retail employees outside of the general entrenched industry workforce. Attracting, training, and retaining competent employees in the world of vacuums and sewing machines is difficult.

The first step in solving this problem is creating a pipeline of applicants to filter through your company's screening procedures, ensuring that you are finding the best available candidates. There are multiple approaches to building a robust and cost-effective staffing pipeline. The primary methods for pipelining are digital platforms, paper signage, and word of mouth, each with distinct advantages.

## Digital Job Posting Platforms

### Indeed

A popular platform with high visibility that allows you to list jobs for free. Indeed recommends ad spending but does not require it.

Optionally prescreens applicants with aptitude questions.

Organized interface allows for easy to view candidates and contact information. Easily reduce ad spending and gain listing prevalence by cross listing a position in nearby markets. The national average commute time is 27 minutes, marketing within that range adds viable candidates.

Provides an account manager to help with ad copy, posting strategy, and other job listing tips. These services are helpful, however account managers are ultimately salespersons working to increase your ad spending.

### Zip Recruiter

A more expensive platform for posting jobs, however the interface, tools, and feedback offered can be extremely useful.

Platform posts jobs to multiple online platforms, capturing a variety of applicants unique to other sources.

Provides market data, listing templates, and an account manager.

Similar to Indeed, Zip Recruiter's account managers offer valuable insight, however their initiative is to sell SAS services. Of course, this may be beneficial, but the decision must be based on your needs and the results of your staffing efforts as an aggregate pipeline.

### Facebook

Formal job listings on your Facebook business page adds applicants to your pipeline.

Allocating ad spending to create awareness for the job listing can yield impressive numbers of applications received per ad dollar.

As a measure of due diligence when screening candidates we review personal Facebook pages to indicate good fit with our company culture. Facebook thus offers insight on a candidate beyond a resume.

### Craig's List

Depending on the market you're advertising in, Craig's List job ads range from \$10-\$75, offering low cost monthly listings that source different kinds of applicants into your pool of potential hires.

### Local County, City, or Government Workforce Centers

Many states offer online platforms to directly post jobs to their workforce centers, exposing candidates using the local workforce center in their hunt for employment.

Most local resource offices have friendly representatives to help navigate their system and offer advice on hiring in your local market.

### Paper Job Listing Strategies:

#### In Store Signage

Using a simple positive sign in our shop stating "Always Looking For Great People" with additional copy on who we are looking for and how to apply has been effective.

Similar Job Listing Fliers for open positions strategically placed in relevant public areas can yield results.

Adding a pull tab with a hiring manager's contact information and including store information encourages applicants to make direct contact.

### Referral based program

Internal referral initiatives can be an effective way to find applicants, empowering employees to contribute, and effectively creating an array of mini in-house recruiters.

If an employee refers a friend or family member, and their referral is retained for 60 days, the referring employee is offered a bonus as incentive for their contribution.

After using these platforms and strategies for over five years I have found that the kind of candidates varies from platform to platform. The time frame for results is different, the effectiveness ranges by market, and the rate of successful hires per

strategy varies. At the end of the day the majority of candidates get screened out, all platforms and strategies listed above produce results, and all of them produce failed attempts at hiring people as well.

The crucial function of the pipeline is populating your screening process with applicants. If your screening process is uniform, and hiring requirements are established, it will not matter where applicants come from. So long as you have an influx of candidates, you will be able successfully employ your methods of screening to find appropriate hires for your company.

**For more information on any of these strategies or questions on our unique screening process, please feel free to contact me via email, christopherrayblakeman@gmail.com**



**By: Chris Blakeman**

## Thanks for visiting with us at the VDTA Show !

**KIRBY®**

**CWP**  
TECHNOLOGIES  
The Professionals' Choice



**ReadiVac®**



RH1000



RS1000



# Increasing Central Vacuum Sales with the Garage

Garages have become more than just a place to park your car. They are man caves, wood shops, exercise rooms and classic car havens. Places where consumers go to do the things they really enjoy. This shift has caused consumers to invest more in products for organizing their garages. In fact, the garage storage and organization category is growing at a yearly pace of 5-7% and is predicted to continue at this rate for at least five more years.

As a new destination space in the home, the garage deserves its own unique way of cleaning up. Ask most consumers what they use to vacuum their car or garage and it would be some kind of utility vacuum. These vacuums usually are large and unsightly, require extension cords, tip over easily and are not very convenient. That's where the Vroom Retract Vac All-in-One Garage Vacuum System from H-P Products comes in.

The Vroom Retract Vac All-in-One offers a compact, powerful solution for the garage space. A small power unit coupled with the unique retractable hose of the Vroom Retract Vac offers consumers all the vacuum power they need in the garage. It's perfect for retrofits, first time homebuyers or customers on a limited budget.

The Vroom Retract Vac brings central vacuum power and convenience to garages for both quick clean-ups and more thorough vacuum jobs. It is surface mounted for easy installation and access. Once installed, a user just pulls the hose out until it locks in place, switches on the power and vacuums. When finished, twisting the hose slightly and covering the end retracts the hose back into the tubing. The system shuts off automatically when the handle is in place. The Vroom Retract Vac is the vacuum solution that cleans cars, workbenches, wood shavings, leaves, dirt, cobwebs, and more.

The best part about the Vroom Retract Vac All-in-One is that it gives a homeowner the opportunity to try out the convenience of a retractable hose central vacuum without the expense of an entire whole-house system. Once a homeowner realizes their best vacuum is in the garage, they will want the same vacuum convenience in the rest of their home! That means additional sales for central vacuum dealers.



The Vroom Retract Vac All-in-One Garage Vacuum includes: Vacuum Unit, Vroom Retract Vac Valve with Hose, Complete Tool Set (12" Bare Floor Brush, Dusting Brush, Upholstery Tool, Crevice Tool and Bag Caddy) and installation components. The Vroom Retract Vac is covered by a 3-year warranty. Retail price is \$499.

The Vroom Retract Vac is also available as an add-on for an existing central vacuum system. It's a great way to revisit previous customers and sell them upgraded products and accessories.



**For more information visit  
[www.vroomretractvac.com](http://www.vroomretractvac.com)  
or email H-P Products at  
[marketing@h-pproducts.com](mailto:marketing@h-pproducts.com)  
to sign up to be a  
dealer today!**



**H-P Products**  
Central Vacuums

# Collecting Dust

## ***The Complete Electrolux 1960s Line-Up***

In addition to a full service vacuum cleaner sales/repair shop, Mid Missouri Vacuum in Rolla, Missouri is proud to also be the home of the New Museum of Vacuums. We are celebrating the complete collection of Electrolux from what many consider their finest hour. The 1960's.

Currently displayed in our Wall of Fame section, the collection includes the turquoise household model G (from 1960) as well as the bronze model G (1966-1967) along with their innovative deep cleaning power nozzles. The model G is considered by most vacuum collectors to be Electrolux's best and quietest model. The "G" was the first Electrolux with a built-in cord winder and full wrap-around bumper. Very quiet in operation, it just purrs. Priced in 1962 at \$149.75 with the optional Power Nozzle coming in at \$49.95

In addition, we also have the extraordinarily rare Hospital Model G (in both turquoise trim as well as bronze), which added a post motor filtration system. Made of fiberglass, the filter fit into a special holder on the back of the machine which made an already quiet machine even quieter. The filter took the carbon brush dust and any fine particles that escaped the 4-ply self sealing disposable bag. With a 10 foot hose, the Hospital Model G is the holy grail of almost any vacuum collector. Our Vacuum Museum is very proud to have both color versions.

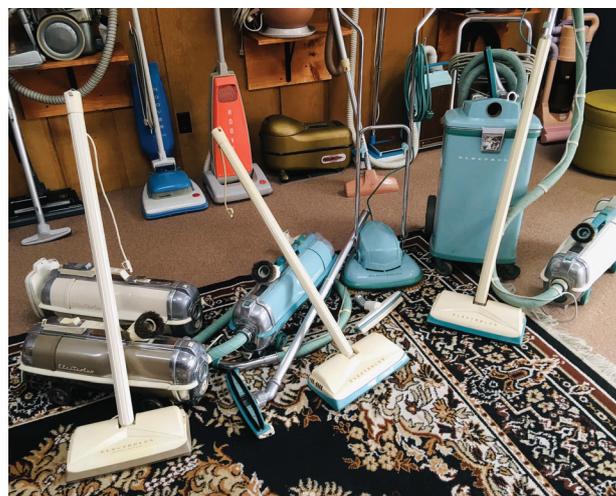
The big commercial vacuum in the picture was Electrolux Corporation's first commercial model, the CA (which stands for Commercial Automatic). Designed for schools, restaurants, etc, the CA also could be outfitted with the optional power nozzle. It came standard with a 14 inch rug nozzle and 14 inch floor brush. The disposable bags are just HUGE! With a fiberglass post-motor filter, this machine is very quiet (it uses the model G motor). This cleaner is extraordinarily rare, I know of only a handful (less than 6) in existence today.

The B-7 3 brush floor polisher is also represented, as well as the air powered (turbine) floor polisher that attaches to the end of the wand of the vacuum. The white wall brush as well as white dusting ball are very rare items, and are included in the collection.

Stop by Mid Missouri Vacuum in Rolla, Missouri and ask to see the New Museum of Vacuums and our Wall of Fame - as well as the complete Electrolux collection. I'm more than happy to share these, as well as the entire collection of Vintage Vacuum Cleaners, with the public. I love sharing them with folks who are also in the vacuum cleaner business or folks who were door to door salesmen for vacuums.

410 South Bishop Avenue  
Rolla, Missouri 65401  
Call 573-261-9577

**TOM GASKO**  
Mid Missouri Vacuum



# 4 easy ways to make your messages warm, personal and authentic

*Employees & customers can smell phony corporate baloney a mile away. Prioritize compelling, emotional imagery, and give user-generated content a try*

**By Elizabeth Baskin**

If the goal of internal communication is to engage, empower and influence employees, then communicators must create content that stirs emotions.

Employees can smell fake, phony corporate baloney a mile away. Pieces that are contrived or written in corporate-speak leave employees bored and your messaging ignored.

Regardless of your industry, a human approach to communication resonates better than a stiff, robotic tone of voice. Think of it as a person-to-person conversation rather than blasting emails out to a sea of faceless employees.

A person-to-person approach levels the playing field of the conversation. It prevents the language from becoming too stilted and formal—or from talking down to employees. It clears the way for a conversation between equals.

Taking a more “human” approach to communication sounds abstract, but it’s not complex. Try these four easy ways to promote authenticity in your organization:

## **1. Photography.**

Instead of using stock photography of models in generic offices or factories, invest in professional photos of your employees. Feature your workers in your messaging, and make sure they receive copies of their favorite shots.

## **2. Video.**

Don’t waste your time and resources on boring videos with bland voiceovers. Instead, capture footage of employees talking about their work, their interests and what they’re passionate about. Invest in videos that show the essence of your culture, vision and values in an authentic manner.

## **3. Leadership communications.**

Instead of ghostwriting a blog bylined by the CEO or another exec, let employees hear your leader’s own words. You can interview the president to create a Q&A feature for the intranet, or you might try capturing a candid video or producing a podcast snippet. Whichever forum or format you choose, play to your leader’s strengths. Let his or her best qualities shine through to build rapport with employees.

## **4. Employee-generated content.**

Employees trust other employees much more than something written by professional communicators. So, solicit content created by employees for the intranet, on social media or for other endeavors. If this feels like too much, at least give workers the ability to make comments on the intranet and on other internal channels.

Give your employees a meaningful voice in your messaging—and don’t forget to listen to what they have to say.

**Elizabeth Baskin is CEO of Tribe. A version of this post first appeared on the Tribe blog.**

**Get Ready for the  
2021 VDTA•SDTA Trade  
Show & Convention!**

Location and Dates  
will be released soon.

Keep updated on future info  
by visiting our website  
at [www.vdta-sdta.com](http://www.vdta-sdta.com)

# 3 steps to developing a content calendar for Instagram Stories

Identify your assets and determine seven content formats to make the most of those resources. Now you have a week's worth. Produce, publish, repeat.

By Devon Gardner

Ready to tackle your brand's Instagram Stories in 2020?

It's easy to feel overwhelmed about continually producing fun, fresh and frequent content. Don't fret; follow these steps to build a solid Instagram Stories content calendar in 2020:

## 1. Audit your assets and resources.

You might be surprised to find that you have more than you think. First, write a list of any of the following that you can access:

- **Photography and videography.** Do you have a library of professional or amateur photos and videos that your brand uses?
- **User-generated content.** Do your fans and customers share any photos with you, or via social media?
- **Influencer-generated content.** If you don't already work any influencers to create content for your brand, put that on your to-do list for 2020.
- **Employees or leaders.** Make a list of team members (employees or even the CEO) who are well-versed about your brand and do well in front of a camera.
- **Original graphic design.** Not everything shared on social media has to be a photo or video. Do you have a graphic designer or, perhaps, a marketing team member adept with tools like Canva or Adobe Spark?

## 2. Develop content buckets.

Once you compile available resources, start thinking about content topics of interest and valuable to your fans.

Here are some ideas to get you started:

- **Product/service demo.** If your clothing company, for example, is releasing a winter collection, show what makes these items special. Perhaps there's a new fabric, stitching, cut, color or other element that makes it a stellar product that fans will love.
- **Tutorials.** Show your fans how to do something, such as how to achieve the perfect "layered" look this winter, or how to wear flattering patterns.
- **Contests/giveaways.** Social media users love contests and giveaways. Try hosting a regular event (weekly or monthly) for a realistic prize that will keep fans engaged and coming back.

- **Feature fans.** Has a brand manager ever responded to you or shared your content on social media? It's a good feeling, right? As fans mention you in their stories or feed posts, take note and share.
- **Employee, influencer or fan takeovers.** It's easy to get writer's block when you've been managing an account for a while. Your fans, employees and influencer partners probably have fresh ideas, so let them take over your stories to show a day in their life, how they use your products or why they love them.
- **FAQs.** There are probably some questions that your customer service team gets asked all the time. Tackle them in your stories.
- **Live or pre-planned AMA (ask me anything).** Highlight the founder of the company, executive team members, brand ambassadors or others who are well known or have an interesting trait that your fans would be excited about. Let fans submit questions in advance or host a live story so fans can communicate with the host directly.
- **Behind the scenes at the office.** Show your fans what it *really* looks like at your company. Behind the beautiful website and Instagram account there are real human beings—and that's what people want to see.
- **Conversation starters.** Share a graphically designed template with "fill in the blank" conversation starters. For example, a clothing company might ask, "What is one item in your closet you could never live without?" Encourage fans to screenshot the template and share it to their stories with their answer. (Remind them to tag you, so you can be sure to see it.)

