

The Evolution of the Industry

VDTA•SDTA News

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

February 2020 | ISSUE 461

THE RICCAR

REVOLUTION

A NEW ERA OF HEALTHY HOMES

VDTA•SDTA Trade Show, p30

Icon-Insight, Millennial Mindset, p16

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COVER STORY, P26

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CONTENTS

February 2020 | www.vdta-sdta.com

Business

- 5 Inside & Outside the Store, Membership Can Save You Money, *Burklund*
- 11 3 Keys for Greater Response to All Your Advertising, *Ackerman*
- 12 Insight from the Workbench, *Himebaugh*
- 13 Jumbo Shrimp & Oxymorons, *C. Barnhardt*
- 14 The Magic in Service Recovery, *Tschohl*
- 15 How to Make at Least \$10,000 in a Day in Your Store, *Blakeman*
- 23 'Performance Reviews' is More Than a Standard YouTube Tech Review Channel
- 53 Your Brand, Inside and Out, *Morris*
- 54 The Sewing Machine Project and Corporate Donors, *Jankowski*

Modern Influence

- 16 Icon-Insight Millennial Mindset, *Cummins*

New Products

- 20 Users Are Impressed With the New Vaculine Retractable Hose Fittings
- 22 Free Valentine Hearts Quilt Pattern for Minky Fabrics
- 26 **COVER STORY:** Riccar Introduces a New Line of Clean Air Vacuums
- 41 Martelli Enterprises
- 52 Necchi - The Next Generation, *Winslow*
- 55 Kimberbell's Vintage Boardwalk
- 57 A Precut for Every Season, *Maywood Studio Staff*
- 59 CutterPillar's Newest Innovations

Industry

- 7 Essco Acquires DVC Brand
- 8 Dealer of the Month- Vacuum Center & Janitorial Supply
- 10 Collecting Dust, *Gasko*
- 19 What's Your Goal?, *J. Barnhardt*
- 24 Thank You Members
- 28 Being a SCHMETZ Educator, *Pierce*
- 56 Quilts & Lace Cruise, *Banko*
- 58 Who Is Elevated Product Marketing?
- 63 Classifieds

2020 Convention

- 4 Charity Fun Night
- 4 Himebaugh Sewing Machine & Serger Repair Class
- 23 FitNice Instructor Certification
- 29 Powerhouse
- 31 Registration Form
- 32 Keynote: The Power of Partnership with Mark Brigman
- 32 2020. . . Industry at a Cross Road, Dean Shulman
- 33 Class Schedule
- 42 Exhibitor List
- 51 Dime Prime
- 54 Success Studios
- 63 Central Vac Mystery Panel

Forms

- 6 JOIN VDTA•SDTA Today!
- 9 Dealer of the Month Form
- 31 2020 Las Vegas Show Registration form
- 60 Spring Cleaning Month Order form
- 62 Postcard Order Form



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2020 Show Sponsor

VDTA•SDTA

VACUUM & SEWING DEALERS TRADE ASSOCIATION

www.vdta.com

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Ultimate Cleaning Performance

EXCLUSIVELY At Independent Retailers



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812

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CONGRATULATIONS

2020 Dealer of the Year

Ryan Fussel
Dupage Vacuum
Wheaton, IL

2020 Hall of Fame



Pamela Kay Brooks
RNK Distributing
Knoxville, TN



Stephen Sprague
Sprague's Vacuum Plus
Warren, OH

2020 Scholarship Winners



Austyn Dougherty
Son of Bryan &
Melissa Dougherty
Husker Sew Vac
Lincoln, NE



Ariel Carpenter
Daughter of
Doug Carpenter
Sew Vac Direct
Bryan, TX

The VDTA/Epstein Charity Fun Night

When: Monday, Feb. 17, 5:30 PM

After the show floor closes at 5 PM, join your friends and VDTA **in the Exhibit Hall** for the real "Vegas experience," all for a charitable cause.

Spin the wheel for a great prize, participate in the tournament, earn bragging rights for next year, or enjoy some great food and beverage! All donations go to the VDTA/Epstein Scholarship Fund.

If you join in and participate or come as a spectator, you're sure to have a great time, for a great cause.

A \$100 donation ensures your spot. You can sign up on the Show Registration form!

Complete Sewing Machine Repair & Total Serger Services Classes at the 2020 VDTA Show



These 2-day classes are taught by Norm Himebaugh, Expert Service Technician.

Complete Sewing Machine Repair

February 14 8AM - 4PM
February 15 8AM - 4PM
Cost \$385

Total Serger Services

February 16 9:30AM - 5:30PM
February 17 8AM - 4PM
Cost \$385

Register for these classes by submitting the form on page 31 or by calling 800-367-5651

"My overall goal with teaching is to give people clarity of understanding of how a sewing machine simply ties a knot and how the settings work with each other or against each other. Once you see that, you will understand how the physical adjustments in the different systems affect the tightness of the tensions needed to form the stitch in the middle of the material. Simply said, perfect settings equal perfect tension. When your settings are incorrect your tensions will be proportionately incorrect and your stitch will not form properly when you try to sew across different weights of fabric or use different threads. That leads to the machine that doesn't like a specific type of thread or the proverbial "Lemon". I've said for years, there are no lemons, they're only technicians who don't know how to set up machine properly."

With Norm's 42 years in the business, this is a class you won't want to miss!

Inside & Outside the Store, Membership Can Save You Money

By Joe Burklund, Membership Director

Membership in VDTA•SDTA means you are a member of an essential organization that exists to educate & promote independent sewing & floorcare dealers in order to increase their market share and enable them to be more competitive. One method is through money saving discount programs with our business partners. Because you're a member of the Vacuum & Sewing Dealers Trade Association you now have access to exclusive members only discounts.

American Hearing Benefits: Hearing loss — the third most common physical condition in the world— isn't usually obvious. Much of that can be attributed to its gradualness. Hearing loss tends to creep up on us. It's important to have your hearing evaluated by an American Hearing Benefits professional. Hearing screenings are painless, easy and free

Office Depot/OfficeMax: VDTA•SDTA members can save up to 75% on over 93,000 products online or in store. Enjoy free shipping on orders over \$50. Order online and pick up in one hour! Orders must be placed two hours before closing

Dell Systems: VDTA•SDTA members enjoy savings of up to 40% on their purchase of select Dell systems, Dell branded electronics and accessories. Eligible Dell products include Latitude laptops, OptiPlex desktops, Inspiron and XPS laptops and desktops, PowerEdge Servers, and the company's award-winning, best-selling line of monitors.

Hertz, Thrifty & Dollar Rent A Car: Save up to 25% off when reserving with VDTA•SDTA's CDP#. Go to www.vdta.com to reserve your car rental.

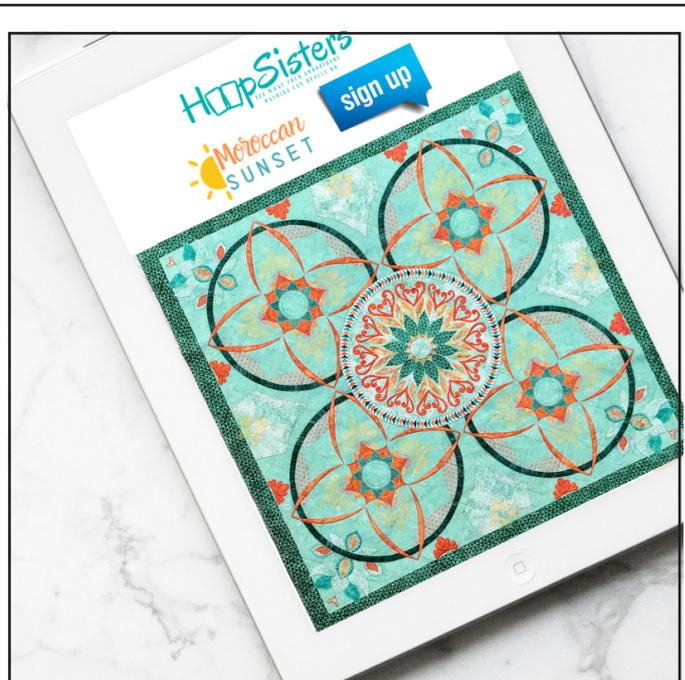
Association Health Programs: With over 25 years of experience servicing national associations, AHP is the industry leader for providing health and business insurance solutions to association members. Many of our members will be able to save as much as 50% on their premiums.

Colonial Life Accident Insurance: Because accidents can happen to anyone. Even if you

have good health insurance, deductibles and co-pays can really add up after an accident. With accident insurance, you can receive money paid directly to you to help with all the expenses of a covered accident.

VDTA•SDTA members can go to the Members Portal, sign in and gain access to these outstanding programs. And so much more.

If you're not a member but would like to get these savings, we encourage you to JOIN VDTA•SDTA today. A 1-year VDTA Membership gets you access to all benefits, including 75% savings on the annual VDTA•SDTA Show registration, our monthly trade magazines, free marketing kits, and so much more. Go to www.vdta.com, in the Membership drop down menu select Join. Fill out the form and get it back to us. Or call 800-367-5651



Request our free Marketing Kit
for 2020 Dealer Programs!

nina@hoopsisters.com

866.497.4068



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 #: _____ CCV# _____ Exp Date: _____

Card Registered Address (If different than above): _____

Signature: _____

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

Essco Acquires the DVC Brand

We are pleased to announce that Essco has acquired the DVC® brand and all its rights, along with associated brands from Home Care Products.

Founded in 1959, Home Care has been a premier supplier of replacement floor care accessories and filtration products which are used in a wide variety of applications for vacuum cleaners and other floor cleaning devices.

The DVC name is a well-known, high quality, established brand that offers an extensive assortment of vacuum cleaner bags, filters, belts, and other category related products. DVC offers a variety of filtration levels that includes standard, 2-ply Micro-Lined® filtration, allergen, and HEPA which meets strict OEM standards. Owning the DVC brand will enable Essco the flexibility to quickly meet the needs of our dealers, with the ability to provide customized dealer programs, packaging and bundling opportunities. Based on input from our dealers we are committed to expanding our assortment within the current categories, as well as identifying new product verticals. Manufacturing partners in the U.S.A., as well as abroad, affords Essco the nimbleness to bring products and solutions to our dealers faster than other suppliers.

Rob Glockner, CEO of Essco commented, “We have enjoyed a strong relationship with Home Care over the last three years as their Master Distributor and are looking forward to this next stage in our relationship. The main driver of this change was our ability to focus on and leverage our respective strengths – Home Care’s extensive and flexible manufacturing capabilities and Essco’s understanding of our dealers’ needs and the ability to meet them. Both of our companies felt that this new arrangement will provide the best possible value for our dealers.” Mark Howard, President of Home Care, agreed adding: “Essco has always championed the DVC Brand. With this purchase, they are now positioned to take DVC to the next level.”

Essco, founded in 1924, is a true nationwide distributor of vacuum cleaners and parts, homecare, and other specialty product categories. With over 90 years of experience, Essco has revolutionized the industry to become a one-stop-shop for all distribution needs. From the extensive inventory of products to their trusted, knowledgeable staff, Essco delivers skilled, streamlined business planning and product implementation support for each customer.