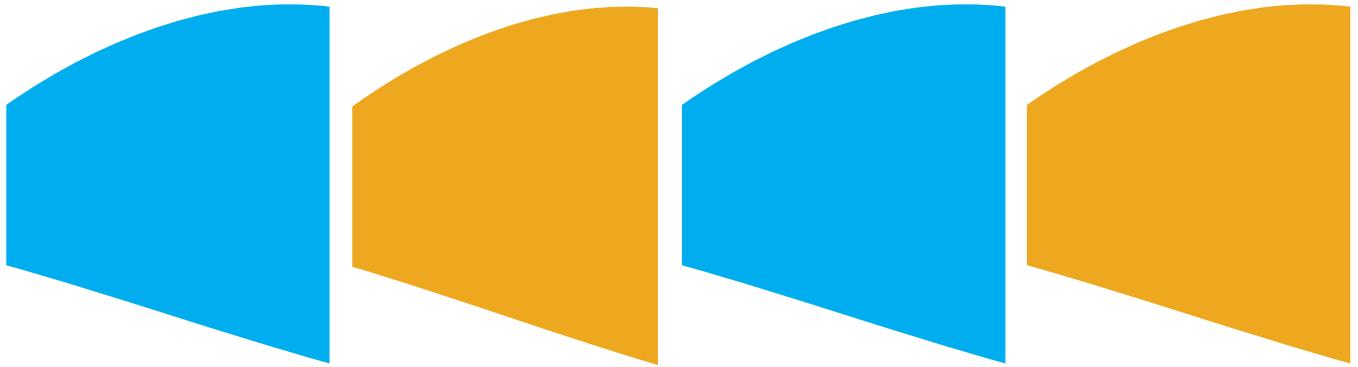
## 3. Assign your buckets to specific days of the week

That way you will have a content calendar so you can plan your stories well in advance. As a bonus, your fans will know what to expect and when to check in for their favorite content.

Your calendar might look something like this:

- Monday: Contest/giveaway
- Tuesday: Tutorial
- Wednesday: Ask me anything
- Thursday: Product/service demo (or FAQ)
- Friday: Behind the scenes at the office
- Saturday: Conversation starter
- Sunday: Fan feature

**Devon Gardner is the founder and CEO of Devon Victoria Communications.**



# Join the VDTA•SDTA

**As a new member you'll receive:**

- Monthly trade magazines with industry news, tips, and **new ideas**  
*VDTA News™*
- **Reduced registration to the VDTA•SDTA International Trade Show**
- Promotional programs that bring customers through your doors  
Sewing Month and Spring Cleaning Month
- Complimentary marketing postcards - 100 pieces of your choice
- VDTA/Bernie Epstein College Scholarship  
Two annual recipients; up to \$10,000 each
- Opportunity to become Dealer of the Year
- Dealer locator on VDTA.com - makes 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

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

Join today! Apply online at **[www.vdta.com](http://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!**

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

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

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

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Web site: \_\_\_\_\_

Number of Stores? \_\_\_\_\_ Years in Business: \_\_\_\_\_ Submit Copies of Business and Tax Certificate

**Membership Category**

**Independent Dealer - U.S. :**

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

**Independent Dealer - Canada & International:**

Identified as any dealer whose principal business is the sale of merchandise and services directly to the consumer (end user) not located in the U.S.

**Associate Member:**

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

**Educator Alliance Member:**

Includes educators, designers, professional crafters, authors and bloggers.

**Miscellaneous Membership:**

Includes Independent consulting firms, advertising agencies, media and Independent Sales reps.

**SEWING\QUILTING**

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

**FLOOR CARE**

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

**U.S. Ind. Dealer: Own 1 Store, New & Renewal**

1 Year Membership..... \$130

**U.S. Ind. Dealer: Own 2 or More Stores, New & Renewal**

1 Year Membership..... \$150

**Canada Independent Dealer**..... \$150

**Int'l Independent Dealer**..... \$175

**Miscellaneous**..... \$150

**Educator Alliance - U.S.** ..... \$60

**Educator Alliance - Canada**..... \$100

**Educator Alliance - International** ..... \$150

**Associate**..... \$725

**Special 2 & 3 year U.S. membership rates available.**

*If you own 2 or more stores, list all locations on separate paper to ensure all stores receive 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): \_\_\_\_\_

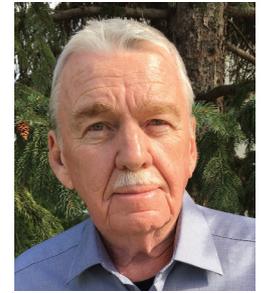
Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CCV# \_\_\_\_\_

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

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

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

# Make Someone Happy...



By Ray Winslow

You just might make yourself happy too. I started up with Necchi sewing machines way back in 1969. House calls for sales and service were the way it was done. Of course, the brick and mortar shops were home base, but if you weren't making house calls the Singer van was! A lot of water has passed under the bridge since then. House calls, who does that?

A few years ago, (I don't even wear a watch anymore, let alone what year it was.) I was asked by a dealer, who didn't work on household units, to handle a problem for him. A woman had left a machine at his shop with an employee while he was gone. He later called and told her he didn't work on domestics, so she came back and picked it up. Shortly after, she called and told him that a part was broken that was fine when she brought it in. Exasperated, he called me, and I said I'd take care of it.

Long story, a bit shorter - the plastic plug in her Singer 221 was functional but cracked; "it wasn't that way last week!" She lives in an assisted living complex not far from me, so I ordered a replacement and brought it over to her. "What do I owe you? She asked. Playing 'the customer is always right' I said "Nothing, we just want you to be satisfied." As I'm stepping out her doorway, she tucked a \$100 bill in my shirt, "Thank you. I live here by choice, not need, and I've saved well."

Fast forward, so to speak, to 2019. I get a couple of calls a month these days, from people looking for friendly help. Most have older machines with relatively minor problems, but it seems they can't get it elsewhere. "Hello, my name is Marilyn and I think one of my grandkids has messed up my Singer, I can't get it to work. It's in a cabinet, can you come over?" I got her address, which was about a fifteen-minute drive, and said "I'll come over and take care of the machine for \$125." "Oh, my, I'm 92 years old." "Okay, I'll give you a discount - \$100." "I'm going to need a bigger discount than that!" I'm starting to have some fun here. "All right! 50 bucks, but that's it!" At this point I just figured I wanted to help somebody who made it to 92. She says, "Do you drink coffee?" I said, "Do you eat donuts?" Game on.

I showed up early next morning with a couple of big Lamar's jelly donuts. I can see her spryly shuffling to the door; really, 92? The house is as neat as any I've ever seen, clean as a whistle. She takes me on a tour, including showing off her spare bedroom with two teddy bears, heads sticking out from under the blanket. Wonderful, "So, where is the machine?"

The Singer was in the basement, so I suggested I would go down by myself and save her the effort. Oh no, she just led the way about as quickly as I could've made it. The machine just needed some minor adjustments and lint removal, maybe fifteen minutes, including listening to some family history.

Back in the kitchen we knocked the donuts and coffee off. She told me the State was bugging her to give up the house because of her age. The place was immaculate, and she was sharp as a tack. "My son took over my finances a while back." The way she said it, I thought to myself there goes the fifty bucks. I really wasn't worried though, I did a good deed. So, now it's time to go, and, thinking there's nothing to lose, I laid my business card on the table and said, "The next time your son comes over, maybe he can send me a check." "Hold on, he's got my checkbook, but I have my resources; stay right here." Away she went from the kitchen. It was a while waiting, but she returned with a brown envelope, a bit thick it seemed, and pulled out a crisp \$100 bill, one of the old ones. "Oh, now I'm going to have to send YOU fifty dollars!" "No, you don't. You drove over here, spent some time listening to my stories, and got my machine running. Thank you for caring."

Running a small business is not easy. Everything is going up - rent, competition, quotas from your vendor and, of course, blood pressure. When engaged with a potential customer I try to take a 'time out', show some empathy and, whenever I can, a sense of humor. It's never been just about the money for me.

# Leading and Making a Difference

by John Tschohl

***“The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things.”~Ronald Reagan***

Being a leader in customer service (working hard to serve others), generating excitement, innovation, and a focus on continuous improvement, like I teach, creates a culture that’s hard to build otherwise.

## **Oracle co-founder Larry Ellison**

Born in Brooklyn, New York, to a single mother, Ellison was raised by his aunt and uncle in Chicago. After his aunt died, Ellison dropped out of college and moved to California to work odd jobs for the next eight years. He founded software development company Oracle in 1977, which is now one of the largest technology companies in the world.

## **Leonardo Del Vecchio**

Del Vecchio, one of five children, was eventually sent to an orphanage because his widowed mother couldn’t care for him. He would later work in a factory making molds of auto parts and eyeglass frames.

At the age of 23, Del Vecchio opened his own molding shop, which expanded to become the world’s largest maker of sunglasses and prescription eyewear, including the brands Ray-Ban and Oakley

## **John Paul DeJoria**

Before the age of 10, DeJoria, a first-generation American, sold Christmas cards and newspapers to help support his family. He was eventually sent to live in a foster home and even spent some time in a gang before joining the military. With a \$700 dollar loan, DeJoria created John Paul Mitchell Systems and sold the shampoo door-to-door while living in his car. He later started Patron Tequila, and now invests in other industries.

## **Starbuck’s Howard Schultz**

In an interview with British tabloid Mirror, Schultz says: “Growing up in a housing project I always felt like I was living on the other side of the tracks. I wanted to climb over that fence and achieve something beyond what people were saying was possible”.

Schultz ended up winning a football scholarship to the University of Northern Michigan and went to work for Xerox after graduation. He then took over a coffee shop called Starbucks, which at the time had only 60 shops. Schultz became the company’s CEO in 1987 and grew the coffee chain to more than 16,000 outlets worldwide.

These four gentlemen went through personal and financial difficulties but kept on looking forward to accomplishing their goals and making a difference. Their financial status is in the billions for each of them but, their goal was to “make a difference” in people’s lives. They did what Marc Cuban did... they worked harder.

According to Marc Cuban, “It’s not about money or connections. It’s the willingness to outwork and outlearn everyone.”

Hard work is the great equalizer. Making a meaningful difference in other people’s lives requires significant effort. Hard work can always be your difference. Because how hard you work is the one thing you can always control

In my book, *Achieving Excellence Through Customer Service*, I expound on the value of hard work/service. Great leaders know that service is what your customer says it is. Here are five questions to ask yourself about your customer’s perception of your company.

- 1. What business are we in?** Usually you conclude that you are in the business of providing customers with a variety of “services”. Make a list.
- 2. Do we have customer needs and wants at heart?** Identify all market segments all customer groups. It is important to determine needs and wants of all customers.
- 3. Are we listening?** Set up the systems for listening to customers. The way to find out what they want is to make it easy for them to communicate with you.
- 4. Do we communicate?** Be proactive and try to eliminate problems before they happen. Having a strategy based on delight or ‘wow’ is not likely to pay as well as a strategy that eliminates disappointment first.
- 5. Are we using Speed?** Are you eliminating friction, so it is easy for customer to do business with you and want to come back?

***A true competitive advantage goes to leaders of companies that get it right ~ John Tschohl***

**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 has written several books on customer service including *Moving Up, A step-by-step Guide to Creating Your Success* and has available the 13th edition of *AETCS*. Both books are available on Amazon. John is a self-made millionaire travelling 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.



# Banking on a Trend

*Contributed By: Regena Carlevaro, Education Manager for Janome*

Have you noticed how trends in fashion are becoming so cyclical, that you can pack away off-trend clothing, knowing that they will come back in style a short time later? Of course, my teenage daughters think that their generation invented all of these “new” styles!

Thankfully, trends in our sewing machine industry stay on track a bit longer. For instance, serger purchases boomed in the nineties and for more than a decade, we were trying to help customers find ways to use them for much more than what they were intended for. Unfortunately, many customers could never grasp how to thread the loopers and quickly gave up, shoving their serger to the back of the closet. Since then, sergers and coverstitch machines are often relegated to a back corner of our store too.

The good news is that we can bring those sergers and coverstitch machines back to the forefront of our stores and our class schedules.

A growing trend among all sewing demographics is Athleisure. It's easy to wear and fit, no matter what your body type. Companies like Girl Charlee Fabrics and So Sew English Fabrics, who specialize in knit fabric, are seeing a huge growth in their sales because of this. Why buy a pair of leggings at a boutique store for \$99 when you can make a pair for \$20?

Sergers and coverstitch machines are perfect for this trend! They have evolved since the nineties. The AT2000D provides air-threading, needle threaders and more, so that it's as easy as using a sewing machine. In fact, the Janome CoverPro 2000CPX was created on a sewing machine frame, providing the great stitch and sewing reliability that Janome machines are known for. In addition, you can take advantage of the great bonus kits that are being offered to our Janome dealers and promoted nationally to consumers.

Make sure that you are taking advantage of this by adding quick knit wear classes to your schedule; T-shirts, skirts and leggings can be made in a 3-hour class easily. Hang up “Take me” posters at your local community college, art schools, etc., letting your community know that you offer these types of classes.

We, at Janome, are really excited to see many young sewists branching out to serger and coverstitch machines and seeing the possibilities for the first time. They're looking at them with fresh eyes and think they're the best thing since flared jeans, because, of course, they think they invented them...



**For more information about the pictured machine packages, reach out to your Janome District Sales Manager. Or, if you are interested in receiving information about becoming an authorized Janome dealer, call us at 800-631-0183.**



# JANOME

# Lucky Or Prepared?

Remember how you learned to drive? Maybe you were taught by a parent, family member, or friend of the family. Maybe, like me, your parents didn't relish the thought of getting into the car with an inexperienced driver and instead paid for driver's ed. No matter how you learned, you had the book knowledge - knowing the rules of the road, the practical knowledge - getting behind the wheel and venturing into traffic, and the test - showing an authority the proficiency you had. When you passed your test, you happily got behind the wheel believing you had the world in your hands!

The same can be said for employees in an ever-changing market. Each new product comes with a learning curve of its own demanding time and dedication to master. That dedication results in proficiency and a sense of success that will create a desire to incorporate new ideas in the future.

Take vacuums, for instance. If you think back to the first vacuum you ever used, it may have been a straight suction canister, or a fancy upright with a cool knob to set the level of the nozzle. Suction was where it was at!

Today we have vacuums with electronics that monitor the fullness of the bag, the amount of dirt we pull from the carpet, and filter life among other things. Each new feature had to be studied and put to the test in our hands before we demonstrated them. If we found these features were truly benefits for us, we would show them excitedly to our customers fully expecting them to embrace our enthusiasm as well. The customer who values what that vacuum could do to make their house cleaner, their time doing chores shorter, and their teeth whiter will happily give us more money than they intended - and tell all their neighbors and friends how great it is.

Sewing machines are similar to vacuums in the advancement arena. Sewing would be totally unrecognizable to my grandma with projectors, automatic needle plate changes, and self-threading, sewing is a technological marvel. Not everyone sees the value in some features, but if our customers don't know it's available and how it can help them with their projects, they won't even consider purchasing it. The employee who is willing to get better acquainted with the products you sell is the one who will be more engaged when a customer comes into the store.

My favorite customer is the woman who enters the store looking for a "basic" sewing machine.

**Customer:** "Just a straight stitch, maybe a zig-zag. What do you have? And I don't want to pay too much!"

**Staff:** "What machine do you own right now?"

**C:** "I think it's a Singer. Or maybe a Montgomery Wards. I guess I don't know but it was a good machine. I paid good money for it."

**S:** "Ok, what type of sewing are you doing right now?"

**C:** "Oh, you know, just mending, curtains, that kind of thing."

**S:** "We have machines that can help you with that. What type of sewing would you LIKE to do?"

**C:** "Well, I always wanted to learn to quilt (embroider, sew for my grandchildren, etc.)"

**S:** "Very good. Let me show you a machine that has a lot of features on it, and you can tell me what's important on your new machine and what you don't really care about having. Then we'll find the right machine for you. Here you go, have a seat right next to me so you can see..."

What about asking for the sale? Good thought! That should be woven throughout your conversation with your customer. Waiting until the demo is over makes it harder to close a sale because the customer isn't thinking about it. If the thought of taking the machine home today is brought up immediately, they look at all those features and functions on their new machine in a different light. They begin to look at each thing as an opportunity to create a project, finish a project, or learn a technique they hadn't done before. Simply saying, "This machine is on sale today. Let's take a look at some of the features you're interested in," would be a non-aggressive way to insert the idea of a purchase today. Referring to the machine as "your new machine" also gives them ownership. "Your new machine will do (blank) for you."

Inevitably, she will end up applying for financing, saying she never knew she could do so much with her new machine.

Remember when you met your spouse? It may have been love at first sight, or you may have been acquaintances. Either way, you got to know this relative stranger over a period of time. Each new thing you learned about each other brought you closer. Finally, you knew they were "the one". Selling is the same process. You introduce, you point out the fine qualities, and you suggest they are "right" for each other. The customer "falls in love" with the product you've introduced because it's the right fit for them.

It's satisfying helping someone discover a new hobby, knowing they're happy with their purchase and excited about the possibilities that have just opened up for them. With encouragement from your store, this customer will learn more about her hobby and become a lifelong customer. Also remember, this customer also became a promoter for you! Take good care of her!

Be Purposeful to be Profitable,

*Cindy Barnhardt  
J & R Vacuum & Sewing  
Bismarck, ND  
info@jrsewfun.com*



# VIKING CORNER



**NORM HIMEBAUGH**

Himebaugh's Vacuum & Sewing Center

Being a Viking Dealer since 1980, I've seen a few things from Husqvarna for sure. I've seen changes in designs both good and bad. I was trained by one of their true masters when I was 18 years old, then only three years in the business, alone, I disassembled the 6690 Husqvarna top of the line to the frame and rebuilt it because I needed to know how it functioned. It took me several attempts to get it back to normal, but I finally had success, restoring it to perfect operation.

This article will focus only on my discovery of certain issues for Husqvarna Viking dealers. If you don't know certain facts about their design, much of what I cover won't make sense to you. If you are a dealer you can do research through the service manuals for a better understanding, call me directly or call their service department for clarity.

I believe Husqvarna Viking has the best stitch in the industry. One day a customer felt my passion for them and said I needed to sell a different brand. I replied, "If you cut me, I bleed Husqvarna!" If your passion is similar to mine and it doesn't transfer to finding every service issue for your customer's machine, you just went down a rung on the ladder of being your best.

I'm going to start this article with a topic that I recently have encountered. We had a promotion where we sold a good number of the Epic 2 top of the line machines. I test every top of the line machine before it leaves my store to ensure my customer's satisfaction. I found a problem with most of the machines I received. If you think this is only a Husqvarna issue, you're wrong. I have friends who carry other brands who would tell you similar stories of issues due to manufacturing.

The issue that I found was with the final sewing test of the machine. It was during the embroidery sewing that the issue showed up. I think the best embroidery design to use on all Vikings to test the final embroidery stitching is in the "D" menu, stitch 27 on the Epic. After the three little round elements are sewn at the top of the design a small zig zag is sewn and then a straight stitch is sewn in a small curl below where the design started. You must press the stop button at the end of the straight stitch, before the machine does its zig zag over the straight stitch. Then you cut the thread and remove the hoop.

Now look at the bottom stitching. If you have "eyelashes" or loose stitching in the curl of the straight stitch but the three elements at the top show a lot of white thread, you have a problem. Why would the top tension or portioning system have loose thread resistance in the curl but have

tight resistance in the elements? This is what I mean when I say, "It is wrong in the wrong way." You can't have a design show a drastic change in tension value while it is sewing. If it was "wrong it the right way", the elements would show more colored thread than white, and the curl would show "eyelashes" because of looseness. Therefore, tightening the top resistances or portioning, or loosening the bottom tension would correct both issues.



The cause was a poorly formed bobbin case tension metal bracket. It gave inconsistent tension value and only showed up during embroidery sewing. The issue was not as noticeable during normal stitching. Here is a picture of the inside of the metal bracket. Notice the rough edge near the bottom of the rounded area of the slot. That is where the thread rests and is pulled upward towards the needle plate as the machine sews. When I sanded the area smooth my embroidery was, "wrong in the right way" and I could balance the stitch perfectly. I also saw this problem with a bobbin case I got from my parts stock, so keep an eye out for this issue. A bad parts run can happen and has for years in every brand. It's our job to catch them.

We all know the world has changed in terms of service training from our vendors. Today companies are more focused on selling than servicing. Before we all condemn them, think of being a CEO or a CFO for any major business today. The dealer market is slowly disappearing in just about every industry and companies still need to survive by selling their products. So, how do they do it with an ever-shrinking sales force? By marketing to the end user or other avenues of distribution.

Service dollars at the store level can be good or great but do nothing for your supplier. They really have no monetary reward for training your service tech, so today more than ever, it's up to you. For whatever reason, I've fallen in love with the service side of our business. The least profitable, highest stress part of the business.

I love being the guy who figures it out for the customer. When someone tells me, they've taken their machine to five different stores and I make it right, I feel successful. I also win that customer for life and usually, her friends. People read my reviews and then buy new machines from my store, knowing I will be there with the answer when problems arise. I can disassemble any Husqvarna Viking to the frame and rebuilt it, knowing that every aspect of it is perfect.

I am looking for twelve technicians who want to know Husqvarna Viking machines to the same level. I am going to close my store from May 4<sup>th</sup> to May 8<sup>th</sup> and hold a 5-day Service Seminar in Charlotte. We will spend all that time on the Husqvarna Viking Diamond Royale. Once you have ownership of every concept of the Royale, all other machines become simple. We'll take out the hook, the feed system, the PC Board, the drive Motor and the head end assy. Go over every aspect of the components then reassemble the machine, after discussing the "load" to the motor in great detail. Then reset all the electronic settings

to ensure perfect operation of all the functions of the machine. You'll get every answer and procedure to fix the problems that you currently don't know.

The fee for the week-long class is \$1000. The location will be in a hotel conference room just down the street from my store. Breakfast will be provided, lunch will not. We will take a 1-hour break for everyone to grab lunch. You will need to bring a Diamond Royale and tools to the class. To sign up you will need to call me directly at: 704-996-7431.

Full payment reserves your space. No refunds will be given but I will do a makeup class for anyone who runs into a problem. With closing my store and paying the Hotel, I can't have people backing out at the last minute, so don't sign up if you can't commit. I will give a class supply list to everyone who signs up.

My service rate on a machine in this class, like the Ruby, the SE, the Diamond or the Epic is \$300 to \$500. Once you know how to remove and reset everything, nothing is a mystery.

I am taking requests for any topic you may want me to address. My cell phone is: 704-996-7431 and my email is: normhimebaugh@gmail.com.

# Kurt Ripley Obituary

**K**urt Alan Ripley, 53, of Victor, Idaho passed away January 1, 2020 at the Teton Valley Hospital.

Kurt was born July 20, 1966 in Canton, Ohio to Daniel L. Ripley and Cheryl A. Lee. He was a member of First Baptist Church in Jackson, enjoyed hiking, fishing, four-wheeling, ice skating, playing games with his family, and laughing.

With fifty dollars and Jesus, he started his business, Ripley's Vacuum Center, in Jackson, Wyoming in 1993. He and his wife, Melissa, started their family in 1997 in Victor, Idaho. They have three daughters: Kyley Jo Ripley (22) of Idaho Falls, Idaho, Katie Anne Ripley (19) of Laffayette, Colorado, and Kimberly Jean Ripley (17) of Victor, Idaho.

Kurt never met a stranger and was very passionate about sharing the Lord with everyone he met. Kurt was a loving husband, father, son, brother, and friend. He will be greatly missed.

He is survived by his loving wife, daughters, parents, and sister. Services were held at First Baptist Church (90 W Kelly Ave) in Jackson on Tuesday, January 7, 2020 at 11 a.m.

In lieu of flowers, donations may be made in Kurt's name to Feeding Los Cabos Kids, <http://www.feedingloscaboskids.org/donate/>.



# Two Worlds Coming Together

**By The Quilt Spot Team**

Linsee Patris' creative journey started when she was a toddler. She grew up in a home filled with quilting and often found herself doing homework in the back of her mother's fabric shop. As a child, she didn't understand her mom's passion for sewing but her early exposure must have stuck with her because she went on to major in apparel design in college.



Her love for fabric and design moved her from Seattle to New York where she found her second passion, jewelry. Linsee spent years in the fashion jewelry industry working with designer brands, but she never lost passion for the crafted arts. She often spent her days developing jewelry for work and spent her nights sewing and quilting on the floor of her tiny Brooklyn apartment. Still, Linsee always longed to bring her two passions together, and in 2018 the Quilt Spot Jewelry Collection was born. She started designing her quilty jewelry collection focused on her love of fabric and sewing.



She wanted the collection to not only be beautiful but functional and accessible. All of the short necklaces have extenders so you can adjust the length and each piece is crafted with a little Cubic Zirconia accent somewhere. No detail is overlooked and the entire line is hypo-allergenic. Linsee has such a passion for the maker space and she is so excited to share this fashion jewelry collection with you. She calls it "Fashion Meets Passion" and now you too can express your passion outside of your sewing room.



Linsee Patris

“ Linsee spent years in the fashion jewelry industry working with designer brands, but she never lost passion for the crafted arts. ”



**Contact Info:**  
The Quilt Spot  
201-385-7178  
Info@theQuiltspotNJ.com

# Why Sit Around and Wait for a Miracle to Come When You Can Be One?

Political parties trying to outmaneuver each other constantly, gang activity, wars, climate change and the opioid epidemic. For some, the world seems to be falling apart. While it seems there have always been wars, thugs and to a certain extent climate change, the biggest issue facing our society today is the opioid epidemic and all the problems it's creating in our society. Families and relationships are being torn apart. Work productivity suffers. Lives are being lost.

But many can and do say "If they want to be that stupid let them go ahead and do it". "It doesn't effect me".

A White House report last fall put the cost to the country of the opioid overdose epidemic at more than \$500 billion a year. \$500 billion sounds like the epidemic is costing every business and taxpayer quite a bit already. That doesn't even begin to count the humanitarian toll of broken lives.

In 2015 Christian singer and songwriter Natalie Grant released a song named, "Be One". One line of the song says, "Why sit around and wait for a miracle to come when we can be one".

As mentioned in previous articles, I have stepped back from our vacuum and sewing business and have become somewhat of a full-time volunteer. I am at the store for a couple of hours most mornings and then am gone the rest of the day. After being in the business for many years and being blessed with a wife who has taken over most of the day to day operations at our store and a great staff, I now feel I have the volunteer time to be someone's miracle once in a while. Only now do I realize just how much work there is to be done out there. I see people who have made a mistake and just need a chance. I see people who are drug addicts and are not looking for much more than their next fix. I see some who lost almost everything they have due to health or mental illness issues. While I have done a little volunteer work over the years, only now after I have really gotten involved do I see how much work volunteers are doing to "fix" things broken by the opioid crisis.

What can you do? How about mentoring a kid who needs help? Serving at the homeless shelter? Visiting a shut in who has no family. Volunteering with United Way or The Salvation Army. Donating vacuums or sewing machines to the needy? The list of needs as well as the opportunities are almost endless.

Volunteering doesn't have to be an all-out effort. Just a couple of hours a week could be a great start and make a really positive impact in someone's life. Volunteering also is good for you. In many cases the positive results of volunteering can be seen almost immediately. There are also the new friendships you

will make as you enjoy some time with like-minded people. Consider volunteering a little of your time and talents to those less fortunate today. Make a positive impact in the life of someone.

In the words of singer songwriter Natalie Grant "Why sit around and wait for a miracle to come when we can be one".