800-321-2664

essco.net

February VDTA • SDTA Independent Dealer of the Month

By Craig Dorman

Congratulations to our February Dealer of the Month- The Vacuum Center and Janitorial Supply! The Vacuum Center and Janitorial Supply is located at 120 Mushroom Blvd, Suite B in Rochester, New York.

The Vacuum Center was established in 2001 by its owner Billy McKee. The store carries multiple brands of vacuum cleaners including Miele, Simplicity, Hoover, and Panasonic along with central vacuums and janitorial products.

The Vacuum Center and Janitorial Supply constantly provides demos at senior centers and senior living homes so those who can not make it into his store will be able to see their options.

Although Billy McKee is a one-man shop, he goes out of his way to make sure that all of his customers are taken care of even when they no longer have the ability to come to his store. Billy has worked hard to make The Vacuum Center a success and is now sharing that success with his community by supporting a local baseball team.

The Vacuum Center and Janitorial Supply has been a member of the VDTA-SDTA since Billy opened the shop in 2001. He attends the VDTA-SDTA International Trade Show and Convention every two years to make sure he is staying in the loop with the industry.

Billy McKee suggests using humor when advertising, "On the front page of the Penny Saver I placed an ad that read, 'Extra! Extra! Our Vacuums suck!' Folks would walk in the door and say, 'hey is this the place where the vacuums suck?'" This ad produced customer traffic in The Vacuum Center because of Bill's humor.



Congratulations to Billy McKee of The Vacuum Center and Janitorial Supply on being named Dealer of the Month!

As a Dealer of the Month, The Vacuum Center and Janitorial Supply is now in the running to be selected as Dealer of the Year.

Your business can do this too by submitting a Dealer of the Month application found on page 9 and on the VDTA homepage at www.vdta.com.

VDTA•SDTA Dealer of The Month

Company Name _____ Phone _____
Owner's Name _____ Web site _____
Address _____ E-mail address _____
City, State, Zip _____ Local Newspaper _____

1. What year was your store established? _____
2. How many stores do you operate? _____
3. How many employees do you have? _____
4. What product lines do you carry? _____

5. What services do you provide? _____
6. Is your business family run? How many generations? _____
7. What is your age group: 40 - under 41 - 50 51 - 60 61 plus
8. Check all equipment that your business carries:
 Vacuum Vacuum/Central Vacuum Vacuum & Sewing Janitorial
 Sewing Machines Quilt Shop with Sewing Machines Longarm machines
 Quilt Shop without Sewing Machines Other _____
9. Do you have and maintain e-mail lists of your customers? Yes No
10. Do you have and maintain direct mail lists of your customers? Yes No
11. Do you have a rental program for sewing machines? Yes No
12. Do you rent time on a longarm quilting machine to quilters to machine quilt? Yes No
13. Do you offer sewing /quilting classes in your store? Yes No

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

14. How often do you offer classes and what age group do you target?
15. Community projects you participate in or support.
16. Marketing plans you have done that draw people to your store.
17. Any awards received from a manufacturer or from your community.
18. What tips of success or advice do you have for other independent retailers in the industry?
19. Share a paragraph about the history of your business and how it has grown?
20. How often do you attend the VDTA•SDTA Annual Convention? IE: Every year, every 2 yrs, etc:
21. What makes your shop stand out in your community.

23. Are you a member of the VDTA•SDTA? Yes No
24. What year did you join? _____

Fax to: 515-282-4483

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

E-mail to: mail@vdt.com.

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

Collecting Dust

Regina - Cleaning Homes for More than a Century

TOM GASKO
Mid Missouri Vacuum



The Regina Company started out making music boxes in the 1890's. At the turn of the last century, people bought elaborately decorated music boxes as gifts for memorable occasions. With a great location and highly skilled work force, Regina made their first vacuum cleaner, the model A. It was not electric but driven by bellows that created the suction; a 'canister' type cleaner with a hose and wand, they sold well. When electricity became common, they added a huge induction motor to drive the bellows. They continued to make both types of machines until the early 1930's when electricity became common in rural areas as well as cities.

Regina's first upright vacuum was a marvellous machine. Westinghouse built the 2-speed motor. Overbuilt it really. Those Westinghouse motors never die. Driving a huge eleven bladed fan, the Regina "Imperial" Model 50 had the most suction of any straight suction upright at the time.

The built-in brush behind the nozzle could be adjusted to three different positions. With air guides on the nozzle lips, it wasn't necessary to use a motor driven brush to clean the rugs of the day, which laid on hard wood floors. The nozzle design was a tribute to the Apex inclined nozzle design of the 1920's - it would clean under radiators.

With a complete set of attachments including an air driven floor polisher, the Regina "Imperial" was a perfect machine. Sold through Independent Vacuum Stores, the Regina offered a ton of value for the money. Consumers could receive instruction in use and care of the machine, as well as see it in 'action' before the purchase.

After World War II, there was a void in the industry for a lightweight 'stick vac' type of cleaner. Air-Way did not bring back their Sanitary System after the war, and Regina was quick to fill the void with the bestselling, "Electrikbroom". Regina was very clever with their marketing of the new machine, with wonderful ads extolling the virtue of buying a 'second' vacuum for daily use. Complete with a hose and a set of cleaning tools, the new Electrikbroom sold like hotcakes.

The Regina Company recognized the need for a light-weight floor polisher that could also shampoo the new wall to wall carpets of the 1950's. Their line of floor polisher and shampooers was very successful. In fact, their basic design is still manufactured today by Koblenz.

With canister vacuums all the rage in the 1960's and 1970's, Regina designed the second tandem-air (dual suction motor) canister vacuums called the Brush N Beat. Utilizing their eight-pound upright vacuum design from the 1960's, they removed the bag and added a wand, electric hose, and canister vacuum unit. They even utilized the cyclonic action of having the airflow enter the bag at a tangent. Marvellous design.

By the 1990's the company had been sold. The 'Housekeeper' models were discontinued, and a new design was embraced. The independent dealer channel offered the yellow Regina series of on-board tool upright in both bagged as well as bagless design. The yellow bagged model was a decent vacuum at an affordable price that vacuum dealers could sell to the economy minded customer.

Mid Missouri Vacuum is home to the new Museum of Vacuums. With over 500 machines in the collection, it is an amazing display of engineering progress for more than 130 years of cleaning. If you're ever travelling Route 66 in Missouri, call and then stop in for a tour of the Vacuum Cleaner Museum at Mid Missouri Vacuum.

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



Three Keys For Greater Response To All Your Advertising

By Jim Ackerman

So which is your current media magic pill that will make you rich by Tuesday?

Social media, pay per click, email, geo-fencing or texting? Or are you still committed to print, direct mail, radio, billboards or whatever?

We get promises of easy riches almost weekly as new advertising media and methods continue to premier, especially in the digital world.

But somehow, they never deliver. Why?

The reason why is simple. None of the media work if you fail to do the following in using them...

Choose the correct audience.

This MUST be step one. You must carefully choose the right audience if you have any hope of success. You can offer FREE sewing machines, but if you offer them to people who don't sew you'll get virtually NO response.

If you want your advertising to work, get it in front of people you know, or highly suspect, will be interested in your offer.

Now you can narrow your audience, digitally, by interest in or demonstrated purchases, in the worlds of sewing machines and vacuum cleaners.

It is more than worth it to narrow and focus your audience, paying for less penetration but greater response.

Come up with a meaningful offer.

Once you reach the right people, you MUST give them a reason to act, and act NOW! To do that, eschew the "branding" notion and move to a direct response model. Your ads must make offers that will get the reader, viewer or listener to at least take the next step in the buying process IMMEDIATELY.

There are many ways to do this. If you're running digital advertising, your first goal is to get them to CLICK on something. Once they do, get them to click to a landing page on which you entice them to either surrender contact information or actually buy on the spot. (Or you could provide them with a strong incentive to come to your location.)

There are other secrets to powerful, irresistible offers, but in general consider this. If your offer would not get you up off the couch and out to a store - or get you to surrender your contact information - it won't get your prospects to act either.

Figure out what you want them to do, then figure out what you've got to give to get them to do it.

Develop a compelling headline.

Every ad has a headline. It's the first words people either see or hear. But most advertisers pay little

attention to the headline, when in reality it can account for up to 80% of the success of the ad.

Consider the headline for this article. It promises you a benefit. Your headlines should do the same.

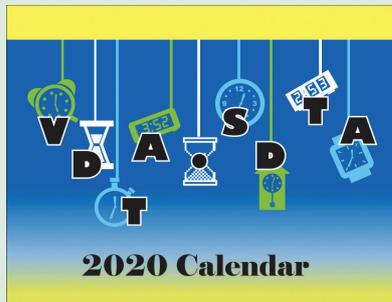
I've spent 2 days coming up with the right headline for an ad that took me 40 minutes to write. When someone asks me to write an ad, I warm up by writing 20 headlines.

You MUST spend as much or more time on your headlines - and even more on the subject lines for email - as you do on the creation of all the rest of your ad.

Follow these 3 Keys and your ads too can generate more traffic, sales and profits.

Editor's Note: Jim Ackerman is a nationally renowned small business Marketing Coach. His Principle-Centered Marketing™ Coaching program has helped hundreds of small businesses experience dramatic growth in remarkably short periods. He offers readers a special 36 page report called *The 11 Most Overlooked Marketing Principles & How To Use Them to SUPER CHARGE Your Business's Marketing, Sales & Profits*. It's a \$37.00 value but jim is providing it to our readers FREE with his compliments. To request the report email: mail@ascendmarketing.com with your name your business name.





2020 Calendar

**VDTA 2020
Calendars
Now
Available**

Give your customers a gift everyone can use.

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

Plus shipping - Priority mail: \$12.80
(up to 100 copies)

Minimum order of 50 calendars

Order by calling **800-367-5651**
or email request to **mail@vdt.com**.
Pre-payment required

INSIGHT FROM THE WORK BENCH



NORM HIMEBAUGH
Himebaugh's Vacuum & Sewing Center

I'd like to title this article, "Do you know"? This will be a little bit of a tune up of your thought pattern to identify what you really know and what you think you know.

A few months ago I wrote about the design of embroidery needles and problems I see using smaller embroidery thread with the larger eye of an embroidery needle. I'm glad to say I've received some positive feedback with happy dealers. So, have you done some experiments in your own store to test what you thought was true? Did you know about this variable?

I get criticized a little for how much I talk about feed timing and its relationship to stitch formation. Do you fully understand it? So, do you know, or do you just think you know? On an older machine where the cams can be set independently, which cam do you set first? The cam that adjusts the front to rear movement of the feed dogs, or the one that sets the up and down movement? Before you even adjust those settings, did you know the height of the dogs must be done first? How about the needle bar height? What if the feed cam is pinned on the shaft that the hook drive gear is on? Then you better set the needle to feed timing first and then set the hook to needle timing or you'll never get that machine's stitch right. Your tensions will have to be set out of their proper range to get the stitch quality even close.

How about tensions? Do you know the proper range of resistance by feel? The difference between the top and bottom values when you pull gently on the thread through the machine? Do you set those values first before you stitch on the machine or do you stitch first and then just blindly tighten the threads until the stitch looks good on your demo cloth? Never understanding that you've tightened their values too highly due to your settings being off?