Till next time,

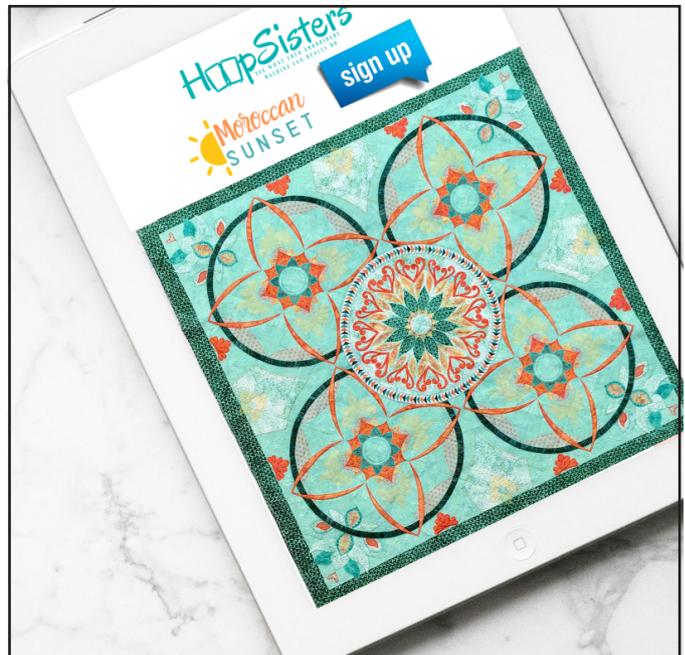
~Jim

Questions or comments are welcome.

E-mail: [jimbarnhardt@msn.com](mailto:jimbarnhardt@msn.com)



**JIM BARNHARDT**  
J & R Vacuum and Sewing  
VDTA • SDTA Board Member



Request our free Marketing Kit  
for 2020 Dealer Programs!

[nina@hoopsisters.com](mailto:nina@hoopsisters.com)  
866.497.4068



# The Charming Embellishments of Kimberbell's

## “Luck o’ the GNOME” ST. PATRICK'S DAY Bench Pillow

By **Jenny Lyman,**  
**Marketing Writing Associate**

Kimberbell's signature Bench Pillows are a delightful way to welcome every new holiday and season. And, in true Kimberbell fashion, Bench Pillows also include a variety of creative embellishments! Kimberbell's new Luck of the Gnome: St. Patrick's Day Bench Pillow is a good example of how dimensional elements elevate Kimberbell Bench Pillows in extraordinary ways.

Leprechauns with wooden noses and knobby knees wear hats of sparkly Polka Dot and Applique Glitter, their legs dangling freely below them. Catch one, and he might lead you to a shimmering, Mylar rainbow and a pot of gold as Cute as a Button! Shamrocks of shiny Embroidery Leather, a golden Applique Glitter horseshoe, and a top hat brimming with flowers and ferns are sure to bring good fortune, while “lucky” letters are stitched on a pretty patchwork strip. Other elements include flying geese, pinwheel patterns, and more!

Luck o’ the Gnome is the first Bench Pillow that Kimberbell has ever created an Embellishment Kit for. Previously only released with feature quilts, Embellishment Kits include the darling Kimberbellishments (except for fabric) needed to complete a specific project. Here's a closer look at the dimensional details found among the wee folk, wishes, and decorative stitches of the Luck o’ the Gnome Bench Pillow.

Embroidery Leather adds a smooth dimension to shamrocks. In addition to the seafoam green color shown on Luck o’ the Gnome, this faux leather is also available from Kimberbell in lovely shades of silver and rose gold. Mylar Sheets are a no-fuss way to make applique shine, and Rick Rack Trim adds a wonderfully wavy element to Bench Pillows and other projects. Kimberbell's exclusive Spring Has Sprung button collection includes the flowers and frogs, boots and bees sprinkled throughout the pillow, along with Cute as a Button(s) and tiny wooden knobs.



Kimberbell's ultra-dazzling Applique Glitter Sheets have the sparkly wow factor of glitter with absolutely none of the mess—the glitter will not rub off. Simply iron on this heat transfer vinyl and use in a variety of machine embroidery or sewing projects! In addition to its sparkle, Polka Dot Glitter is also perforated with 1/8" holes. Whatever you place the Polka Dot Glitter Sheet over will show through the dots!

Available in both machine embroidery and sewing versions, every Bench Pillow pattern includes step-by-step instructions for making a 16 x 38" pillow form as well as the interchangeable pillow cover. All Kimberbell Bench Pillows also coordinate with monthly Bench Buddies, the Luck o’ the Gnome Bench Pillow perfectly matching the 8x8" square and 5½ x 9 ½" rectangle March designs. With so many textures and dimensional details available, it's easy to experience the joy of creativity™ with Kimberbell!



# Behind the Scenes at It's Sew Easy TV- Part One

*Lights, Camera, Action!*

**By Joanne Banko**

Twice a year, designers and educators from all over the country arrive for It's Sew Easy TV taping week. It all takes place in a nondescript location in Solon, Ohio. Unassuming on the outside, the fully equipped studio inside is a technological wonderland! It's equipped with lights, cameras, and an abundance of high-tech equipment.

The studio's set evokes a scene that mimics a cozy, homey sewing space, inviting sewing enthusiasts to relax and live out their sewing dreams as they watch the show. In the background, the capable crew of camera operators and production experts operate the equipment and maintain the pace for an action-packed week of digital recording. I've had the distinct privilege of appearing on the show for 13 seasons. In this series of articles, I aim to give you an insider's look at the show and share some thoughts for expanding your consumer base with ideas gleaned from the show.

It's Sew Easy is the perfect name for the PBS, all about sewing TV show. The name of the game is to teach viewers new techniques and inspire them to enjoy the time spent in their own sewing space. With Brother International sponsoring the show and providing top quality, easy to use equipment, the "it's sew easy" part comes across loud and clear. The camera crew and production staff cultivate an atmosphere that encourages guests to be themselves and teach as if there was a room full of eager students. Yes, it all sounds so easy. However, just like in real life sewing demonstrations, needles can break, fabric can snag, and rotary cutters may cease to cut. Cause for consternation on the part of the demonstrator, the crew is unphased and the action only stops if it's absolutely necessary. Mistakes are inevitable in real life too and viewers understand if you smoothly make a correction and continue without flinching. If need be, the action can be paused and picked back up just before the stitch glitch occurred. Beyond that, the studio's talented video editor is a master at making the end result look smooth.

How well I remember my first day at the studio. While I had years of teaching "live" under my belt, talking to a camera was a different story. I remember looking out at the darkness of the studio, beyond the bright lights of the set, and feeling strangely alone. To counteract the feeling of presenting to a faceless camera I had to imagine the camera was in fact my intent student audience eager to learn. Keeping the audience in mind, just like in any presentation, keeps you focused on the goal of inspiring, entertaining, and educating. The end result should spark curiosity and foster the empowering feeling one has when sewing. I'm sure you can relate as we continue in this age of teaching, entertaining, and soft selling via video. In part two I'll share ideas for shop owners to use the power of "As Seen on TV" to delight your customers and gain new ones.



Left to right front: Brett Koren (Cameraman), Joanne Banko, Kara White (Assistant Director), Mike Murphy (Director)  
Left to right back: Katherine Stull (Executive Producer), Tom Reardon (Cameraman), Keith Kline (Cameraman)



Left to right: Mike Murphy (Director) Joanne Banko (Guest Instructor)

#### **Additional crew not pictured:**

Katherine Lamancusa (Production Coordinator)  
Sherry Soreo (Video Editor)  
Brian Zietlow (Audio)  
Patsy Lapidus (Production Assistant)  
Karen Kole (Makeup)  
Tim Stull (Production Manager)

**About the Author:** Joanne Banko is an author, freelance sewing educator, and self-proclaimed sewing cheerleader! She has gained experience working in many divisions of the sewing industry and enjoys sewing as both a vocation and a hobby.



A resident guest instructor on the popular PBS It's Sew Easy TV show Joanne demonstrates a wide variety of tips, tricks, and techniques with the ultimate goal of helping sewing enthusiasts make the most of their sewing and embroidery machines. As a Brother ambassador she contributes regularly to the official Brother blog, *Stitching Sewcial*.

Joanne lives in Northeast Ohio with her supportive husband Ray, who is used to hearing her machines humming past midnight.

Visit Joanne at her sewing and embroidery website, [www.letsdosew.com](http://www.letsdosew.com).

# Join Shannon Fabrics in Celebrating Our 25th Anniversary, All Year Long!

By Michael Nystrom, Inbound Digital Content Manager

**W**e've been building up to this moment for a long time, but we're excited to officially announce that (drumroll, please!) — 2020 marks our 25th anniversary!

What started as a humble Los Angeles-based retail store in 1995, Shannon Fabrics has grown into an industry-leading fabric wholesaler and the premier go-to source for all types of plush fabrics.

We couldn't have done it ourselves, we owe our success to our entire extended Shannon Fabrics family. This includes fabric retailers, distributors, manufacturers, our 50-plus employees, designers, sales reps, industry and community partners (including VDTA!), sewists and Cuddle® enthusiasts.

We've been fortunate enough to impact lives all around the world with our soft, cozy fabrics as we work towards our larger mission of Making The World A Softer Place™!

But enough about us, we're here to celebrate our silver anniversary and we plan on celebrating all year long!

## Monthly Giveaways

First, we know fostering strong industry partnerships helps the sewing industry as a whole grow and thrive, and we're fortunate to currently have 25 industry partners (see what we did there?) we believe in. Starting in January, we will be partnering with two industry partners each month to give away both Shannon Fabrics products, and products from our partners.

Be sure to check our blog and follow us on Facebook and Instagram for monthly giveaway announcements. We tentatively plan to run each giveaway during the third week of each month, good luck!

## New Tutorials, Kits and Other Goodies

To continue our 25th anniversary celebration, we'll be working closely with our National Educator Teresa Coates to develop more free patterns and video tutorials to make 2020 the best year for sewing with our fabrics yet!

These will be posted on our blog, as well as our always-popular free patterns page and our YouTube channel. Don't forget to hit the "subscribe" button and click the bell icon to be alerted every time a new video is uploaded.

Also, since our Cuddle® kits have become some of our most-requested products, this year we'll be releasing new kits sporadically throughout the year. We can't give away too many details, but expect a new kit in March with, you guessed it, a silver theme.

Besides new kits and tutorials, we'll also be giving away fun goodies in line with our 25th anniversary theme, including pins, scarves and other goodies (who doesn't love free stuff?).

## Special Sales and Promotions

Similar to our year-long giveaways, Shannon Fabrics will also be rolling out special sales and special promotions to our customers throughout the year!

We can't spill the beans here, but expect free shipping incentives, discounts on specific collections, and more. If you haven't already, be sure to tell your sales rep you'd like to be added to our email list for promos delivered straight to your inbox.



Remember, we're a wholesaler, so if you're a consumer looking to purchase our fabrics for your personal use, be sure to check our store locator for fabric and quilt shops near you!

*Cheers to you, and cheers to 25 years of Making the World A Softer Place™!*

**About the Company:** Shannon Fabrics, a wholesale fabric supplier, is the premier destination for all types of plush fabrics. The company offers Cuddle® (minky) plush fabric, Luxe Cuddle®, Embrace® (100% cotton double gauze), Terry Cloth, Faux Fur, Solid Silky Satin, and kits. In addition to a licensing agreement with Hoffman California Fabrics, Robert Kaufman, Premier Prints, Sweet Melody Designs and other industry leaders, the company works with independent and in-house designers to develop and create some of the best fabric collections available in the industry. With its signature "Cuddle®" collection, Shannon Fabrics, a family owned business founded in 1995, has become a household name and is always Making The World a Softer Place™. **For more information, visit [shannonfabrics.com](http://shannonfabrics.com)!**





**INTRODUCING THE NEW**

# Slimline 3™

TABLE & FLOOR SERIES

- **New DIMMABLE** Feature!
- New & Improved aluminium shade emits a 50% brighter light!
- Aluminium shade with full length diffuser for better diffusion & shadow control.
- Table clamp has been re-designed to be even less obtrusive, & comes in a beautiful brushed steel finish for a sleek look & feel.

[www.daylightcompany.com](http://www.daylightcompany.com)

# 2020 Awards

## 20 & 30 Year Members

### 20 YEAR MEMBERS

**A-1 Vacuum & Janitorial Supply**  
Kalispell, MT

**A-Best Sew & Vac**  
Albert Lea, MN

**ABC Vacuum Sales & Service**  
Austin, TX

**All Vacuum Wholesale**  
Gainesville, GA

**Carmen's Vacuum Inc**  
Columbus, OH

**City Home Vacuum**  
Chicago, IL

**Domestic Sewing Center**  
Warren, OH

**Heyde Sewing Machines Co**  
Saint Louis, MO

**M H Vac & Sew Inc**  
Brooklyn, NY

**Phil's Electric Vacuum Center**  
San Francisco, CA

**Powell Vacuum & Allergy Center**  
San Antonio, TX

**Ray's Sewing Machine Center**  
San Jose, CA

**Sew Vac Inc**  
Long Beach, CA

**Singer-Janome-Brother Sewing Center**  
Trinity, FL

**Sweeper World**  
Terre Haute, IN

**Tomahawk Sew n Vac**  
Tomahawk, WI

**Tri-Valley Supply Inc**  
Thousand Oaks, CA

**Vacuum Cleaner Outlet & Service Center**  
Little Falls, MN

**Vacuum Rebuilders of Montreal**  
Montreal, QC, Canada

**Vacuums Unlimited**  
Chantilly, VA

**Vacuums Unlimited / GoVacuums.com**  
Herndon, VA

### Associate Members

**Grand River Rubber & Plastic**  
Ashtabula, OH

**Kirby Company**  
Cleveland, OH

### 30 YEAR MEMBERS

**AB Vacuum Center LLC**  
Willmar, MN

**Blow's Sew-n-Vac**  
Fargo, ND

**Choice Vacuum Inc**  
Sarasota, FL

**Ed & Larry's Fast Service**  
Janesville, WI

**House of Vacuums**  
Edmond, OK

**Lowery Sewing Center Inc**  
Warsaw, IN

**Mr. Vac & Mrs. Sew**  
Melville, NY

**Russ Vacuum / The Vacuum Doctor**  
Grand Junction, CO

**The Vac Shop North**  
Chicago, IL

**Vac MD Inc**  
Boca Raton, FL

**Vacuum Center**  
Savage, MN

# Scholarship Winners

## Austyn Dougherty

Austyn Dougherty is a senior at North Star High School in Lincoln, Nebraska. Austyn is the son of Melissa and Bryan Dougherty, the owners of Husker Sew Vac in Lincoln, NE. He is also the grandson of Ron Johnson a long time VDTA member and Hall of Fame Member. Austyn is a four-year member of the wrestling team.

He won freshman lifter of the year, guts club junior year which he received for not missing a single practice during the season and lettered two years. He really enjoys weight lifting and works hard at it, achieving 700 pound club sophomore year and 850 pound club junior year. He will be on honor roll 7 out of 8 semesters of high school. His current GPA is a 3.5. Austyn shares his love of wrestling by being a volunteer wrestling coach at School Middle School as well as Northside Wrestling Club. Austyn plans to attend Southeast Community College in the Paramedic program and then apply to Lincoln Fire Academy, to reach his ultimate goal of being a fire fighter.