Do you know what the proper load is for the hand wheel? This is extremely important for computer machines. Too much load equals problems to circuit boards. Do you disconnect the motor belt to feel the load of every machine you repair? If there is binding do you disengage the timing belt so you can feel the load of the top of the machine independently of the bottom to locate the problem area?

How about the check spring? Do you know its purpose to keep the thread taut as the machine is sewing? That it has a point at which it should stop moving in relationship to the needles eye as it enters the fabric? How about the springs load? If the load is too heavy, the spring acts as a tensioning device distorting the actual tension value which causes inconsistent quality in your stitch. Do you check them all for grooves in the spring's bottom where the thread rides?

Do you know the function of the pretension? That its value is only about 1 to 2 grams of resistance. Its purpose is to keep the thread taut on its way to the tension unit so the thread does not fluctuate between the metal discs. That assures consistent tension on the thread. Zero is never acceptable in a pretension unit, did you know?

Do you know how to tell a customer when its time not to fix their machine? Gears worn thin, needle bar frame is slightly sloppy and you see even wear throughout the machine? This can be difficult if you make it that way. If you think your job is to fix every machine and only sell one to people who come in shopping, you are mistaken. I have stopped repairing many older machines for these reasons for some time now and instead have a new \$350 quality machine near my take in area. You must be prepared to tell them that their Dad's graduation present is going to be gently put in the dumpster! My customers are happier when they sew on a quality machine that can handle today's fabrics with a lot less stress.

I'm happier not wasting time on 40 year old worn out machinery and I make the same amount of money in less time. Can you see it?

Jumbo Shrimp and Other Oxymorons

Do you remember George Carlin, the comedian who gave us a different perspective on the English language with a monologue about mutually exclusive words? He said some words should never be used together as they would nullify each other. Jumbo shrimp, semi-boneless ham (does it have a bone? It has a bone.), and guest-host. My personal favorite is one I've encountered - employee motivation...

We see the difficulty putting those two concepts together. Employees don't always have the motivation we desire to see and sometimes come to work with a separate agenda of their own! How on earth are we supposed to run a business with that kind of challenge?

Let's look at it from another angle. You just returned from convention with all the latest news, great new products, enthusiasm and plans for success. You arrive early to impart all this knowledge only to be met with crossed arms, "How is this going to work?" and worse - apathy.

Why are they so stubborn? If you were being fed with a fire hose, you would balk, too!

Having a plan, a timeline, rewards, and support for meeting that timeline helps you to be successful. It feeds your employees manageable "bites" of your plan to make sure it can be fully incorporated in a reasonable amount of time. Each person is given the responsibilities and rights to execute their part in the plan and reap the rewards of personal growth along the way.

This also helps your employees become partners in the execution of a plan designed to help everyone involved to be successful. More buy-in from employees help them to become more invested in the interests of the business which helps the business be better at what it does.

Simply laying out a plan doesn't always seem to work, though. What then, if anything, will motivate our employees to strive for excellence in product knowledge, customer service, and personal growth? There is a misconception that the way to an employee's loyalty is through his/her pocketbook. Several studies have shown that appreciation - not money - is the number one motivating factor for employee satisfaction and performance. The method of appreciation though, varies among individuals.

Sally comes into the office quite often to ask your advice on a sale, placement of product, etc. Sally's motivator is encouragement. She is particularly good at connecting with customers, listening and suggesting products. She's good at her job and when you tell her specific things you notice she does well she feels appreciated, becoming more engaging with customers, making more and better sales!

Ben on the other hand, is great at repairs and time management, preferring to work alone. But if you walk through the service department and leave a Kit Kat on

his bench, he will become a mentor for a new employee who is struggling with a difficult repair, helping him understand why the machine is not just a 5 minute fix. Ben's motivator is gifts.

Some people feel appreciated when you spend time helping them with a task, some when you give them a fist bump or a high five. Others will be motivated simply by taking time to listen to them as they share something that happened the night before. When you relate to each person in the manner they respond best, you create an atmosphere of appreciation. Appreciation leads people to want to do better and doing better means the goal of excellence is attainable.

The term employee motivation then is not as mutually exclusive as we may have believed. It is truly an intentional way of relating to our staff, helping them bring excellence to their daily work.

"The 5 Languages of Appreciation in the Workplace - Empowering Organizations by Encouraging People" written by Gary Chapman and Paul White is a great reference for determining specific employee motivations and utilizing them in a practical way.

Be Purposeful to be Profitable,
Cindy Barnhardt

Evolution of the Floorcare Industry

When: Feb. 17, 8 AM - 9:30 AM

Where: Room S233

Moderator: Dagon Browning

Everything is changing, are you? If you're doing business today the way you did yesterday, you won't be in business tomorrow.

There have been more changes in the Floorcare industry in the last 5 years than the previous 50. Come see how Industry leaders are meeting the challenge.



The Magic in Service Recovery

By John Tschohl

It's simple and not many companies practice the magic of Service Recovery.

The magic in service recovery occurs when a frontline employee solves a customer's problem and does so in 60 seconds or less. Acting quickly, taking responsibility, making an empowered decision, and compensating the customer will result in customer loyalty that will increase your sales and profits and help to ensure your success in an increasingly competitive world.

In today's fast-paced world we are needing service recovery in almost everywhere we go from the grocery store, to our banks, to our cable, to service providers at home and so on and so on. It's frustrating and customers can vent their problems and dissatisfaction in person, on the phone, on the internet, to their friends and family.

But, the exact opposite is true also if the magic of Service Recovery is used. Service recovery can have a major impact on an organization's bottom line with word-of-mouth advertising as customers tell their family, friends, and coworkers about the exceptional service they received from your company. Including compliments and "Atta-boys" up on the internet, they recognize you and call you by name. More magic happens when internet providers make up for their screw-ups by providing a free month subscription, grocery stores offer free replacement food items or free delivery...it's magic!

Service recovery is putting a smile on a customer's face after you've screwed up. Now it may not be your fault, but it is your problem. How you handle those mistakes is what separates you from the rest of the pack and keeps customers for life.

I have developed the following four techniques for providing quality service recovery:

- Act quickly. You must acknowledge the mistake within 60 seconds.

That's when the magic happens. The employee at the point of contact is the person in the best position to successfully implement service recovery. When problems and mistakes are moved up the chain of command, they not only cost the organization more in time and money to deal with it, but the delay quickly increases the customer's level of frustration and anger.

Front-line employees should have the power to resolve more than 95 percent of customer issues without having to pass the customer on to another person.

- Take responsibility. No matter who is at fault, you must own the mistake and sincerely apologize. Don't place the blame on someone else; the customer doesn't care

whose fault it was, he merely wants it rectified. It's also important to thank the customer for pointing out the problem and for giving you the opportunity to correct it. It works like magic.

- Be empowered. Employees aren't making empowered decisions mainly because they're afraid they're going to be reprimanded, fired, or have to pay for whatever they give the customer. Empowerment is the backbone of service recovery, and organizations that truly want to serve the customers and retain their business must not only allow, but insist, that employees bend and break the rules in order to keep those customers coming back. They are your magicians.
- Compensate. Give away something that has high value and low cost.

You must give the customer something of value, something that will impress the customer and give them the feeling that you really do value their business. Every company has something that doesn't cost a lot but has value in the eyes of the customer. An airline can upgrade a passenger to first class. A ski resort can give a free lift ticket. A computer repair store can extend the customer's warranty by a year. It's the magic of making things right and making things better.

Practice the magic every day when customers confront you with a situation or problem. No business can afford to lose customers, if only because it costs much more to replace a customer than it does to retain one - five times more. Those that go out of their way to please customers and correct problems or screw-ups will soon have more customers than their competition. Here's more magic: according to a study by the Wharton School, reducing customer attrition by 5 to 10 percent can increase annual profits by as much as 75 percent...the stakes are high.

About the Author: John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service Quality Institute (the global leader in customer service) with operations in over 40 countries. John 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.



How to make at least \$10,000 in a day in your store next month

By Chris Blakeman

Depending on the type of product you carry and the level of inventory you have in your store you can use these easy proven steps to create guaranteed sales in your store next month. Some retailers are familiar with this model and even produce OVER six figures in ONE day with this kind of model! I myself have not achieved those numbers yet but I have taken these steps to produce over \$50,000 in a single day with almost no ad spending.

Set a date on a Saturday next month to host a special party. Pick a theme. In December, our stores picked a holiday party, a ugly holiday sweater party for example. We have also done beach party theme, Saint Patrick's day, Valentines day, and others.



Once you pick a theme, choose a local charity group to invite into the store to host a table and maybe have a speaker to explain the program or if you are a sewing store find a charity sewing group to come in and sew in your

classroom. Let them know you will make a donation of part of the sales from the day to their group. This can be as little or as much as you like. We commonly host Days For Girls, Quilts for Fallen Heroes, and Quilt of Valor to name a few. Usually a nominal percentage will suffice, and they will be more than happy to come to get others involved in their charity sewing work.

Pick an easy project to make on demonstration machines on the show room floor or multiple small projects that are fast so the sales staff and teachers can do one with a kit with customers that come into the store. This will get attention on machines. If you are a vacuum shop, having try before you buy stations with fun demonstrations ready can help you get customers hands on your products.

Plan to take new merchandise out from the back and create pyramids or stack. Create fliers with your best sale pricing, trade in offers, and bundle high profit margin merchandise and or dead merchandise with models you know will move to incentivize sales. Vacuum cleaner tool kits, floor care solutions, supply packs, sewing machine attachments, embroidery designs, and sewing machine luggage are just a few that will move easily. Plan to put these items with the merchandise for when customers are in the store to close sales. If you have trade in machines, create basic price tags for them, plan to clean them up, service them and put them out as well for sale.

If you do not have a marketing firm or person to help with creating fliers you can create fliers with basic office software or go to canva.com, this is a free service that creates amazing vector fliers that you can print up for your party with all the details and product offers for that day only so customers have more motivation to buy while in the store.

Plan to get some snacks and food like coffee, donuts, and have an area for customers to also bring food.

Find a trade in machine or pick a machine that you can give away as a grand prize. If it is a sewing machine, then offer it as a giveaway with an instruction class and put a value on that instruction.

Buy a quantity of paper gift bags around 10 to 50. Amazon has cheap options for these generally. Contact your outside sales reps for the vendors you sell product for and tell them you are planning a store party to drive customers in and sell merchandise. Ask them if they have branded items that they can send at no charge or using Co-Op funds to put into the gift bags to give away. Also look for dead merchandise, or low-cost merchandise that you may be able to distribute into the bags.

To promote the party, start three to four weeks out and plan five to six secret reveals about your party that customers can expect to experience while there. These secrets will be the party theme, gift bag door prizes, potluck invite, make and take projects, charity sewing or charity group that is in the store that day, and of course the grand prize.

Plan to reveal the party secrets with five to six Facebook live feeds, email blasts, and possibly other advertising channels you feel work well for your business.

The key to the Facebook live feeds is to write the post copy using fun emojis, asking for comments if people are coming, likes, and of course shares. Create an event for your business Facebook page and put a link to the event in the live feed so that people can click if they are going or not going. In each video tell the audience that you will be revealing another secret in the next video to describe what will happen at the party and what they will experience.

In your email invites reveal the same information that is in your post. Let people know there will be special merchandise discounts as you get closer to the party, and put a link to the Facebook event in the email as well.

As you do the Facebook live feeds you may decide to go back and pay to boost them to customer interest groups that fit your store and for a low cost you can reach many more people!

Finally ensure that on the day of the party the staff is ready to sell and know the store promotions, make sure you have a demonstration ready for your best model or product to preform before you raffle off the grand prize and make sure you have fun! Take lots of pictures to use in future marketing campaigns for parties in the future.



An ongoing discussion in our industry--how to reach new customers, especially in younger demographics. In these interviews, hear from experienced industry pro's, each from a different generation. To keep everything even and to hear each interviewee's perspective, we asked them the same 20 Questions! "The Icons" are Baby Boomers born 1946-1964, or Generation X, born 1965-1980. "The Millennials" were born 1981-2000.



The Millennial
JESSICA THURGOOD

Jessica Thurgood has grown up in her family-owned business the past 9 years and is currently the Social Media Director at My Girlfriend's Quilt Shoppe, located in Logan and Sandy, Utah. As such, she oversees influencer marketing, direct marketing and manages the website and online sales of MGQS.

Q. Who do you work for, what is your role/title, and what are your responsibilities?

A. My Girlfriend's Quilt Shoppe. I am an Online/Social Media Strategist. I create social media posts, oversee online sales/fulfilment, strategize with online marketing team, assist with customer service, branding of the company, Google analytics, SEO, work with a content creation team and specialize in influencer marketing.

Q. How many years have you worked in this industry?

A. 9

Q. How did you get into this industry?

A. Family Business

Q. Do you have mentors that helped you along? Who?

A. Yes, my mom and my aunt.

Q. What's the greatest skill you have learned from a mentor? OR What is the greatest skill learned from your parents?

A. How to adapt to situations, how to problem solve and how to be part of a team.

Q. What keeps you in this industry?

A. I love the sense of community within the industry.

Q. How would a colleague describe you in one word?

A. Go-getter

Q. What is the last book you read? OR What is the last business article read?

A. Traction by Gino Wickham

Q. What is the last Podcast you listened to? OR What is the last Video you watched?

A. Online Marketing Made Easy by Amy Porterfield

Q. What do you consider to be your competitive advantage for working in your business/this industry?

A. I keep on top of not only trends in the industry, but also the new age of marketing.

Q. What type(s) of research have you done to understand your customers/audience?

A. I understand who our buying persona and ideal customer are, and have connected with them through social media venues, along with face-to-face interaction.

Q. What upcoming trends do you see as important to this industry?

A. Gone are the days you can open your door and expect people to come in. Now you must be adaptive to what's working to connect with customers online. We are seeing a trend with subscription-based memberships,

not only with product but with education.

Q. What do you feel is the most important thing a retailer can do to reach their desired customers?

A. Know who they are, listen to what they want, and find out ways to best serve them.

Q. Would you consider Millennials to be a part of your current customer base? What percentage?

A. Absolutely! 30% and it's growing!

Q. Where do you spend more time—computer, tablet or smartphone?

A. Smartphone

Q. Where do you spend more time on social media--Facebook, Instagram, Pinterest, other?

A. Instagram

Q. What type of social media strategies have been successful for you?

A. Scheduling posts to maximize my time, targeted Facebook ads, webinars, live Facebook/Instagram videos, YouTube Channel, weekly newsletters.

Q. What was the latest "best thing" you've learned? OR Last "Aha!" moment?

A. The greater impact a "live" video makes over a "static" video (pre-recorded).

Q. If you could change one thing about how we do things in the industry what would it be and why?

A. I feel as though the industry is moving in the right direction! If we keep moving forward to reaching our customers through relevant online platforms, we will see our businesses grow in directions we didn't think possible.



The Icon **BRINT FANIZZA**

Brint Fanizza started Famore 20 years ago, with a simple mission. To “develop the highest quality needle arts product, at an affordable price, with exceptional customer service”. Today he and his team work with industry leaders, educators and designers from all over the world. They develop their namesake Famore brand, and for many internationally recognized brands too. Brint developed the needle arts side of his factory, and has grown the factory from 200 to over 600 laborers. As we enter a new decade, they are developing and adopting new manufacturing process to stay relevant. “My passion comes from the passion of many industry leaders and consumers!”

Q. Who do you work for, what is your role/title, and what are your responsibilities?

A. Founder of Famore Cutlery, President and director, Business development and building industry relations. Aka Scissors Man!

Q. How many years have you worked in this industry?

A. 20

Q. How did you get into this industry?

A. I was in the pitch business for a few years, creating stories for products and bringing them to market. I came across a fellow that had a gadget booth, selling all kinds of different tools. It seemed interesting, we spoke, and I bought his business. Not knowing what one pair of scissors was from another, and not knowing the difference between a good quality scissors from another, I thought I had a good thing going. UNTIL, I signed up for our first Original and Sewing Craft Show in

Duluth, GA. I had the one and only Clotilde right next to me and the great Margaret Islander from Islander Sewing Systems on the other. Clotilde advised that I was on to something but what I had would NOT CUT it. She proceeded to tell me that the industry needed someone that had manufacturing capabilities to produce GOOD quality products at an affordable price. She said if I would listen to her she would tell me everything she knew. I was completely inspired by her. I decided to get serious and start looking for a factory that I could partner with, and develop with the industries needs and wants, in quality, affordability, and exceptional service as my foundation. Famore Cutlery was born.

Q. Do you have mentors that helped you along? Who?

A. The list of mentors is endless. In the very beginning it was Clotilde, she had no secrets, she told me like it was and did not hold back. But truthfully, every professional in this business is a mentor of mine in one way or another--I learn from them all. The passion they have shown this industry has created the passion I have for this industry.

Q. What’s the greatest skill you have learned from a mentor? OR What is the greatest skill learned from your parents?

A. Listening, being sincere and HONESTY.

Q. What keeps you in this industry?

A. The relationships. I have never experienced an industry with so much passion, love and respect.

Q. How would a colleague describe you in one word?

A. Dedicated

Q. What is the last book you read? OR What is the last business article read?

A. Building a Story Brand

Q. What is the last Podcast you listened to? OR What is the last Video you watched?

A. Stitch TV podcast, Love these gals

Q. What do you consider to be your competitive advantage for working in your business/this industry?

A. Understanding the purpose and use of each of the tools we produce. Having this understanding allows me to take that knowledge to my factory and work

with my production and quality control team.

Q. What type(s) of research have you done to understand your customers/audience?

A. Taking the tools that are on the market now and finding ways to improve them. Or seeing a need for a new tool and working with industry professionals and consumers, to get insight on how the tool needs to be developed and or improved upon. Then, taking that tool to the drawing board to make sure it is in our manufacturing scope, and working with an industry professional to guide us on our development stages to make sure we are staying on track.

Q. What upcoming trends do you see as important to this industry?

A. I feel the biggest trend that is happening RIGHT now is Cosplay. It is the largest and fastest growing segment in the sewing industry, and we MUST pay closer attention to it.

Q. What do you feel is the most important thing a retailer can do to reach their desired customers?

A. Think outside of the box. Reach out to Maker Spaces in your community. These maker spaces are popping up all over and are full of creative younger people that have passion! They just need to be accepted by us and educated by us. Go to Cosplay conventions just to see the scope of possibilities.

Q. Would you consider Millennials to be a part of your current customer base? What percentage?

A. Yes and growing! Millennial’s are sewing and crafting, but not in the traditional ways. In Cosplay they are making costumes and fandom wears. We are exposing ourselves to this world and are being accepted with open arms. We are growing in this niche and discovering new ideas and ways to connect with this audience.

**CONTINUED ON
NEXT PAGE**



ICON INSIGHT MILLENNIAL MINDSET

BRINT FANIZZA CONTINUED

Q. Where do you spend more time—computer, tablet or smartphone?

A. I spend most of my time when I am not at a show or a conference on my devices, staying on top of our projects and engaging with our shop owners, factories, and our private label customers. I do try my best to disengage around 7pm to let the brain refresh!

Q. Where do you spend more time on social media--Facebook, Instagram, Pinterest, other?

A. I spend most of my efforts on our Facebook and our VP Sebastian Rivera runs our Instagram.

Q. What type of social media strategies have been successful for you?

A. Social media is a full-time job as we all know. We are a small company with little resources to completely dedicate to these platforms and try to do our best without it breaking the bank or getting in the way of our important day-to-day tasks. We have a newsletter that is professionally written and is overseen by our VP Sebastian Rivera. This newsletter is a TRUE newsletter that features articles about our industry, and we work hard to highlight industry professionals and bring insight to them and what they do, not just for us, but for our entire industry. We also work with other companies that use and promote our products to cross promote them which we feel is a must. It is my belief that it is not about I and me that makes this industry great, but US and WE. I believe people are busier today than ever before and want to see or read relevant material that is meaningful and thoughtful.

Q. What was the latest “best thing” you’ve learned? OR Last “Aha!” moment?

A. The best thing I have learned, would be not being so self-absorbed. Take the time to STOP and listen to the people that mean and matter to me the most. I get so caught up in my own world at times, I forget to separate and spend quality time with my those that are the closest to me.

Q. If you could change one thing about how we do things in the industry what would it be and why?

A. Find more ways to expand our customer base outside of what is currently being done. The industry is now selling machines that are \$20,000, which is amazing, but I feel so much effort is put on selling these machines, that we are not taking the time to find the customers that can afford the \$1500 to \$2500 machine or lower. We need to focus on the basics and make a \$1500 dollar customer feel just as welcomed and appreciated as a \$20,000 customer. They are out there, and they need to be welcomed with open arms.

Q. Bonus??!! Is there a question you wish I would ask you? (Please pose the question and answer!)

A. Does our industry have too many consumer expos? Yes, when I first started almost no one had a summer show. Now there are shows all the time. Before, when a show would come to a city, the consumers would be so excited, like it was a major holiday. They were filled with excitement, joy, and enthusiasm. We are not seeing that same kind of reaction, and I feel too many consumer shows have

diluted that effect. I also feel shows have taught consumers to negate the in-store experience because of the attitude “Wait till the show, you will get a much better deal” is wrong. It also drives the costs of the goods vendors sell, due to the costs of doing the show.

The Interviewer's

Cindy Cummins and Allyce King are the Mother-Daughter duo behind DIYStyle®. Cindy is a Boomer, Educator, Instructional Designer, and wearer of many hats at DIYStyle. Allyce is a Millennial, and the Fashion Designer/Product Developer for Allyce King Swim and DIYStyle. Combined, they have over 50 years of experience in the sewing and fashion industries, working with fashion sewing consumers and independent retailers.

What's Your Goal?

So, a couple of us are sitting and talking to a professional fundraiser about a nonprofit fund drive. We have talked about property, contact lists, board members, publicity, etcetera when he says, "we need to make sure people see the goal". So, I say "that's why we're talking about making a purchase first and then doing a fund drive to help pay for part of it". To which this top-rated fundraiser says, "exactly, your top donors will want to see what's going to be done with their money and having something tangible like a piece of property is much easier to sell than just talking about it". After that, he went on to talk about architectural drawings as to what the property could look like after the fund drive. Many people who are looking to donate or invest in something cannot imagine the future all that well, so drawing a picture, whether mental or physical is a good thing.

What does this have to do with selling vacuums or sewing machines or even life for most of us? The short answer is "a lot".