## Ariel Carpenter

I was born and raised in the Bryan/College Station area, with all six of my siblings. I am the third oldest in the family and somehow, I am the only one out of the seven of us that did not inherit a talent or passion for sports. Instead, I have a passion for photography and a love of making stuff. Photography is not only a creative outlet for me but also a way to explore ideas and the world through myself. When it comes to making stuff, my all-time favorite hobby is always painting, but most recently I have spent a lot of time hand knitting scarves and blankets to gift to family. Church is another thing that remains a constant in my life. I have been active in the church throughout high school and into college. With my youth group, I have participated in many service projects, the majority being within my own community, with the biggest project having happened on our mission trip to Roatan, Honduras.

I am currently a freshman at my local community college majoring in education with a plan to minor in photography once I get to a university. For me, community college is the best way to get prerequisites done because of the smaller and more personal classroom setting. When it comes time to transfer to a major university, my top school will be Sam Houston State University. Becoming a teacher hasn't been a lifelong dream, but rather something I slowly figured out. I have always loved children, and I've been really good with them. It wasn't until I was in high school that I had experience with teaching and leading children and realized my passion for teaching. I will one day help shape the minds of our future.



# 2020 Awards

## Hall of Fame

### **Pamela Kay Brooks -**

**Co-founder & Product Develop Manager for RNK Distributing LLC**

Inventor, Writer, Educator, Friend, are all words one might hear in reference to Kay Brooks when talking with our industry leaders. Kay was born in NE Arkansas on November 20, 1969. She graduated as a 4.0 student receiving high honors in academics, business and athletics. She received a scholarship to attend Arkansas State University with a major in Accounting. Kay had acquired every honor ever bestowed on a High-school Student Athlete, but her accumulations of ribbons and awards were just getting started. While attending college Kay was hired as a part-time bookkeeper for Brooks Sewing Center where she met her husband of over 30 years now, Ricky Brooks.



Kay and Ricky were offered a Singer Sewing Dealership in Knoxville, TN in 1989 and the two of them left Arkansas to open a brand new business called Best Sewing Center. Each had their strengths, and Kay's was very evident from the beginning. Her attention to detail, organization, and education created the perfect storm for success! They were almost immediately recognized as leaders in the Home Sewing Industry receiving award after award from Singer, Baby Lock, Viking, Janome, and Brother. In 2001, Kay and Ricky sold one of the largest single location sewing businesses in the world.

The next three years were spent touring the nation working with dealers from coast to coast. During this tour, it became very clear to Kay that the introduction of embroidery in our industry was not without issues. She had experienced these issues in her own retail business, and it was confirmed the same issues were industry wide. This issue was the lack of quality stabilizers for the Home Embroidery Industry and Kay set out to change that!

In 2004, Kay and Ricky co-founded RNK Distributing, and again, Kay put her innovative and creative skills to work. She began working with skilled chemists and manufacturers to produce unique and exclusive foundations, fusibles and adhesives for the embroidery, sewing and quilting industry that would become the prestigious products known as Floriani. Not long after Kay began to introduce her exclusive products she was contacted by Jenny Haskins of Australia and encouraged her to use her amazing creativity to produce products that complimented Embroidered Quilts, Etc. In 2014 she was contacted by Alex Anderson and with her guidance, Kay again set out to create an Exclusive Line Of Quilting Products that not only included amazingly strong and luscious thread, fusible webbings, battings, and applique products, but world class rulers, matts, and cutters under the name of Quilter's Select. In 2018, Kay began working with Hope Yoder to develop a totally new line of embroidery and crafting products called Embellish. In 2019, she was approached by Susan Cleveland and together they created a line of amazing Dresden Rulers.

Industry Icons have partnered with Kay and RNK over the last decade and a half because they know Kay Brooks is someone who cares about quality, cares about branding and cares about our industry. In 2007, Kay was dubbed as Stabilizer Goddess by veteran industry educators, and since then she has been praised for her creation of so many amazing products manufactured and distributed by RNK Distributing. Kay didn't dedicate her life to making embroidery and quilting, but for the last 31 years she has dedicated her life to making embroidery and quilting better!

# Hall of Fame

## Stephen Sprague - Sprague's Vacuum Plus

Stephen Sprague was born to John Sr. & Nancy Sprague on July 6, 1969 in Warren, Ohio. He was raised in the family business, John Sprague & Sons Cleaning established in 1960. They were pioneers in the "steam cleaning" business, and the first to operate truck mounted carpet cleaners in North-East Ohio. Additionally, they performed janitorial maintenance. Stephen and his three brothers regularly assisted their Dad cleaning offices, vacuuming floors, and emptying waste baskets. John Sr. supplemented the family income by selling Filter Queen vacuums to many of his customers. This resulted in Stephen's first exposure to vacuum sales as a teenager, as he would often accompany and assist his father during in-home demonstrations.



After graduating Lakeview High School in Cortland, OH in 1987, Stephen enlisted in the US Army as an aircraft power plant repairer. He served in Operation Desert Shield and Desert Storm in 1990-1991 with the 2/227th Attack Helicopter Battalion supporting AH-64 Apache Helicopters. He left the Army in 1995.

The Sprague family expanded their cleaning business to open two Oreck Vacuum stores in 1999 and 2000. For them, the retail sales of cleaning equipment and products were a natural extension of what they have always done. Stephen was "hands on" in the launching of the stores and oversaw the management of them over the next decade.

In 2012, Stephen and his family decided that the time was right to leave the Oreck franchise, and expand their retail operation to offer other brands and products. They consolidated from two stores to one and changed the name of their Warren store to "Sprague's Vacuums Plus" to capitalize on their widely recognized and respected name in the cleaning business.

Today, Sprague's Vacuums in Warren has the largest vacuum selection in the area. They are a Riccar Elite dealer and a Sebo Medalist dealer. They also carry products from Miele, Oreck, Simplicity, Nellie's and others. They have been selected the Warren Tribune Chronicle "Best of the Best" vacuum dealer for 10 years straight. Stephen and Cindy are proud to call themselves a "Mom and Pop" operation.

Stephen loves the vacuum industry and has a strong desire to help other dealers be successful. He is active in the Facebook group, "Vacuum Talk With The Pros" where he serves as an administrator. He enjoys sharing knowledge and helping other dealers solve problems and grow their businesses.

They are active in their church, where Stephen serves as the Associate Pastor and he and Cindy work together in the youth ministry. Their faith guides them in their business practices, to treat customers kindly, to be honest and to help others when there is opportunity. They believe that being local business people carries the obligation to serve their community. They support the Warren Family Mission with food, clothing, and toy drives. They have been recognized for providing over 100 free vacuums to the mission for their facilities and for families in need.

Stephen and his wife are also active in dog rescue for several organizations including *Shelter Puppies* and *Legacy Dog Rescue*. They have fostered dozens of dogs in recent years and enjoy using their resources to help reduce the suffering of companion animals, provide spay/neutering and medical care for dogs. They also help to find loving homes for homeless pups.

One of Stephen's favorite initiatives is called *Vacuums for Veterans*. In 2019, he decided to give 50 free vacuum cleaners to US Military Veterans. The idea exploded and resulted in a viral post sharing on social media, and three television news interviews. In the end, Sprague's Vacuums gave 120 free vacuums away. He hopes to do even more in the future and coordinate efforts among other vacuum dealer across the nation to do the same.

Stephen and his wife, Cindy married in 1990 and have 3 children: Elaine, Stephen, Jr. and Samuel Jack. All three children are now married with Cindy and Stephen expecting their first grandchild in March of 2020.

# New Product Showcase

## ***All About Blanks***

### **Pastel Buffalo Plaid Kitchen Towel Blanks**

We are launching FIVE fresh new colors in our bestselling buffalo plaid pattern! Our kitchen towels are amazing 100% cotton flat weave and the best in the marketplace! Come ask about our Kitchen Towel Show Special!



## ***Bluefig***

### **Wheeled Sewing Machine Trolley Combo Sew in Maisy**

New Quilters Deluxe Combo Sew includes 19 Inch Sewing Machine Trolley, Project Bag, Satchel and Fat Quarter in New Floral Pattern: Maisy.



# Brother International Corporation

## ScanNCut DX Innovis Edition Disney- SDX230D

Say hello to the Limited Edition Disney ScanNCut DX Innovis! This model offers 1435 designs in total with 132 in Disney Designs, 140 quilt patterns and 17 lettering fonts. Also built in are Disney roll feeders designs, create vinyl decals up to 72 inches long! Scan and Cut virtually any materials up to 3 MM thick, no more selecting your material type.



## Stellaire Innov-is XJ1

The future of embroidery is in your hands with Stellaire XJ1! By utilizing the included mobile device and My Design Snap mobile app, perfectly place your design exactly where you want it by snapping a picture of the embroidery design or background and send to your machine to embroider!



---

## China Feiyue USA

### Men Adjustable Dress Form With Casters

Our dress forms offer superb construction and durability. We offer a wide range of sizes and models. Our dress form features collapsible shoulders, covered in 100 percent linen to take pins, sturdy metal construction with four-legged wheeled stand.



# New Product Showcase

## Eclipse Quilting

### New EQ20 Machine

The Eclipse EQ20 Machine has been completely reimagined. This American made machine is made in a completely new way which allows it to sell for affordable prices. Put this machine in your shop for big profits.



## Euro-notions

### Grabbit BobbinSaver2®

The BIG brother of the BobbinSaver2®. Made of the same flexible plastic, the Jumbo version snuggles metal or plastic bobbins measuring at least 1 1/16" in diameter. Holds 70+ Jumbo bobbins. Measures 5 7/8" x 5 1/8" x 7/8".



## H-P Products Central Vacuums

### Chameleon Adaptable Hose System

Chameleon joins the innovation of retractable hoses with the affordability of standard central vac inlets. The result is a truly adaptable system of central vac hose management and storage. By adding a CamPot conversion kit to the Chameleon, the hose can be removed and used in any standard central vac inlet. It's perfect hybrid system for new users and a great way to add a retractable hose valve to any existing central vacuum install!



## ***iVar***

### **Regina**

From the brand that's been cleaning homes for over 100 years, Regina returns with a stick vac debut that is bagless, cordless, lightweight and powerful enough to deep clean wall-to-wall carpeting with ease.



---

## ***Janome***

### **Continental M7 Professional**

The Continental M7, Janome's new top-of-the-line sewing machine, has many industry firsts. The largest sewing space available on any household use machines, the easiest needle plate conversion ability, and the fastest (1300 spm) drop-in bobbin, home sewing machine available. For more information on this, plus all of the much loved Janome Features packed into the M7, go to [Janome.com/Continental-M7](http://Janome.com/Continental-M7).



# New Product Showcase

## Kimberbell Designs

### Kimberbell Curated: Enchanted

Our Kimberbell Curated: Enchanted collection is a playful peek into a fairy-tale world, with thoughtfully chosen machine embroidery projects for a happily ever after.



### Dealer Exclusives Vol. 4

Dealer Exclusives Volume 4 includes 13 designs to introduce new techniques, teach embroidery skills, bring customers into stores and sell machines.



## PFAFF

### PFAFF® Admire™ Air 5000

An Air of Artistry. Create more inspirational creations than ever before with the help of the PFAFF® Admire™ Air 5000 one-touch air threading overlock machine. With the PFAFF® Admire™ Air 5000 one-touch air threading overlock, you can effortlessly thread the machine loopers with the push of a lever.



## Maverick Sewing Services LLC

### Necchi Q132A

New Generation Necchi- 32 stitch, 3 needle position, drop in bobbin machine. Heavy duty! 1000 spm extension table with 4 adjustable legs included.



## ***Rita's Racques***

### **Ruler Rack**

Holds from 28 to 42 rulers, adjustable fit all rulers, hangs in minutes with two nails. Comes in three sizes.



### **Sewlites**

Light where you need it. Stick it on the machine and plug it in.

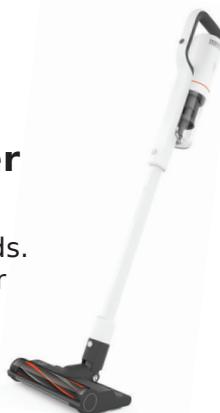


---

## ***Roidmi Information Technology Co. Ltd***

### **Roidmi Cordless Vacuum Cleaner**

Classic design awarded six international awards. Awarded the German Red Dot, and many other global design awards from ROIDMI team.



---

## ***Sew Fun Projects***

### **Sew Fun Projects**

Sew Fun Projects will expand the younger sewing population! Introducing Sew Fun Projects! They are perfect starter kits for kids ages 8+. Each kit contains all pre-cut fabrics and materials to complete the given project using sewing machine. These projects have been made for years by children in my sewing studios, and due to demand they are now available in retail stores.



# New Product Showcase

## Shannon Fabrics

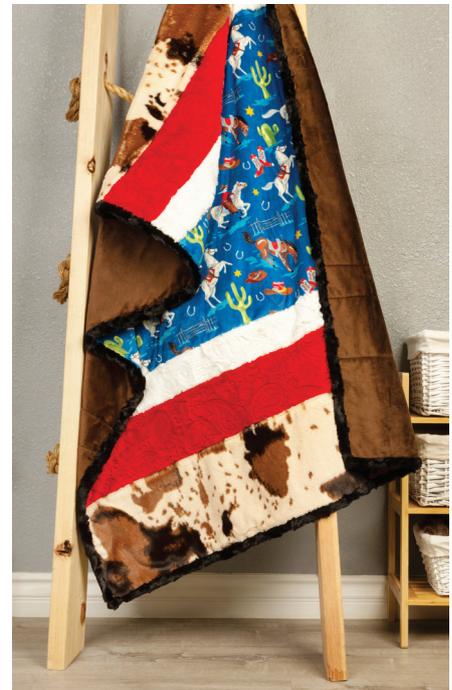
### Picture Perfect Cuddle® Kit Leap Frog

Ribbit, ribbit, ribbit — bring a bit of nature indoors with this fun frog-themed Cuddle® kit! Covered with frogs, leaves and lily pads, you'll have friends and family hopping around to get their hands on this colorful and oh-so-soft quilt. The combination of Ribbit Digital Cuddle® Green, Premier Canvas Cuddle® Ash/Snow, Luxe Cuddle® Galaxy Limeaid, Luxe Cuddle® Hide Evergreen (binding) and Luxe Cuddle® Hide Mandarin adds plenty of vibrant colors and textures to this quirky, lively kit. This Picture Perfect Cuddle® kit is approximately 38" by 58" and includes a pattern and fabric for the quilt top, pillow and binding, and we recommend using Luxe Cuddle® Hide Evergreen, Luxe Cuddle® Hide Mandarin or Solid Cuddle® 3 Steel for the backing (approximately 1 1/8 yards needed).