Let's say it's a super quiet day at the store and that machine customer finally walks in the door. Unless your store is a lot different than ours, sometimes on those quiet days people have a tendency to lose focus on that goal of selling a machine. When it's super quiet in the store and it's 3 in the afternoon, sometimes people are just done and are thinking about other things. It could be they are involved with a task and want to finish up before going home. It might be they are thinking about what's happening after work. Or worse, it could be they have had too much free time and they are thinking about a problem at home. Either way, that machine customer might just be an interruption.

As a store manager or owner, we should be reminding ourselves and our staff each day, preferably first thing in the morning, that our goal is to sell machines and to offer superior service after the sale. Machine sales and happy customers are the goal. Some might say different, but the way our industry has changed and with property, wages and benefits being expensive, it's almost impossible for most of us to survive on repair work or selling supplies. We need those machine sales to keep the doors open. It's a goal that should be clearly stated to all our sales and service staff on a very regular basis. Go with the fundraiser's suggestion and draw them a picture if you have to but point out the machine sales goal as often as possible. Service staff should also be reminded how important they are in all of this as they are customer support for our machine sales department. If the customer needing support doesn't get it, you will probably not sell them or their friends another machine. Customer support is a really big deal and our staff needs to know that.

Need a life example? How about the high school graduate that doesn't have a goal? They go to work at a coffee shop or fast food restaurant and change jobs every few months. In most cases these young people have not been properly tutored on having a goal. They live in the moment and when someone or something upsets them, they move on to the next thing. If they had a goal, they could look past the momentary frustration and move towards their goal of

going to college or trade school, owning their home, having a family, etc.

Life is all about goals. Without goals we wander. We'll think about lots of other things but not where we're headed. Just like the driver travelling to an unknown destination who doesn't use their GPS or a map, they are going to get sidetracked.

Had enough "floating" not knowing where you're headed? Draw a picture, mental or physical and go for it. Maybe it's a sales goal. Remember to do those life goals too! Set your goals today and when you reach them, celebrate and set the next ones. Goals are just like a staircase, one step at a time till you reach your destination and then you're on to the next level. There's nothing wrong with being content because you've probably reached your goal at that point but never just be satisfied!

E-mail: jimbarnhardt@msn.com
Questions or comments are welcome.



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Users are impressed with the new Vaculine Retractable Hose Fittings

After only four months on the market, we are hearing great things about Vaculine's new retractable hose fittings. Anthony Bruneau from Entreprises Michel Lauzon and Brent Olsen from Gary's VACUFLO Inc, shared their experiences with this new product.

"What to say other than, AWESOME! I've installed hundreds of retractable hose fitting in my lifetime and what Vaculine has brought to the market is unbelievable. They have 30% more plastic where it really matters, and they don't have that annoying joint in the middle of the 90 degree. And, the plastic quality is amazing," stated Anthony Bruneau. "I come from the dealer world where quality is what separates us from the big retail stores. I was looking to make the BEST kit possible for all my dealers, from the fittings to the floor brush, but I really needed to test these new fittings. So, I decided to put them through a battery of tests."

"What came out was fabulous," said Anthony, "the retraction of the hose was so smooth. Overall, the quality and durability are better, and our customers will be pleased because the hose slides so easy in these fittings."



After trying out the new fittings, the techs that install retractable hose systems at Gary's VACUFLO noted that the fittings show a significant improvement over what they'd been using before. Brent Olsen commented: "the fact that there isn't a "Flat Spot" or "Mold Ridge" at the apex of the 90 degree fitting is a noticeable improvement. It's consistently smooth all the way through." Deciding to put the product through a head to head test, Brent and his Quality Control Manager pulled a short demo hose through the fitting. "You could actually hear and feel the difference. To those that use these fittings on a regular basis, it is noticeable that they are thicker and designed to a true angle of degree...a 90 degree fitting is actually 90 degrees. As you know we at Gary's VACUFLO appreciate excellent quality so that we can stand behind it for our clients and customers."



Information about these new fittings from Vaculine can be found on www.vaculine.com.



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Free Valentine Hearts Quilt Pattern For Minky Fabric

With Valentine's Day just around the corner, we can't think of a better way to celebrate than by helping your customers create a quilt or two for their loved ones!

Designed by Shannon Fabrics Brand Ambassador Pat Wodskow, our free Valentine Hearts quilt pattern is one of the most-popular patterns on our site. It's simple enough to tackle in a day or two, but also has super cute heart-shaped appliques to give it added dimension and a bit of extra style. Not only is it eye-catching, but the quilt is irresistibly soft and requires no break-in period.

To keep construction simple, this pattern is designed to be created with Kozy Cuddle® Solids from Shannon Fabrics. We suggest a mix of red, white, pink and black strips to fit the Valentine's Day theme, but the pattern can be customized with different colors to complement any decor or color palette.

Head to shannonfabrics.com/free-patterns to download and print out our Valentine Hearts Quilt pattern to display and hand out in your store.

The finished dimensions are 60" x 72".

Fabrics:

- Any assortment of Kozy Cuddle® Solids strips (17 - 5" x WOF strips):
 - 5 strips of red
 - 4 strips of black
 - 4 strips of white
 - 4 strips of pink
- Accent fabrics (hearts): 3 of your choice (13" square each fabric)
- Backing: 2 1/4 yards
- Binding: 3/8 yard
- Batting: 60" x 78"

Notions:

- Thread for piecing and quilting
- 90/14 stretch sewing machine needle
- Walking foot for your machine
- 505 temporary adhesive by ODIF
- Batting

Instructions:

1. Prepare batting and backing for "Sew and Flip" method (free instructions on our website).
2. Arrange strips in the color order you wish.
3. Use "Sew and Flip" to apply the strips to the batting/backing.

4. For fusible appliqué, trace heart templates on paper side of fusible web. Apply to the wrong side of fabric following manufacturer's instructions and a pressing cloth.
5. Position on quilt and press in place using pressing cloth.
6. Use a decorative or zig-zag stitch to secure appliques in place.
7. For non-fusible appliqué, trace heart templates to wrong side of fabric and cut out.
8. Apply spray adhesive to wrong side of appliques and position on quilt.
9. Use a decorative or zig-zag stitch to secure appliques in place.
10. Quilt as desired (optional).
11. Bind with chosen binding fabric.

The information in this pattern is presented in good faith. Every effort has been taken to assure the accuracy herein.

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!



Link to pattern



Shannon
F A B R I C S

“Performance Reviews” is more than a standard YouTube Tech review channel.

While most vacuum cleaner Youtube reviewers are either paid influencers, or just personal bloggers, “Performance Reviews” offers an objective, impartial assessment of machines with a fact based, quantifiable set of criteria in addition to end-user comments and opinions. The channel was started by an experienced technician with a lifelong interest in vacuum cleaners and sixteen years as a sales and repair professional.

“Performance Reviews” doesn’t just test suction and air flow, but also pick up function, filtration quality and user “friendliness”. “Performance Reviews” also consults dealers throughout the VDTA network, along with vacuum cleaner collectors, to assess what, historically, has or hasn’t worked.

While it is important to know a company’s track record with their machines, most reviewers never mention it, but we consider this to be an essential element of any review. The final test, of course, is the input from my wife (who is about a foot and a half shorter than me) and often provides valuable input in terms of a machine’s weight and maneuverability.

From there we form an opinion and produce a video. We are open about our opinions as being those of an experienced, independent vacuum tech and store manager. Companies might send a machine to PR, free of charge, for testing, but might receive a poor review for making a poor product.

However, not every machine is free. More often than not, I purchase machines on my own, or have them loaned by friends or other industry professionals.

The overall goal of “Performance Review” is to provide the industry as well as the consumer, with an honest, fact-based assessment of current vacuum products. Additionally, we hope to encourage consumers to patronize Independent dealers and to discourage DIY repair by explaining how complicated many of those repairs can be.

For us, it’s important to send the clear message that there is a local business willing to help you choose a vacuum cleaner to best suit your needs or to provide skilled accessory or repair services when needed.

FitNice Instructor Course

At the 2020 VDTA • SDTA Trade Show & Convention

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

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

This course can **PAY FOR ITSELF** after just 20 students attend your FitNice classes or events!

When: February 14-15, 9 AM - 5 PM
Where: Room S228

2-day Course. Cost: \$1,200 per person

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

1. Call VDTA-SDTA at **800-367-5651** OR
2. Sign up through the Show Registration found in VDTA • SDTA’s **monthly magazines** OR
3. Sign up online at **www.vdta-sdta.com** as you register for the show!

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



January 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		
DVC Products / Zh Filters Group	Chagrin Falls, OH	Oct 2015	Cor-Kev Inc TA Central Vacuum	Freehold, NJ
Essco	Twinsburg, OH	March 1987	Elite Vacuums Plus	Las Vegas, Nv
Myraton Industries	St Catharines, ON, Can	Dec 1991	Etobicoke Service Centre Ltd	Etobicoke, ON, Can
			Indiana Vac LLC	Indiana, PA
			Linda Z's Sewing Center	Arlington Heights, IL
			Norfolk Vacuum Sales & Service	Norfolk, NE
			Quilting At The Beach	Myrtle Beach, SC
			Revco - Ross Velys	Southampton, NY
			Sew & Vac Inc	Poughkeepsie, NY
			Sew Creative	Lincoln, NE
			Sew Downtown	Greeley, CO
			The Vacuum Center	Rochester, NY
			The Vacuum Doctor	North Easton, MA
			Times Square Sewing Complex	Jacksonville, IL
			Tri-Valley Supply Inc	Thousand Oaks, CA
			Vacuum Cleaner Outlet & Svc Ctr	Little Falls, MN
			Wise Monkey Quilting	Denison, IA
				Nov 2006
				Dec 2002
				Dec 2015
				Dec 2014
				Jan 1999
				Nov 2002
				Dec 2013
				Oct 2016
				Sept 1999
				Sept 2004
				Nov 2019
				Nov 2019
				Sept 2007
				Dec 2015
				Dec 2000
				Nov 2000
				Nov 2019

February 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		
Alutron Modules Ltd	Aurora, ON, Can	Sept 1997	California Sewing & Vacuum	San Jose, CA
Avnan Electro Inc	Oakville, ON, Can	Jan 2013	Cam Services	Mill Valley, CA
Bissell Homecare Inc	Grand Rapids, MI	Oct 1984	Carmel Vacuum Small Appliance	Carmel, CA
Cyclo Vac / Industries Trovac Ltee	Blainville, QC, Can	Dec 1991	Carolina Sew & Vac Ctr	Raleigh, NC
Kirby Company	Cleveland, OH	Oct 2000	Contact Security Inc	Chilliwack, BC, Can
M D Manufacturing Inc	Bakersfield, CA	April 1996	Continental Sewing Ctr	Lexington, KY
Moda Fabrics	Dallas, TX	Feb 2019	Continental Sewing Repair LLC	Jackson, MS
Tacony Corporation	Fenton, MO	Jan 1987	Dictoguard Security Alarm Sys	Greeley, CO
Tti Floor Care North America	Charlotte, NC	Jan 2015	Find X Designs Inc	Sanford, NC
			Findlay Sewing	Findlay, OH
			Foothill Vacuum & Janitorial	Upland, CA
			Four Winds Quilting	Billings, MT
			Frye's Sweeper & Sewing Ctr	Altoona, PA
			Gary's Sewing Center	Pocatello, ID
			Hi Fashion Sewing Machines	Grand Junction, CO
			Hillsboro Vac & Sew	Hillsboro, OR
			House Of Vacuums	High Point, NC
			Indiana Vac LLC	Indiana, PA
			Issaquah Sewing & Vacuum	Issaquah, WA
			Jasper Vac 'N Sew Inc	Jasper, IN
			Jeff's Vacuum Center	Watertown, SD
			Jonesboro Sewing & Vacuum	Jonesboro, AR
			Kleen Kastle	Douglasville, GA
			Lockport Vacuum	Lockport, IL
			Mark's Vacuum Inc	Greenwood, IN
			Mc Hardy Vacuum Service	London, ON, Can
			Midsouth Sewing & Vacuum	Murfreesboro, TN
			Midwest Vacuums & Sewing	Lawrence, KS
			Mike's Vacuum	Ruckersville, VA
				Nov 1998
				Dec 1996
				Jan 1997
				Feb 2018
				Nov 2019
				Jan 2016
				Dec 2019
				Nov 1997
				Feb 2018
				Feb 1997
				Jan 2016
				Dec 2019
				Jan 1999
				Dec 2016
				Jan 2016
				Jan 2014
				Oct 2017
				Dec 2014
				Jan 1998
				Jan 1995
				Jan 2013
				Feb 2018
				Dec 2019
				Jan 1993
				Feb 2012
				April 1985
				Jan 2013
				Feb 2019
				Dec 2018

Morrow's Sewing Ctr	Kennewick, WA	Sept 1999	T & H Sweeper	Muncie, IN	Nov 2014
My Oreck Store	Houston, TX	Nov 2009	The Machine Shop	Highland, IL	Jan 1988
Phil's Sewing Machines Inc	Washington, MO	Jan 1997	The Sew'n Place Inc	Fayetteville, PA	Nov 2015
Pins And Needles	Middleburg Heights, OH	Dec 2015	The Vac Shack Inc	Alexandria, LA	Jan 2011
Quality Vac & Sew Inc	Winona, MN	Jan 2008	The Vac Shop North (Vac Md)	Chicago, IL	Oct 1990
Quilt Beginnings	Dublin, OH	Jan 2007	Threaded Needle	Tullahoma, TN	Jan 2015
Quilters Cupboards	Ankeny, IA	Dec 2019	Threads Of Time	Danville, IL	Feb 2018
Quilters Headquarters	Sioux Falls, SD	Nov 2013	Tops Vacuum & Sewing	Bradenton, FL	Feb 2004
Ralph's Vacuum & Sewing Ctr	Redwood City, CA	Nov 2011	Truevac	Arvada, CO	Dec 2019
Redlands Sewing Center	Redlands, CA	Feb 1998	Vacs Etc Inc	Mountain Home, AR	Oct 1994
Ridley's Vacuum & Janitorial Sply	Houston, TX	March 1982	Vacuum & Sewing Ctr Of Minot	Bismarck, ND	Feb 2012
Riehl Sew-N-Vac Inc	Anchorage, AK	Sept 1984	Vacuum Center Of Salinas	Salinas, CA	Dec 1998
Ryan's Sewing And Vacuum	Albuquerque, NM	Jan 2008	Vacuum City & Sewing Ctr	Helena, MT	Dec 2019
Sanford Sewing Machines	Sanford, ME	Jan 2005	Vacuum Cleaner Warehouse	Colorado Springs, CO	Dec 2019
Sara's Vac Shack LLC	Cloquet, MN	Jan 2017	Vacuums Etc Inc	Woodstock, GA	Jan 1995
Sew Much More Inc	Austin, TX	Feb 2004	Walnut Creek Vacuum	Walnut Creek, CA	Dec 2010
Sew N Vac West	Knoxville, TN	Jan 2019	Wholesale Vacuums	San Antonio, TX	Feb 2010
Sew Pro's Sewing And Vacuum	El Cajon, CA	Jan 1994			
Sewing Concepts	Carpentersville, IL	Jan 2015	INTERNATIONAL MEMBERS	MEMBER SINCE	
Southern Maryland Vacuum & Sewing	Lexington Park, MD	Dec 1994	Creatrices Broderie Machine	St. Pavace, AK, France	Feb 2019

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THE RICCAR REVOLUTION



VIVA LA REVOLUTION!

Riccar Introduces a New Line of Clean Air Vacuums

For 2020 Riccar is starting a revolution — in consumers' homes. And on the front line is the new R25 Clean Air series. Long in development, these vacuums feature a wealth of new cleaning features requested from multiple sources.

"We spent months interviewing consumers and dealers on what they would like in a vacuum," said Riccar senior designer Scott Holmberg. "We collected survey data from both groups to identify common themes."

Those themes? An affordable, easy-to-use vacuum that didn't compromise cleaning performance and most importantly, was a delight to use.

"We wanted the consumer after cleaning their home to say, 'Well that was easy,'" Holmberg said. Product development was so devoted to this idea that the vacuums morphed throughout their creation, taking ideas from other high-end Riccar vacuums.

"During the design and prototyping phase of the project, a number of additional features were added to improve the functionality, which included many of the features that we currently have on our premium Tandem Air vacuums," Holmberg says.

The end result? The R25 features 360-degree rotation a spring-assisted handle that makes it feel almost weightless and a floating nozzle that helps it easily transition from plush carpet to bare floors



automatically. Two speeds are available on the premium and deluxe models. The brushroll, designed for deep cleaning, switches off for gentle bare floor cleaning.

The line even features new top-loading, self-sealing HEPA media bags that are a snap to replace and like many Riccar uprights, the R25 lays completely flat for cleaning under beds and other furniture. Best of all, the lifetime belt virtually eliminates broken belts.



Cleaning ultra-soft Frieze carpet is no longer a problem. The R25 was specifically designed to clean deep down to preserve the life of carpet. The wand can be pulled out without having to unwrap the 35-foot cord. And the hose attaches low on the body so the vacuum doesn't topple when using the wand for tool cleaning.



While features vary among the three models, the top-of-the-line R25P comes complete with a dirt sensor light that turns amber when dirt is found. It is also equipped with a durable metal brushroll, a metal extension wand, a HEPA media filter and a granulated charcoal filter for odor control.



The R25 models began shipping in October, and Holmberg said he's happy to see the R25 series in vacuum stores nationwide.

"We're really proud of these vacuums and I think our consumers will absolutely love the way they clean their homes."

See the R25 series for yourself at booth 812 or at Riccar.com.

SIMPLICITY GOES SMALL WITH THE S5

Simplicity's new S5 cordless hand vacuum is ready for action! The tiny vacuum weighs less than a pound and is comparable in size to a flashlight. It's designed for quick pickups in almost any situation. Running on a rechargeable 10.8 volt Li-ion battery, the S5 features two speeds with a runtime of 24 minutes on standard and 9 minutes on high.* The S5 uses a high-flow pleated filter and comes complete with a unique telescopic dust cup, a dust brush combo tool, a rubber tipped crevice tool, a charging stand and charging cord.

See the S5 at booth 813.



*Runtimes vary based by speed used, charge level and age of the battery.

Being a SCHMETZ Educator

By Rhonda Pierce

So - what's the point? (pun intended). Why should YOU become a Certified SCHMETZ Educator?

- SCHMETZ is the #1 most recognized brand in the home sewing & quilting industry, and this is your chance to benefit from our excellent quality and reputation.
- SCHMETZ sewing machine needles work in EVERY BRAND of sewing machine.
- SCHMETZ provides excellent needle educational and support materials. Which are FREE to you.
- Becoming a Certified SCHMETZ Educator makes YOU the sewing authority in your own community.

Through the generations, users of sewing machines have relied on SCHMETZ quality. As fabrics techniques and interests changed, so has SCHMETZ.

As a Certified SCHMETZ Educator, you will have access to the **SCHMETZ Inspired To Sew** digital magazine. Every month (for over six years) - SCHMETZ produces a new issue, with editorial content featuring sewing stars, topics and/or trends in the sewing/quilting world. Just like Nike supports the stars in the sports world - SCHMETZ has relationships with the best and the brightest. **SCHMETZ Inspired To Sew** has featured our own industry stars: Jenny Doan, Nancy Zieman, Angela Wolf, Cheryl Sleboda, Mary Mulari, just to name a few.

SCHMETZ Inspired To Sew is meant to be used as, or to supplement, your own store newsletter. Once a month, you can reach out to your customers and INSPIRE THEM TO SEW. Use the magazine to position yourself as the sewing authority in your own community.

As a Certified SCHMETZ Educator:

- You will have early access to new products, materials and education.
- You will receive special pricing on a new 2020 Promotional Package.
- When you leave this class, you will have everything you need to invite your customers to a SPECIAL SCHMETZ EVENT... We provide the blueprint.

In today's social media world, BRAND marketing is more important than ever. Because of our excellent quality and decades of brand marketing - your customer walks in your door WANTING TO BUY SCHMETZ sewing machine needles. Don't argue with them...give them what they want! SEW SCHMETZ!

Rhonda Pierce Bio: Rhonda Pierce has a dream job teaching sewing enthusiasts about the most important 2" piece of steel in the sewing machine - the SCHMETZ needle. During Rhonda's classes students respond with "a ha" moments and giggles as they learn needle facts. Rhonda enjoys sharing needle knowledge in classrooms and sewing shows throughout North America. She travels with the SCHMETZ "Super" Needle - it's 17" tall - and always asks "What's Your Favorite SCHMETZ Needle?" She is delighted with the ingenuity and remarkable creations that sewing enthusiasts share. She publishes the Constant Contact Six Year All Star Winner monthly SCHMETZ newsletter and inspirational e-zine, **SCHMETZ Inspired to SEW**. She is a certificated FitNice System Instructor and earned a Brendon Burchard High Performance Master's Certificate. With quilt shop and wholesale distributor management experience, Rhonda delivers a unique perspective as Marketing Director of Euro-notions and Spokesperson for SCHMETZneedles.com North America.



SCHMETZ Needles Education & Certification

Instructor: Rhonda Pierce from Euro-notions

When: Sunday, February 16 at 1:00PM

Where: Room S229

Successful sewing demands needle performance. Learn home sewing machine needle basics - eyes, types, systems - then delve into SCHMETZ needle facts. Class is easy to replicate in presentations to staff, customers, clubs and guilds. Class is appropriate for technicians, sales staff, educators and dealers. Leave class armed with confidence, needle facts, a lesson plan and impress others with a SCHMETZ certificate.

Powerhouse Roundtable BY DEALERS FOR DEALERS

When: Saturday, Feb 15, 1PM - 4PM

**Where: Las Vegas Convention Ctr
Room S232**

**2020 VDTA•SDTA
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COME SEE SOME OF THE BEST DEALERS IN THE INDUSTRY
TACKLE MYTHS PLAGUING OUR BUSINESSES, AND HOW YOU
CAN BUST THEM ON YOUR WAY TO SUCCESS!

1. Young People Aren't Worth Pursuing as Prospective Customers.
2. My Business Reputation is All the Marketing I Need
3. Since My Business is Part of a Specialty Industry, I Can Count on Customers Seeking Me Out Online -- All I need Is a Website.
4. Top-End Products Sell Themselves, No Strategy Needed
5. Add-On Sales in Our Industry are a Thing of the Past
6. Product and Service Reviews May Be Important In Some Industries, but Not Ours.