### Picture Perfect Cuddle® Kit Yee-Haw!

Howdy partners, this here's the wildest quilt in the wilderness! No matter if you'd like to complement your western-themed decor or if your little one is a fan of all things cowboy, this Yee-Haw! Cuddle® kit has your back. The main fabric (Ranger Rex Digital Cuddle® Red) features a western motif that includes sheriff badges, cacti, horseshoes, cowboy boots and cowboys on painted horses, and we love how it looks next to the included Luxe Cuddle® Hide Natural, Embossed Paisley Vine Cuddle® Red, Luxe Cuddle® Hide Caviar (binding) and Luxe Cuddle® Pony Ivory/Brown fabrics. This Picture Perfect Cuddle® kit is approximately 38" by 58" and includes a pattern and fabric for the quilt top, pillow and binding, and we recommend using Solid Cuddle® 3 Chocolate, Solid Cuddle® 3 Brown or Solid Cuddle® 3 Red for the backing (approximately 1 1/8 yards needed).



## **Husqvarna Viking**

### **HUSQVARNA® VIKING® AMBER™ AIR S|400**

Creativity in Motion. Enjoy the freedom of the air threading system on the HUSQVARNA® VIKING® AMBER™ AIR S|400 overlock machine. With the HUSQVARNA® VIKING® AMBER™ AIR S|400 one-touch air threading overlock, threading your overlock machine loopers in a breeze.



### **HUSQVARNA® VIKING® DESIGNER EPIC™**

HUSQVARNA® VIKING® DESIGNER EPIC™ 2 sewing and embroidery machine will take you beyond what you thought possible with the smartest connectivity in the home sewing machine industry. The DESIGNER EPIC™ 2 continues to lead with innovation and world-class features. Welcome to our world of sewing!

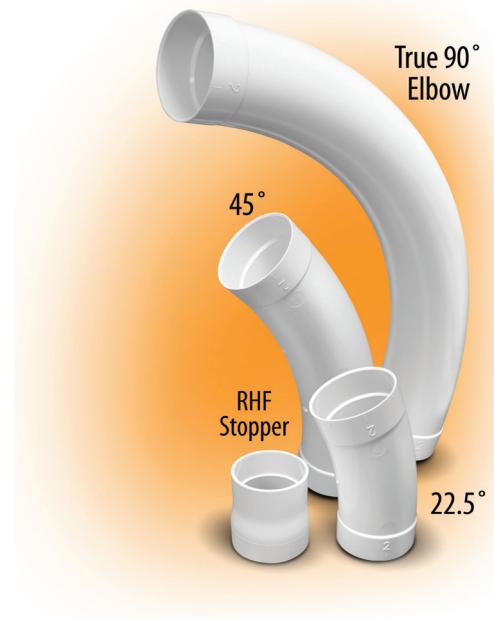


# New Product Showcase

## Canplas/Vaculine

### Vaculine Retractable Hose Fittings

RHF is used in central vacuum installations for an in-wall hose system. Benefits include 30% thicker walls for increased strength, smooth interior walls with no obstructions, true 90° elbow, and high-quality resin that resists pipe deformation due to heat. Made in Canada.



As a member of **VDTA-SDTA**, you and your family are eligible for exclusive **American Hearing Benefits™**.



Take the first step towards better hearing today!

-  Discounts on today's latest technology, including hearing aids and tinnitus options
  -  **FREE** annual hearing consultations
  -  **60-day trial period\***
- ...and **MORE!**

Members can visit the **Members Portal** at [www.vdta.com](http://www.vdta.com) to learn more and take advantage of this exclusive benefit!



A Starkey Hearing Technologies Program



\*Professional service fees may apply. © 2020 Starkey Hearing Technologies. All Rights Reserved. 1/20 TJAD3111-00-EE-HB

**VDTA**  
**SDTA**  
VACUUM & SEWING DEALERS  
TRADE ASSOCIATION



**SMALL**  
BUSINESS

**VDTA • SDTA Members save extra with Dell**

Members can visit the Members Portal at [www.vdta.com](http://www.vdta.com) to learn more and take advantage of this exclusive benefit.

# Effective Feedback: The Self-Checkout Lesson

If you've ever used a grocery store self-checkout machine, you've likely learned an important lesson in effective feedback. Feedback is an important part of improving employee performance. But if you're doing it wrong, you may not get the results you want.

While traveling I met the self-checkout machine at a popular grocery store. While I was new to this machine, I was pretty confident with the technology. It turns out, I was wrong.

The machine was very strict in monitoring the scanning and bagging process. For instance, if you even lightly adjusted your bag, between scanning items, the machine would freeze up and you'd get a scolding message.

While I appreciate anti-shoplifting tactics, scanning a few items became an exercise in frustration. That made me realize you can learn some good lessons from self-checkout machines that can improve your employee feedback process.

## What's the Message?

The self-checkout machine was good at telling me when I was doing something wrong. But it never offered suggestions for how to not repeat the same mistake. I kept doing the same thing, until I could figure out the right way.

In your business, are you telling people only what they're doing wrong, without proving a path to improvement? This step does take longer but prevents repeated mistakes.

## What's Your Self-Checkout Tone?

For a machine, the self-check machine reminded me of a grumpy schoolteacher. It seemed to be scolding me if there was a mistake or acted bossy with other tasks.

This was a surprise as the grocery store is well known for having friendly and helpful employees. Obviously, the people who designed the voice software may not have understood the company's culture.

5

In your world, think about how you deliver feedback. Is it constructive or designed to embarrass the other person? You can have the right message delivered with the wrong tone.

## Easy to Get Help

If you're going to have grocery machines that are turned to level 10 on fussiness, then you need to have staff nearby to fix problems and provide assistance.

If it becomes too much of a pain to use the machines, and they are the only option for paying, then you may stop going to that store. Availability of assistance matters.

As part of your feedback process, do employees have easy ways to get help or find resources that can answer questions? Sometimes this applies to infrequent but important processes.

A good way to figure out if you need a more robust system is to see if the same questions keep coming up. That's a sign that improvement is needed.

You'll get bonus points if you make sure that people know where the answers are kept, and they are easy to find.

**About the Author:** *Ken Okel works with smart leaders and associations that want to unleash employee performance. He pulls from his experiences in TV News, Disaster Relief, and Professional Ballet. He wrote the book, Stuck on Yellow and hosts The 2 Minute Takeaway Podcast. Weekly articles, clips, and more can be found at: [www.KenOkel.com](http://www.KenOkel.com).*



# ProTeam® Introduces the GOFREE® FLEX PRO II Cordless BACKPACK

Introducing the ProTeam® GoFree® Flex Pro II cordless backpack vacuum with a new motor, new runtimes, and lighter weight. The GoFree Flex Pro II cleans 30 percent faster than a standard backpack vacuum and five times faster than an upright vacuum. A more efficient motor makes the unit lighter than ever at 17.5 pounds or 15.5 pounds depending on battery choice. Clean with the 12 Ah battery for the longest runtime of 73 to 101 minutes or take two pounds off the weight by using the new 6 Ah battery option with a runtime of 35 to 50 minutes.

“With the GoFree Flex Pro II, the keyword is flexibility. Now cleaning operations have more options to customize their equipment for the task at hand,” said Rich Steinberg, ProTeam Vice President of Sales. “The GoFree Flex Pro II represents the next generation in our legacy of industry-leading cordless innovations.”

Along with two battery options, the GoFree Flex Pro II also features high/low power switch for additional flexibility. Conserve battery by tackling routine cleaning on the low setting, then switch to high for deep cleaning.

ProTeam cordless vacuums achieve new heights of productivity by eliminating time-consuming cord management tasks and allowing the cleaner to take the most efficient path through a space. When cleaning around obstacles and building occupants, cordless vacuums remove the potential tripping hazard of a cord for safer vacuuming.

Like all ProTeam vacuums, the GoFree Flex Pro II has an advanced filtration system to ensure Cleaning for Health. ProLevel Filtration™ helps reduce allergens and asthma triggers in the indoor environment. Intercept Micro® Filter bag captures soil, dust, and pollutants and eliminates odors from mold and bacteria.

With greater flexibility for cleaning pros, the new GoFree Flex Pro II promises to bring improved speed, safety, and simplicity to any vacuuming routine.



## About ProTeam

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

## About Emerson

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

# Corporate Donations and The Sewing Machine Project

By Margaret Jankowski

The gifts of corporate sewing machine donations to The Sewing Machine Project are as multilayered as an intricately woven piece of dupioni. Each thread lends color and strength, working together to form a thing of beauty.

Our most recent corporate donation (May 2018) arrived quite unexpectedly from Brother—a gift of 500 refurbished machines that were all alike! This incredible donation has benefitted libraries, after school programs, women’s shelters, fashion training centers and even refugee resettlement initiatives. Individuals all over the country have become connected by the threads of kindness and given the opportunity to sew, having previously thought it was beyond their reach or pocketbook.

The layers shimmer:

- Delighted sewing instructors are able to teach on matching machines;
- Students, new to sewing, discover its magic on a machine that becomes a familiar friend. When they are ready and able to purchase their own machine it’s most likely that they will remain with the brand on which they learned;
- Applications for machines are vetted by The Sewing Machine Project, undergoing a rigorous proposal process and consideration by our board of directors. Corporate Donors can rest easy knowing that their donation is being carefully shepherded;
- All donations are tax deductible.

The greatest and most impactful layer is the network a donation creates. Strong threads of generosity and kindness, stretching across every boundary as we work together to make a difference in the lives of others.

**Please consider a corporate donation of sewing machines in 2020.  
For more information contact  
Margaret@thesewingmachineproject.org.**



The  
SEWING  
MACHINE  
PROJECT

# Tips to Writing a Great Social Media Bio For Your Brand

By **Drishya Narayanan**

They say first impression is the best, your bio is the first thing a user sees when they open your page on social media. It's your opportunity to grab their attention and make them stay. You need to fit in a crisp description of your work and showcase your brand persona in those few lines.

So, what are the ingredients that goes into the perfect About?

Let's take a look at how you can write a bio that wins you followers, and eventually, customers:

## 1. Keep a Human Tone

Talk about your business like a person would, at the end of the day it's a person that's working behind the scenes for the brand handle.

## 2. State Your Purpose

Use this space to spell out what your brand does in the bio. Showcase what you believe in: raise awareness on specific causes or bring attention to a campaign.

## 3. Emojis

If your business does a lot of things like having a wide catalog of products or services, it helps to visually represent them using emojis in the bio.

## 4. Keywords

Incorporate keywords that are most used by your industry peers, competitors and search terms used by your target audience into your bio.

**Have an idea or thoughts  
about business?**

**Write an article!**

*We love to have dealers send us their thoughts,  
to put in the magazine.*

*Plus, our editor can put the polishing touches on it if needed.*

**Send to: [lindsay@vdta.com](mailto:lindsay@vdta.com)**

**Subject line: Article**

# 6 Negotiating Tactics for Fast Growth-Minded Businesses

By Merilee Kern, MBA

In business, it would be difficult if not impossible to achieve a notable measure of success without having inked a significant number of agreements with other parties—most appreciably with conflicts inherent in the process having been pleasingly overcome for all involved. Whether negotiating a sale with an existing customer or prospective new account, contracts with vendors, deals with company and industry stakeholders, a M&A situation, the salary of a new hire or any other, negotiating is a fundamental driver of a company's prosperity. The better company personnel are at negotiating, the more successful it will be. It's that simple. Of course, negotiation is a learned skill that one must first master and then continue to hone—one involving psychological intuition, emotional control, cognitive agility and even creativity combined with practical and tactical skill.

So important is this function and the dynamic the outcome establishes, the nonprofit public policy research organization The Brookings Institution offers a "Negotiation: Strategies for Results" course helping people learn, among other things, how to "enhance the quality and logic of negotiation agreements; and, as a result, increase the likelihood of true consensus."

The institute's approach of leaning on logic as a key driver in facilitating desired outcomes—and experiencing that "winning" vis a vis an outcome of genuine unanimity—intrigued me. So often, fast track companies in particular have a "win at all costs" mentality, and one might pontificate that a fast track might be even faster should the mindset shift to curating equitable "win-wins," instead. However, no matter the balance of the proverbial scale relative to who realized the better end of the deal, negotiation prowess is nothing short of mission critical when it comes to realizing successful agreements—for fast-growth companies in particular and certainly for other business who aspire to uptick gains on a fast track.

With this understanding, I reached out to senior-level international negotiation consultant Ruth Shlossman for some fresh tips on how fast trackers in particular can facilitate strategic agreements more effortlessly and efficiently. And deliver Shlossman did, which was no surprise given her lofty pedigree in the negotiation space, perhaps best exemplified by her newly-released title "*Negotiate with Ease*"—a book billed as one "guaranteed" to help readers negotiate successfully.

Through that exchange, Shlossman kindly offered up these six key negotiation truths and strategies that, she asserts, can significantly help propel fast growth-minded businesses.

## 1. Facts over emotions: Negotiate based on actualities

While it seems elementary, this idea is worth a foundational mention as a shocking number of professionals approach the negotiation table wildly under-prepared. Before entering into any negotiation, you need to know your facts and be ready, willing and able to present them well. For example, if you are negotiating about a trade, you should know your costs including engineer services, raw material fluctuations, delivery options, consignment costs and currency concerns. Identify the core issues and how they will affect the various outcome of the bargain. Before reaching an agreement, make sure you understand what it constitutes and the value it brings to you. Failure to understand what you are agreeing to, from every viewpoint, can result in a costly concession that you may never have an opportunity to change.

Take time to understand the other person or company as much as possible. Also understand the issue that you will be negotiating, and what each of the parties expects. For instance, if you are conferring to buy a new building, several issues are worth considering. The length of time the property has been on sale, the number of buildings on sale in the area and the possibility of zoning changes. As you think of such issues, you will identify which can serve as leverage to gain the most out of the agreement.

## 2. Make a trade with every concession

From the start, you should consider and include every possibility of the negotiated agreement. Think about each various facet of the deal upfront and consider the risks of making costly concessions related to any or all. One method that is used in the Chinese culture is where negotiations are conducted with a long-term mind-set. You need to consider factors like the ten-year plan of the other company and what would happen if technology changes or demand doubles. Think of what would happen in case of raw material shortages or if the company gets acquired by another. Considering such "what if" scenarios can save you in terms of money, time and the stress of negotiating.

It's also prudent to look for any clues about the other person's underlying interest, which will better enable you to negotiate on what matters to that person. For instance, timing may be the most important factor for the other party when you are considering a merger and acquisition. Perhaps upfront costs may be their deciding factor when entering into an investment. For you to be a solid negotiator, you need to take the approach of a detective and seek to identify the interests of the other party to parlay.

### 3. Avoid being transactional—see the bigger picture

After identifying the core issues in a negotiation, develop the best possible outcome—optimally equitably for all involved. Also known as the Best Agreement to Make (BAM), this should be your opening offer. At the same time, think about your target, possible final offer and what you may use as a “Plan B.” Consider the various possible negotiation’s outcomes, including potential future problems related to each. A successful result is one that’s pegged on the identification and even anticipation of potential problems, allowing you to take a stance that benefits you the most.

### 4. Align with stakeholder interests

In any negotiation, it’s imperative to identify your company’s true interest and negotiate to align that strategic interest with deal terms. When negotiating with new clients or suppliers, the stakes of a fast track company are usually higher. How a negotiated agreement begins determines the way forward, even for the decades to come. Since it is often more difficult to change an agreement than to create one, it is also important to start on a high note. The moment you erroneously say “yes” in a negotiation, keep in mind it can be both costly and painful to turn that “yes” to a “no” or back down later on. So, proffer affirmations judiciously.

The most important thing for your company could be a longer contract, joint PR, training, a new way of tracking orders or teaming up to improve engineering services. Whatever the interests are, ensure you are speaking on behalf of your company’s stakeholders. This could include members of the marketing team, engineering services, accounts payables, operation or the core leadership team. Think of the hidden costs in the terms being negotiated to avoid entering into an agreement that will end up being costly in the long run.

### 5. Don’t open fair, open assertively

The importance of having perfect information cannot be overemphasized. Your opening offer can only be deemed credible if it’s based on adequate information and facts. Many experts believe that negotiators who open assertively, though NOT aggressively, end up with the best deal. Also, when negotiating with a party you’ve done so with previously, approach each deal individually and with a beginner’s mind—no matter how similar they may be. Don’t start where your previous negotiations ended. Several things may have changed; policies, goals or the nature of the product all may be impacted.

When you are opening your negotiations, you should start with the BAM, which is to say the most assertive offer. While some people open at their target or goal, this is usually a huge mistake. Unlike BAM, the target lacks the flexibility needed in negotiations. By starting with the BAM, you will be opening assertively and with the ability to “give” by making strategic concessions. A good way of developing your BAM is considering the core issues and possible changes, including the various favorable options, potential changes in pricing when a new supplier emerges or effects of possible shifts in technology.

### 6. Embrace conflict and discomfort

As you start your negotiations for a fast-growth company (or with that mindset), think about your BAM—that all-important opening position or offer. Ensure that the core issues you bring forth are adaptable based on concessions offered and taken. The most important thing is to be prepared for changes and be willing and able to act accordingly. For example, your counterpart may make an unreasonable counteroffer. The appropriate approach is to avoid responding with a counteroffer as this will actually give theirs credibility. Instead, ask them to explain why they are asking something that seems unreasonable to you. Also, however uncomfortable it may be for everyone, take your time to respond appropriately—and calmly—to conflict in pursuit of better outcomes.

Time is an enemy of fast-growth company negotiations. You will most likely be pressured to get the deal done in the shortest time possible. The trick is taking your time and avoid succumbing to such pressures while still being sensitive to timing issues. Explain to your stakeholders the importance of a well-negotiated agreement and the favorable bottom line impacts that can be realized by taking the appropriate amount of time to deliberate and navigate the deal. Do your utmost to remain in control of the negotiation timeline and agenda. Most importantly, be proactive in the negotiations rather than reactive.

Fast trackers would do well to read, and perhaps re-read, these tips from Shlossman slowly—but implement them quickly—to negotiate more confidently, skillfully and shrewdly and, in turn, realize (and sustain) rapid advancement of your own.

**About the Author:** *As the Executive Editor and Producer of “The Luxe List,” Merilee Kern is an internationally-regarded brand analyst, strategist and futurist. As a prolific branding and marketplace trends pundit, Merilee spotlights noteworthy industry innovators, change makers, movers and shakers. Experts, brands, products, services, destinations and events across all categories are spotlighted in her exclusive cross-media platform that reaches multi-millions each month through several syndication channels: print and online publications as well as broadcast TV and terrestrial radio. Connect with her at [www.TheLuxeList.com](http://www.TheLuxeList.com) / Instagram [www.instagram.com/LuxeListReviews](https://www.instagram.com/LuxeListReviews) / Twitter [www.twitter.com/LuxeListEditor](https://www.twitter.com/LuxeListEditor) / Facebook [www.facebook.com/TheLuxeList](https://www.facebook.com/TheLuxeList) / LinkedIn [www.linkedin.com/in/MerileeKern](https://www.linkedin.com/in/MerileeKern)*



**Source:** <https://www.brookings.edu/courses/negotiation-strategies-results/>

# The Arrival of Generation Z Poses a New Challenge For the Marketers

By **Rahul Varshneva**

The oldest of this emerging cohort are barely beyond 20, and yet they already hold an estimated \$143 billion in spending power.

Marketers have tried to reach Gen Z in many ways, with extremely mixed results.

Let's review three ways to craft content that's likely to resonate with this diverse, savvy and rising generation.

## 1. Create captivating—concise—content.

You might have a tight, compelling storytelling approach, but can you pitch your product in eight seconds or less? That's all the time you have to reach Generation Zers.

So, get right to the point. Delete unnecessary introductions, trim your word count, and establish your clear purpose straight away.

If you have a Snapchat or Instagram account, you can start making short, snappy ads with limited content. Snapchat Stories, Instagram Stories (and Facebook Stories) all enable you to share an image or a video that appears for just a few seconds and remains on your profile for up to 24 hours.

Whichever platform you choose or use, prioritize pithy pieces that can grab a visitor's attention within eight seconds or less.

## 2. Communicate in a personalized, conversational way.

Gen Zers are less merciful than other generations when it comes to tacky sales tactics and obvious attempts at manipulating customers. Growing up with the internet has made them increasingly savvy.

According to Google's recent report, 26% of teenage shoppers said they expect retailers to deliver a more "personalized" experience based on the customer's shopping preferences and habits.

You can't create content that pleases everyone, but you can be original and authentic—and entertaining.

Share personal experiences, answer common questions, or demonstrate how to do something a Gen Zer might want to know more about. Let your genuine personality shine through in your content, and don't try too hard to be cool. Carefully consider where, when and how you post content, and err on the side of authenticity.

As Michael Brenner writes, "When you successfully deliver hyper-relevant, right-moment, right-channel content, you're more likely to be the email they'll click on, the website experience they'll engage with, or the social media post they'll share."

## 3. Highlight your commitment toward privacy.

NGen found that 88% of Gen Z respondents agreed with the statement "protecting my privacy is very important to me."

This generation understands that what goes on the web, stays there, and there is an increasing outcry for companies to do a better job of protecting data.

Whenever you attempt to collect information from Gen Z customers, do so with utmost transparency, and be sure to emphasize your commitment to data safety and security.

Gen Zers also tend to favor platforms that cater to more private, anonymous and ephemeral content through apps such as Whisper, WhatsApp, Snapchat, Secret or Yik Yak. Younger users still post about what they are up to, but they are increasingly selective about how long their content remains on the network—and who gets to see it.

Content creators should focus on direct and private channels to connect with Gen Z audiences, while providing clear, transparent answers on how users' data is being handled.

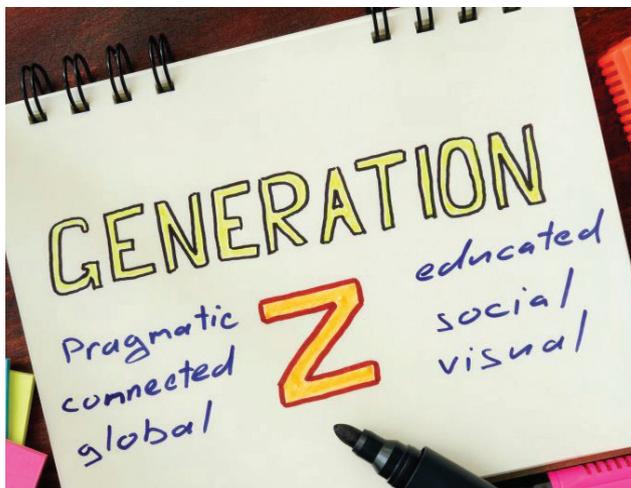
## 4. Create content with a purpose

Just like millennials, Gen Zers want to make a positive difference in the world. If they believe your business is bad for planet—or if they sense your CSR efforts are disingenuous, they'll quickly write you off.

Gen Z audiences are also skillful at ignoring (or blocking) marketing messaging. To succeed at winning them over, content creators must align their brand with a greater purpose and establish a narrative that captures the imagination and passion of this surging demographic.

To grab more attention, create campaigns that take a stand or support a noble endeavor. Be bold, be purposeful, and clearly connect your company with a movement or goal Gen Zers can get behind.

*Rahul Varshneva is the co-founder and president of CurveBreak. Rahul has been featured on Bloomberg TV, Forbes, HuffPost, and Inc.*



# Checker Distributors – Your One-stop Resource For Quilting & Sewing Products



One particular element of pride is our exclusive distribution of Creative Grids® Non-Slip Quilting Rulers and Tools. Accuracy, clarity, and control matter and you can only get them through Checker.

Our business may be material goods, but at Checker, we are built on our people. Our employees are the frame that allows us to pull together a beautiful patchwork of products and services for our customers.

Checker is working for you all day, every day through our customer service team, outside sales reps and innovative technology-based resources. Our intuitive, user-friendly website was voted *Best In the Industry* and gives you constant access to on-the-go ordering and record keeping.

Since 1948, the world's most complete quilting and sewing distributor has artfully been stitching together essential pieces of the industry for the industry. We have continued to move forward, never straying from our original commitment to simple ordering, personalized service, and quick shipping.

It all started in a basement with \$300 and a notion to offer quilting and sewing supplies in a better way through simpler ordering, more personalized service, and faster shipping.

The original premise was simple: same-day shipping for faster turnaround times and happier customers. Seven decades later, we still strive for same-day shipping, sending out over 1,000 orders daily around the globe.



Not sure where to start with over 120,000 items to choose from? Our knowledgeable sales team will bring our warehouse and their expertise into your shop to help you find the just right products for your customers. **Visit our Open An Account page at [www.checkerdist.com](http://www.checkerdist.com) to get started. Plus, new customers can save 10% off their first order. Ask for details.**

For 70 years, we have continued to move forward, never straying from our original commitment to simple ordering, personalized service, and quick shipping for independent shops. Our across-the-board service gives you both the ability to compete and the freedom to focus on what's most important – your customers.



As Checker grew, so did our product line. We now carry over 120,000 quilting and sewing items. These include notions, batting, interfacing, books, patterns, thread, gifts and related craft items from over 1,000 different brands. Plus, we have the industry's most complete fabric portfolio. Choose from over 50 vendors including Camelot, Henry Glass, Hoffman, Marcus Brothers, Maywood Studios, Riley Blake, RJR, Robert Kaufman, Timeless Treasures, Wilmington Prints, and many more.



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

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

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Web site: \_\_\_\_\_

**Are you a Member with the VDTA•SDTA?**

Member     Nonmember

**Who will be submitting for the publication?**

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

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

E-mail: \_\_\_\_\_

**What will you be submitting?**

Articles     News Releases     Ads     Other: \_\_\_\_\_

**Are you interested in submitting for the following columns:**

Executive Corner     About Your Suppliers'     All About Repair: Technician Edition  
 Inside the Industry: A Dealer's Perspective     Where We Came From

**How often will you be submitting?**

Monthly     Bi-Monthly

**Would you like a Phone call or email from us?**

Yes     No

**Article Specifications:**

600 - 650 words per page with 1-2 pictures

800 - 950 words per page with NO pictures

200 - 250 words for 1/2 page articles with 1-2 pictures

300 - 350 words for 1/2 page articles with NO pictures

# Recognizing Our *Associate Members*

A & E GÜTERMANN  
ALUTRON MODULES LTD  
AMETEK FLOOR CARE & SPECIALTY MOTORS  
AMERICAN & EFIRD  
APC FILTRATION INC  
ARROW COMPANIES LLC  
AVNAN ELECTRO INC  
BABY LOCK USA  
BERNINA OF AMERICA  
BISSELL HOMECARE INC  
BLOC LOC RULERS  
BONECO NORTH AMERICA CORP  
BROTHER INTERNATIONAL  
BROTHER INTERNATIONAL CANADA  
CANAVAC SYSTEMS  
CANPLAS INDUSTRIES LTD  
CLOVER NEEDLECRAFT INC  
COATS & CLARK INC  
CWP TECHNOLOGIES  
CYCLOVAC - TROVAC INDUSTRIES LTD  
DAYLIGHT COMPANY  
DESCO VACUUM CLEANER SUPPLY  
DIYSTYLE®  
DOMEL  
DULWICH HILL SEWING CENTRE  
ELECTRO MOTOR LLC  
ELNA INC  
ENVIROCARE TECHNOLOGIES LLC  
ESSCO  
EURO-NOTIONS INC  
FAMORE CUTLERY / SPECIALTY PRODUCT SALES  
FERD SCHMETZ NEEDLE CORP  
FLEXAUST-TUEC  
FLOOR CARE EQUIPMENT LTD / SEBO CANADA  
GAMMILL INC  
GRAND RIVER RUBBER & PLASTIC  
HIDE-A-HOSE INC  
HOOVER VACUUMS  
HORN OF AMERICA INC  
H-P PRODUCTS INC  
HUSQVARNA VIKING SEWING MACHINES

IROBOT CORPORATION  
JANOME AMERICA  
JKL GLOBAL SALES INC  
JOHNNY VAC  
KIRBY COMPANY  
KOALA  
LINDHAUS USA  
LINDSAY MANUFACTURING  
MAC PLASTICS MFG INC  
M D MANUFACTURING INC  
MIELE INC  
MODA FABRIC  
MYRATON INDUSTRIES  
NUERA AIR / DUO VAC  
ORECK VACUUMS  
PACVAC PTY LTD  
PFAFF SEWING MACHINES  
PLASTIFLEX GROUP NORTH CAROLINA  
PRO-LINE DISTRIBUTING  
REXAIR LLC  
RICCAR  
RNK DISTRIBUTING  
ROYAL  
SEBO AMERICA  
SEW STEADY  
SIMPLICITY  
SINGER SEWING COMPANY  
STEEL CITY VACUUM CO INC  
SUZHOU MINGKANG FILTER CO LTD  
SVP WORLDWIDE  
SYNCHRONY FINANCIAL  
TACONY CORPORATION  
TACONY HOME FLOORCARE  
THORNE ELECTRIC CO  
TRI-TECHNICAL SYSTEMS INC  
TTI FLOOR CARE NORTH AMERICA  
UNITED NOTIONS  
USITT  
VAC PRO'S  
VACUMAID CENTRAL VACUUM SYSTEMS

# Classifieds

## Help Wanted:

Western Account Manager for Trovac Industries  
We will be interviewing and accepting applications at VDTA expo for a Western Account Manager. The ideal candidate has current account manager experience or inside sales experience. The ideal candidate will work from their home and travel to these locations: CA, OR, WA, NV, AZ, UT, ID. If you live in one of these states and you are self-directed, motivated and considering a career change please contact: Trail DeGondea, tdegondea@trovac.com to setup an interview in advance. If you will not be attending VDTA, please email me to setup a confidential interview.