MODERATOR:

Ricky Brooks, RNK Distributing

PANELISTS INCLUDE:

Paul LaPonte - Quality Sewing & Vacuum, Puyallup, WA

Donny Cathey - Cathey's Sewing & Vacuum, Tucson, AZ

George Moore - Moore's Sewing Centers, Mission Viejo, CA

Linda Zachman - Linda Z's Sewing Center, Arlington Heights, IL

Rhonda Lopez - Nuttall's Sewing Centers, Layton, UT

Mary Hess - B Sew Inn

Listen to topics you need to be thinking about, as discussed by
some of the most successful sewing & floorcare dealers! Get
one-of-a-kind insights into the success YOUR STORE NEEDS!

The panel for the 2020 Powerhouse Roundtable is of varied age and years of experience in an effort to provide multiple perspectives on the subjects or topics. Thank all of the panelists and sponsors whose commitment makes this event possible.

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Feb 16 & 17 11 AM - 5 PM

Feb 18 9 AM - NOON

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2020 VDTA•SDTA Show Registration

Las Vegas Convention Ctr, South Hall 3: February 16-18, classes begin Feb 14

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 City: _____
 State: _____ Zip: _____
 Phone: _____
 Email: _____

- Is this your first VDTA show?**
 NEW MEMBERS ONLY. Join as a U.S. member and pay \$180 for 2 years, waiving my 2020 show registration fee.
 NEW International member. Join and pay \$220 for 2 years, waiving my 2020 show registration fee.

Badge Names

Use additional paper to list more badge names, if needed.

Name: _____

Email: _____

Name: _____

Email: _____

Name: _____

Email: _____

Name: _____

Email: _____

Convention Fees

Independent Dealer

Member: \$40/*\$15
 Non-Member: \$200/*\$25

Manufacturer/Distributor

Assoc. Member: \$800/*\$200
 Non-Member: \$1200 each

**Fee for each additional person; All fees in U.S. Dollars*

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Signature: _____

Date: _____

CLASSIFICATION

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 Manufacturer
 Distributor
 Educator

Convention Fee	\$ _____
Charity amount	\$ _____
Class Fee	\$ _____
Membership Fee	\$ _____
Total Due	\$ _____

All fees in U.S. Dollars

Partial class list. See website for all classes.

Pre-registration Classes

**classes open to all dealers unless noted.*

Friday, Feb 14

- Complete Sewing Machine Repair for Drop in Bobbin and Vertical Styles - **2 day class.** By Norm Himebaugh from Himebaugh's Sewing and Vacuum Center. ***Students must bring their own machines to service.*** 8AM - 4PM **Costs: \$385**
- FitNice Instructor Course - **2 day class.** Day 1 of 2 by Judy Kessinger. 9PM - 5PM **Cost \$1,200**
- Floriani Software Sales Training. Training is OPEN to ALL Floriani Dealers, and Invited Guest! By Ricky Brooks, Kathi Quinn, and Trevor Conquergood. RNK. 9AM - Noon
- Floriani Sketch A Stitch and Lettering Master Sales Training. Training is OPEN to ALL Floriani Dealers, and Invited Guest! By Trevor Conquergood and Kathi Quinn. RNK. 12:30PM - 2PM
- "Re-Inventing Stabilizer Sales". Training is OPEN to ALL Floriani Dealers & Invited Guest! By Judy Fredenburgh. 2PM - 3:30PM

Saturday, Feb 15

- FitNice Instructor Course - **2 day class.** Day 2 of 2 by Judy Kessinger. 9PM - 5PM **Cost \$1,200**
- Everything You Need to Know About Partnering with OESD OESD Team 9AM - Noon
- Social Media Strategy for 2020: Targeting a Buying Audience! By Eileen Roche from Dime. 9AM - 9:45AM
- Ten Steps for Profitable Events. By Eileen Roche and Deborah Jones. Dime. 10AM - 10:45AM
- Stabilizers - Turn that White Stuff into Dollars! By Deborah Jones. Dime. 11AM - 11:45AM
- The She Shed Embroidery Escape! All the Tools Your Customers Need to Make Their Escape. By Eileen Roche, Deborah Jones and Wayne Walker. Dime. 4PM - 5:15PM
- Powerhouse Roundtable by Dealers for Dealers. 1PM - 4PM
- VDTA•SDTA Awards Presentation & Cocktail reception. 6PM

Sunday, Feb 16

- Dime Prime! 2020-New Product Reveal! By Eileen Roche, Deborah Jones and Wayne Walker. 9:30 AM - 10:15 AM.
To Pre-register call/text Wayne Walker 918-207-7735
- Total Serger Services - **2 day class:** By Norm Himebaugh, Himebaugh's Sewing & Vacuum Center. ***Students must bring serger to class to work with.*** 9:30AM - 4PM **Cost \$385**
- The Ultimate Guide to Local Vacuum Store Marketing (Day 1 of 2 - Google). By Justin Haver from Ivar. 10:30AM -11:15AM. **Pre-register for a free Flashdrive.**
- SCHMETZ Needles Education & Certification. By Rhonda Pierce from Euro-notions. 1PM - 3PM

Monday, Feb 17

- The Ultimate Guide to Local Vacuum Store Marketing (Day 2 of 2 - Beyond Google) By Justin Haver from Ivar. NOON - 1PM
- VDTA/Epstein Charity Fun Night Tournament. FREE to watch. \$100 donation to reserve your spot in the tournament. 5:30PM

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 Fabric

Keynote: The Power of Partnership

When: Sunday, February 16, 8 AM

Where: Room S233

Dr. Mark Brigman is the Founder of PARTNERNOMICS, a national consulting and training firm that helps business leaders create competitive advantages by leveraging the power of strategic partnerships.

Mark has traveled across the US delivering his critically acclaimed presentation *The Power of Partnership*, to business leaders sharing his insights that he used to write *Partnernomics: The Art and Science of Developing Successful Strategic Partnerships*.



Keynote Speaker: Mark Brigman
from PARTNERNOMICS

2020.... An Industry at a Cross Road *with Dean Shulman!*

The past decade has been one of the most exciting and transformational; providing dealers and the industry with new products, new management, and a better tomorrow. What will the next decade bring as dealers and manufacturers continue to seek new customers and explore roads less traveled?

When: Sunday, Feb 16, 1:30 PM - 2:30 PM

Where: Room S233



Dean F. Shulman
Previous Sr. Vp Brother Int'l
deanfshulman@gmail.com

Class Schedule

FRIDAY, FEBRUARY 14

8 AM - 4 PM S224

Complete Sewing Machine Repair for Drop in Bobbin & Vertical Styles Day 1

Instructor: Norm Himebaugh, Himebaugh's Sewing and Vacuum Ctr

Cost: \$385 for 2-day class.

Students must bring their own machines to service

Learn where to start your settings and how they all rely on one another. Only a completely serviced machine guarantees your success rate with your customer. The starting point differs due to the manufacturer. You'll know the differences after this class.

9 AM - 5 PM S226

Brother Int'l National Service Training

Instructors: Charles Sweeten and Scott Agent
Class details are published with the disclaimer, "By Invitation Only"

This formal technical service training is designed for technicians of Brother Accounts to become more familiar and proficient with the technical side of the Luminaire Innov-is XP1 Sewing and Embroidery Machine. Topics covered will include: Cover, Component and Part Removal and Installation; Brother Specialty Tools and Lubricants; Entering and Utilizing Test Modes to Troubleshoot, Diagnose and Perform Adjustments; Firmware Update Mode Utilization; plus, much more!

9 AM - 12 PM S231

Floriani Software Sales Training

Instructors: Ricky Brooks, Kathi Quinn, and Trevor Conquergood, RNK

PRE-REGISTRATION NEEDED

OPEN to ALL Floriani Dealers, & Invited Guest.

Part 1: What, When, Why? What is FTC-E, Fusion, FTC-U?

Part 2: Breaking Down the Difference - FUSION vs FTC-U

Part 3: Selling the Difference - FTC-U vs FUSION

Part 4: Adding 3 Months of P.C. To Close the Sale.

Floriani Dealers, or those who become Floriani Dealers, attending this three-hour session will receive a **FREE** FLORIANI FTC-U Software Program to sell, Retail Value Over \$4,000!

9 AM - 5 PM S228

FitNice Instructor Course Day 1

Instructor: Judy Kessinger

Cost: \$1,200 for 2 Day Course.

PRE-REGISTRATION NEEDED

Bring new customers to garment sewing and increase sales from classes, machines and more. You will receive ads, handouts and class instructions ready to go on a USB. You will also receive bi-monthly FitNice Club articles with full accessibility to Judy Kessinger, The Fit Doctor for consultations. Each attendee will receive the FitNice System Package Design It Yourself Book, Simple Sewlutions, Master Top and Pant Pattern.

12:30 PM - 2 PM S231

Floriani Sketch A Stitch and Lettering Master Sales Training

Instructors: Trevor Conquergood and Kathi Quinn, RNK

PRE-REGISTRATION NEEDED!

Training is OPEN to ALL Floriani Dealers, and Invited Guest! Floriani Dealers, or those who become Floriani Dealers, attending this 90 minute session will receive a FREE FLORIANI Sketch a Stitch and Lettering Master Software, Retail Value \$800.

1:00 PM - 5:00 PM S227

Grace / Q'nique Machines Tech 101-15", 19", 21" Tech Training and Servicing

Instructors: Cody Wayment and Marie Nielson

Technical service training on the Grace Company/ Q'nique machines. Items to be discussed and reviewed include: Identifying the mechanical similarities and differences between versions and machine platforms, part removal and installation techniques, component level exploded views, test modes, trouble shooting and much more.

2 PM - 3:30 PM S231

Re-Inventing Stabilizer Sales

Instructor: Judy Fredenburgh, RNK

Believe it or not, stabilizers are not ONLY for Embroidery, and Floriani has developed a totally new customer base that will embroider things never thought of before, as well as many new uses for stabilizers that have nothing to do with embroidery.

SATURDAY, FEB 15

8 AM - 4 PM

S224

Complete Sewing Machine Repair for Drop in Bobbin & Vertical Styles Day 2

Instructor: Norm Himebaugh, Himebaugh's Sewing and Vacuum Ctr

Cost: \$385 for 2-day class.

Students must bring their own machines to service
Learn where to start your settings and how they all rely on one another. Only a completely serviced machine guarantees your success rate with your customer. The starting point differs due to the manufacturer. You'll know the differences after this class.

9 AM - 5 PM

S226

Brother Int'l National Service Training

Instructor: Charles Sweeten and Scott Agent

***Class details are published with the disclaimer, "By Invitation Only"**

This formal technical service training is designed for technicians of Brother Accounts to become more familiar and proficient with the technical side of the Luminaire Innov-is XP1 Sewing and Embroidery Machine. Topics covered will include: Cover, Component and Part Removal and Installation; Brother Specialty Tools and Lubricants; Entering and Utilizing Test Modes to Troubleshoot, Diagnose and Perform Adjustments; Firmware Update Mode Utilization; plus, much more!

9 AM - 9:45 AM

S229

Social Media Strategy for 2020: Targeting a Buying Audience!