## Help Wanted:

TOPS VACUUM & SEWING. HIRING FOR ALL POSITIONS!  
• Longarm Installer - Experience with HandiQuilter a must  
• Sewing Mechanic - Experience necessary (Brother/Babylock)  
• Vacuum Sales/Service - Simplicity/Miele/Oreck  
• Web Developer/Unique Content Writer - any web experience?  
• Telephone Customer Service (vacuums).

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

## Business for Sale:

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.

## Business For Sale:

Owner-operated vacuum business for sale in Swift Current, SK. Currently sells Cyclovac, Aerus/Electrolux, SEBO, Ghibil, Taski, and Nilfisk. Busy repairs and central vacs, sewing machine repair. Solid customer base. No competition for 100 miles. Email superiorvac@sasktel.net for real estate listing. (12x3)

## Business For Sale:

### Branch out to Hawaii!

Exclusive Janome Dealer to a population of one million. Profitable turn key operation. One owner, established in 1985. Stellar reputation. Searching for a successor who is qualified to continue our legacy. Inquiries to: hawaiiibizopp@gmail.com (1x2)

## Business for Sale:

Owner of thriving store retired after 35 years due to health. Store contents consisting of most name brands, large inventory. Bargain price. Call Gerald 865-679-0311 for info.

## Business For Sale

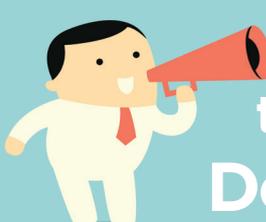
Profitable, turn-key vacuum/floor care store in Santa Barbara County, CA. 48 years in business. Large loyal customer base, top-line products. Well-established service dept. Only game in town. Time to retire! Contact Broker Mark Flores (760) 809.1540/mark@fcbb.com (1x2)

## Merchandise for Sale:

Looking for Dealers. Namco's Newest Floor Machine, Namco FloorWash. Light-weight, easy to use. Does all types of floor surfaces. www.floorwash.com/en-us. (12)

## Merchandise For Sale

Save 80% on merchandise and freight for all of your Janitorial Chemical Blends and Mix your own products. Namco Mfg. 713-829-2974 (12x3)



**Need an ad in the classifieds? Do it with us!**

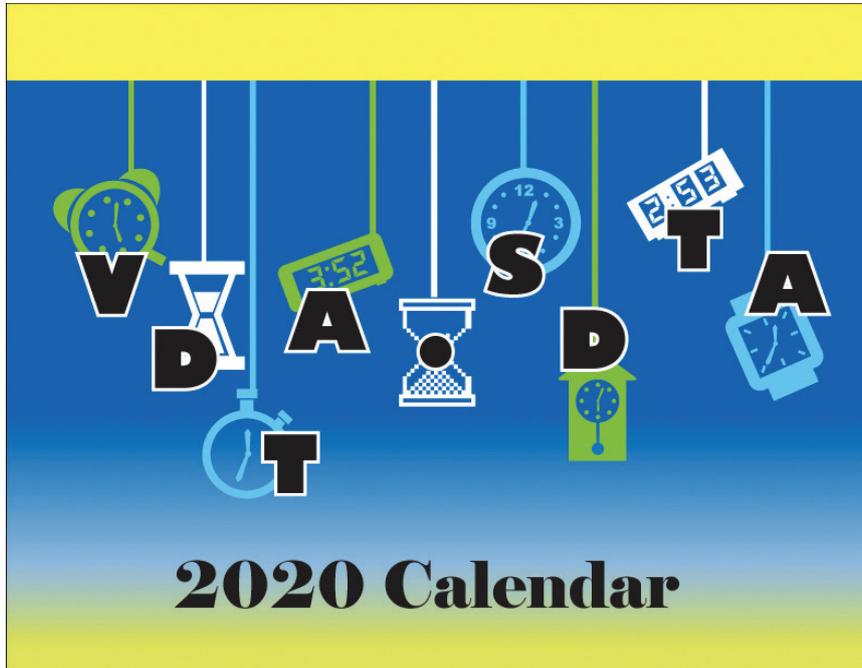
The VDTA • SDTA News can help you find what you're looking for, whether that's buying or selling a business or most anything industry-related.

Contact our offices at (800) 367-5651 or mail@vdta.com for pricing and further inquiries.

**VDTA • SDTA**  
/ACUUM & SEWING DEALERS TRADE ASSOCIATION

# VDTA•SDTA 2020 Calendar Order Form

*Give your customers a gift everyone can use!*



**Member price - .89¢ each**  
**Nonmember - \$1.29 each**

**Minimum order of 50 calendars**  
**Plus shipping: \$14.00 (up to 100 copies)**  
**Payment with order required**

Quantity: \_\_\_\_\_  
Subtotal: \_\_\_\_\_  
Shipping: \_\_\_\_\_  
Total: \_\_\_\_\_

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

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

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

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

### Payment Information

All payments must be made in U.S. funds

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

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

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

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

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

**VDTA•SDTA, 2724 2nd Ave. Des Moines, IA 50313 • ph 800-367-5651 • fax 515-282-4483 • www.vdta.com**

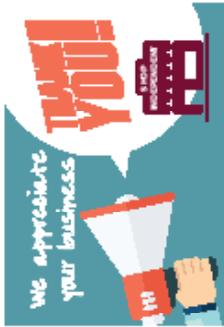
**POSTCARDS**



Qty.



Qty.



Qty.



Qty.

**BROCHURES**



Qty.

**REPAIR TAGS**

Customer Name	Address	City	State	Zip	Phone

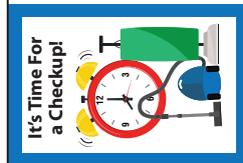
  

Part #	Description	Part #	Description

Qty.

Part #	Part #	Price	Part #	Part #	Price



Qty.

NO MERCHANDISE DELIVERED WITHOUT THIS CLAIM CHECK. NOT RESPONSIBLE FOR GOODS LEFT OVER 30 DAYS NOR FOR LOSS BY FIRE OR THEFT.

ITEM	QTY	ADJUST	REPLACE	ITEM	QTY	ADJUST	REPLACE



Qty.



Qty.



Qty.

**MACHINE LABELS**

Oval 1.5" x 2.5"

XYZ Corp.  
1234 Anywhere Ave.  
Anytown, USA 00000  
(000) 000-0000

MINIMUM ORDER: 1,000

Qty.

# Postcard Order Form

For Members Only

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

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

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

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

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

E-Mail: \_\_\_\_\_

MasterCard       VISA

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV #: \_\_\_\_\_

Signature of card holder: \_\_\_\_\_

Credit Card Billing Address: \_\_\_\_\_

<b>POSTCARDS</b> 100 @ \$15 300 @ \$30 500 @ \$40 1000 @ \$50 <b>MACHINE LABELS</b> 1000 @ \$100 <b>BROCHURES</b> 1000 @ \$25 2000 @ \$35 <b>REPAIR TAGS</b> 500 @ \$30 500 @ \$30 Sewing	<b>SHIPPING COSTS</b> <b>POSTCARDS</b> Up to 300 @ \$10 400-1000 @ \$15 <b>BROCHURES</b> 1000 @ \$15 2000 @ \$18 <b>REPAIR TAGS</b> 1000 @ \$15
---	---

**PAYMENT MUST BE INCLUDED WITH ALL ORDERS.**

Subtotal: \$ \_\_\_\_\_

Shipping: \$ \_\_\_\_\_

Total: \$ \_\_\_\_\_

Fax order to 515-282-4483; email order to mail@vdta.com;  
or call VDTA at 800-367-5651 to place order over phone.  
Members can find this order form at www.vdta.com, Members Portal.

# Inside of Brochures

## Disposable vacuum cleaner bags

**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 belt?

**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 Repair Tags

**Claim Check**  
**VDTA SDTA**  
 MEMBER  
 Professional Floor Care Center

**Claim Check**  
 Customer Name: \_\_\_\_\_ Date: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Cleaning  Belt Working  Seal Leaking  Motor Noisy  
 Basic  Tune-up  Complete  Install Parts Only

Next Size: \_\_\_\_\_ Software: \_\_\_\_\_

**INITIAL ESTIMATE (Includes Parts & Labor)**  
 Non-refundable Deposit: \_\_\_\_\_  
 Reassembly fee is estimate is deducted: \_\_\_\_\_  
 Customer notified. Day phone \_\_\_\_\_ per page \_\_\_\_\_  
 Deposit/Fee Paid by:  Cash  Check  Credit Card

Customer Signature: \_\_\_\_\_  
 Authorized by: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ AM/PM  
 Repair Completed by: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ AM/PM  
 Customer Contacted by: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ AM/PM  
 Machine picked up: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_ AM/PM

Signature: \_\_\_\_\_  
 No signature constitutes acceptance of the above work as being satisfactory and equipment has been returned to good condition. **Please see shop policies.**

Check  Credit Card  
**Subtotal of parts, labor & tax** \_\_\_\_\_  
**Deposit Paid** \_\_\_\_\_  
**TOTAL DUE** \_\_\_\_\_

**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!**  
 VDTA-SDTA MEMBER  
 Member of the International Association of Floorcare

Place Stamp Here

**POST CARD**

**Claim Check**  
**VDTA SDTA**  
 MEMBER  
 Professional Floor Care Center

**Claim Check**  
 To be  picked-up  delivered on (date) \_\_\_\_\_ a.m.  p.m.

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

**Service Contract**  
 I agree to receive this machine's parts within 30 days. First, this store may consider this as abandoned and dispose of it in anyway they see fit without any further communication.  
 I understand the estimate to be: \_\_\_\_\_  
 Customer Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Service signature: \_\_\_\_\_

**Service Department**  
 Serviced by: \_\_\_\_\_ Comments: \_\_\_\_\_  
 Inspected by: \_\_\_\_\_

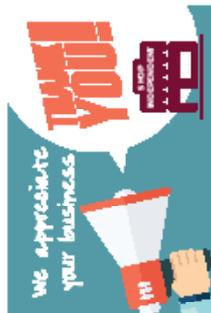
**VACUUM SERVICE ALERT**  
 Your vacuum is the most valuable tool to guard against wear, replacement, and appearance of your floors.  
 Annual service is the best way to ensure your vacuum does its job effectively, providing you the way it was built to give.  
 Cleaning, lubrication and replacement of worn parts such as roller brushes and belts greatly improve the way your vacuum cleans.  
 Bring your vacuum into our Professional Floor Care Center today. With your satisfaction, please refer your friends.  
 VDTA-SDTA MEMBER  
 Member of the International Association of Floorcare

Place Stamp Here

**POST CARD**

## Sewing Repair Tag Vacuum Repair Tag

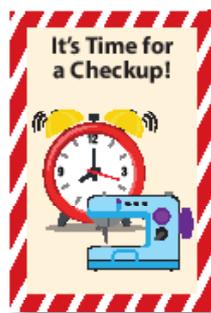
# Back of Postcards



**Thank you for your business.**  
 We know you can shop at the one store that does it all. But only at your independent Dealer will you find 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.  
 Member of the International Association of Floorcare | 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 grit, dust and lint build up in the bearings of your brush roll. This causes the belt to slip, and the brush to turn slower.  
 Buildup in the motor bearings causes it to overheat, meaning loss of performance.  
 We appreciate your trust in our trained service techs to maintain your machine. With your satisfaction, please refer your friends. Schedule a checkup today!  
 Member of the International Association of Floorcare | 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.**  
 Member of the International Association of Floorcare | VDTA-SDTA

**Visit vdt.com for clearer images.**

# REMEMBER WHEN . . .

*15 Years Ago...*



# 20 Years Ago...



# Meet Our Family of Quilting Machines



Disney ScanNCut DX Innov-is Edition SDX230D



Innov-is BQ2450



Luminaire Innov-is XP1



THE Dream Fabric Frame



Brother  
Celebrates  
National  
Quilting  
Month

Explore our growing list of advanced quilting features:

**Automatic Height Adjuster (AHA)** feature for smooth, even stitches on multiple fabric layers

**Pivot Function** for easily turning corners

**MuVit Digital Dual Feed System** for smooth feeding of multiple layers of fabric

**My Design Center** feature in the Luminaire Innov-is XP1 for applying custom stippling

**Droppable Feed Dogs** for easy free-motion quilting

**Ultimate Accessories**, like THE Dream Fabric Frame System, for embellishing any size quilt, all within a 3' x 5' space

Think we're only sewing and embroidery? Think again. Visit [BrotherSews.com](http://BrotherSews.com) to learn more.

brother  
at your side

Become an Authorized Brother Dealer today. Call 908.252.3036

[f](#) [t](#) [v](#) [i](#) [p](#) /brothersews

©2020 Brother International Corporation.