Instructor: Eileen Roche from Dime

Learn how to plan, measure and execute your social media activities - it's easier than you think!

9 AM - 12 PM

S231

4 Million Digital Cutters/ One Super Crafting Software

Open to ALL Retailers

Instructor: Hope Yoder and Team, RNK

Learn how to SELL the software that taught the world to craft. Craft-N-Cut is the solution for anyone who owns a digital cutter, even if your store doesn't sell them. Learn the "TOP 10 LIST" of selling features. What everyone loves about Craft-N-Cut is it doesn't need to be connected to the internet, is easy to use, and the only program which includes Save2Cut with application videos and machine settings. Craft-N-Cut integrates into Embellish® Maker software forming the world's greatest super crafting software duo.

9 AM - 5 PM

S228

FitNice Instructor Course Day 2

Instructor: Judy Kessinger

Cost: \$1,200 for 2 Day Course.

PRE-REGISTRATION NEEDED

Bring new customers to garment sewing and increase sales from classes, machines and more. You will receive ads, handouts and class instructions ready to go on a USB. You will also receive bi-monthly FitNice Club articles with full accessibility to Judy Kessinger, The Fit Doctor for consultations. Each attendee will receive the FitNice System Package Design It Yourself Book, Simple Sewlutions, Master Top and Pant Pattern.

9:00 AM - 12:00 PM

S227

Everything You Need to Know About Partnering with OESD

Instructor: OESD Team

PRE-REGISTRATION REQUIRED

Spend time with us learning everything you need to know about how easy and profitable it is to partner with OESD. Preview our brand new events for 2020 - we've partnered with your favorite machines brands to create custom embroidery events designed to SELL MACHINES! Learn about our simple B2B site that makes ordering direct from OESD simple and quick. Learn how you can be rewarded for ordering the OESD products your customer already love. We'll help you implement a monthly embroidery club without hours of prep. OESD can teach your customers everything they want to know about their embroidery passion while helping you sell more product and machines. **Stores that attend will receive a \$250 credit for OESD product!**

10 AM - 10:45 AM

S229

Ten Steps for Profitable Events

Instructor: Eileen Roche and Deborah Jones, Dime

Happy, spending customers are the key to profitable events. Learn how to set the stage for a great customer experience while boosting your bottom line.

11 AM - 11:45 AM

S229

Stabilizers: Turn that White Stuff into Dollars!

Instructor: Deborah Jones, Dime

Give your customers the confidence to buy when you know the right stabilizer products to recommend. Designed by embroidery expert Deborah Jones, this class will make you a stabilizer consultant. Help your customers be more successful with their embroidery projects and they will be sure to seek your advice all year long.

SATURDAY, FEB 15 cont.

1 PM- 4 PM

S232

Powerhouse Roundtable - By Dealers, For Dealers!

Moderator: Ricky Brooks

Panelists: Paul LaPonte, Donny Cathey, George Moore, Linda Zachman, Mary Hess & Rhonda Lopez

Come see some of the best dealers in the industry tackle myths plaguing our business, and how you can bust them on your way to success! Join your fellow dealers for the 5th annual Powerhouse - A panel of 5 outstanding dealers who are ready to talk about the myths that are plaguing our businesses and how you can bust them on your way to success!

4 PM - 5:15 PM

S229

The She Shed Embroidery Escape! All the Tools Your Customers Need to Make Their Escape

Instructor: Eileen Roche, Deborah Jones and Wayne Walker, Dime

In this class, you will see how much excitement a gift of friendly embroidery software can create. Then, when the educator weaves tangible tools into the mix, the vision of the perfect She Shed is complete. Delight your attendees with this fun new event concept and you'll be delighted with your sales.

4:15 PM - 5:15 PM

S231

Quilt It Quick, and They Will Come!

Open to All Retailers!

Instructor: Alex Anderson and Judy Fredenburgh, RNK

Come see, and "experience" the very latest and cool Quilting Rulers, yes Rotary Cutters, and many more time saving tools and techniques that will draw the "NEXT" Generation of Crafters to YOUR store.

6 PM

S233

VDTA Awards and Cocktail Reception

Sponsored by Domel, SVP and Synchrony Financial.

DOMEL[®] **SVP** WORLDWIDE
SINGER[®] VIKING[®] PFAFF[®]



SUNDAY, FEBRUARY 16

8 AM - 9:15 AM

S233

Keynote: The Power of Partnership

By Mark Brigman from PARTNERNOMICS

Dr. Mark Brigman is the Founder of PARTNERNOMICS, a national consulting and training firm that helps business leaders create competitive advantages by leveraging the power of strategic partnerships.

Mark has traveled across the US delivering his critically acclaimed presentation The Power of Partnership, to business leaders sharing his insights that he used to write Partnernomics: The Art and Science of Developing Successful Strategic Partnerships.

9 AM - 5 PM

S230

Continental M7 Technical Training

Instructor: Gazmend Gjyrezi, Janome

JANOME DEALERS ONLY

During this class, will take the machine completely apart and go through the entire machine including removing the step motors, circuit boards, thread cutter unit, tension unit, needle threader, and more. This class will cover every aspect of the machine including errors and troubleshooting. Machine, tools and gauges will be provided with the option to buy at the end of the training.

9:30 AM - 5:30 PM

S224

Total Serger Services Day 1

Instructor: Norm Himebaugh, Himebaugh's Sewing and Vacuum Ctr

Cost: \$385 for 2-day class.

PRE-REGISTRATION REQUIRED

Students must bring Serger to Class to Work with.

Learn the proper way to start a Serger repair rather than going through each setting to finish it properly. Resetting every adjustment guarantees your customers satisfaction.

9:30 AM - 10:30 AM

S231

Fast Strategies for Social Media for Retailers - Open to ALL Retailers

Instructor: Cheryl Slebeda, RNK

This is your year to make social media happen for your store. Explore proven, free, time-saving methods in this easy to follow plan. Learn how to use social media to your best advantage and get results without overextending yourself! Reach the younger generations by appearing where they are.

SUNDAY, FEB 16 cont.

9:30 AM - 10:15 AM

S227

Thriving in the Age of Amazon

Instructor: Tom Proctor, Vacuum Hospital

Vacuum Cleaner Hospital Hill, owned by Tom Proctor, has achieved record breaking sales in the last 3 years by treating each incoming repair as a potential sale. Coupled with a commission and enhanced bonus plan, sales are higher now than they have ever been. Tom will cover a variety of ways this has been accomplished and show how you can do this in your own store.

9:30 AM - 10:15 AM

S225

Uncut Precuts Fun with 5" Squares and Strips

Instructor: Loralie Harris from Loralie Designs

Using handouts and samples, Loralie will demonstrate how fun and easy it is to work with pre-cuts, cut or uncut! With just a minimal selection of pre-cuts you can provide your customer with strategic elements for making projects from pot holders and coasters to precious little dresses. These ideas will also make great blank items for machine embroidery and great subjects for class projects.

9:30 AM - 10:15 AM

S229

Dime Prime! 2020-New Product Reveal!

Instructors: Eileen Roche, Deborah Jones and Wayne Walker from Dime

See the 2020 lineup of NEW patented-pending products! Hear from dealers that have had success with dime! Get & use \$100 instant credit on products! Plus receive your very own Goodie Bag value at \$215! **To Pre-register call/text Wayne Walker 918-207-7735**

9:30 AM - 10:15 AM

S232

Take Central Vac to the Next Level with Chameleon® Adaptable Hose Systems

Instructor: Greg Calderone and Chris Slackford, H-P Products

Retractable hose systems revolutionized the central vacuum industry with their convenience. Adaptable hose systems, like Chameleon® from H-P Products, join the innovation of retractable hoses with the affordability of standard central vac inlets. The result is a truly adaptable system of central vacuum hose management and storage. Join us to learn more about this revolutionary new product category and how it can increase your central vac sales.

10:30 AM - 11:15 AM

S225

How to Manage All Your Sales Channels from the Cloud

Instructor: Clinton Brady from Like Sew

Learn how new Cloud technology allows you to manage in-store, online, and 3rd party sales in one place. We'll explore how Like Sew's Cloud based POS System integrates with various channels to manage retail sales, rentals, service repairs and classes.

10:30 AM - 11:15 AM

S227

The Ultimate Guide to Local Vacuum Store Marketing (Day 1 of 2 - Google)

Instructor: Justin Havar from Ivar

PRE-REGISTRATION REQUIRED

On Day 1 of the seminar we'll review Google and why Google matters so much for local marketing. We'll cover Google my Business, Schema Markup for your website, Google MAPS, Waze, Youtube and other Google owned services that can be optimized to gain local customers. All attendees will receive a FREE USB flash drive that contains detailed videos, how-to guides and more useful resources. You **MUST** pre-register for this seminar to attend and receive a USB flash drive.

10:30 AM - 11:30 AM

S226

Central Vac 101

Instructor: Grant Olewiler of MD Manufacturing

Adding Central Vacs to your offering is far easier than you think. This fast-paced, fact-filled course gives you all the basics to get started. Topics include: History of CVs, definitions, how to price the product, understanding the components, add-ons like hose-management and sweep-inlets, filtration theories, motors, installation, service, marketing, and profitability.

11:30 AM - 12:15 PM

S227

The Future of Technology & How it Will Affect the Vacuum Industry

Instructor: Justin Havar from Ivar

What does the future of technology look like for the vacuum industry? How will blockchain, The Internet of Things (IOT) and tomorrows Internet transfer protocols change your vacuum business? In this seminar Justin will review these topics, as today is the best time to prepare and capitalize on the next wave of technology changes that are on the horizon!

SUNDAY, FEB 16 cont.

10:45 AM - 12 PM S231

Quilt It Quick, and They Will Come!

Open to All Retailers!

Instructor: Alex Anderson and Judy Fredenburgh, RNK

Come see, and “experience” the very latest and cool Quilting Rulers, yes Rotary Cutter/S, and many more time saving tools and techniques that will draw the “NEXT” Generation of Crafters to YOUR store.

10:30 AM - 11:15 AM S232

Event Marketing for Sewing Dealers

Instructor: Josh Sutherland, Sew and Vac Media

Having trouble getting new customers to your events? Learn how to effectively use social media to find and attract new customers to your events.

11:30 AM - 12:15 PM S232

Success Studios

VDTA•SDTA is thrilled to present SMALL GROUP DISCUSSIONS for BOTH vacuum and sewing dealers!

How it works: Each table is assigned various topics. Sit at a table of your choice and trade ideas with your peers. After a couple topics, switch tables. You’ll be seated with new people, discussing new topics.

12:15 PM - 2:15 PM S231

Embellish® With a Twist

Instructor: Hope Yoder and Team, RNK

Open to All Retailers

Millennials are ready for crafting but are you ready for them? Crafting is a \$36 Billion dollar industry and personalizing things one wears to decorating the home and making gifts are the reasons why millennials are turning to crafting and creative hobbies. Learn how EMBELLISH® products from RNK Distributing can get people into your shop creating an experience that is Instagram worthy. If you want different customers, different results, then let’s do something different together. Embellish® can take you there and Hope will show you who, what, why and when!

12:30 PM - 1:15 PM S232

Using Educational Materials to Boost Sales

Instructor: Michael Nystrom from Shannon Fabrics

In this seminar we’ll teach you how to use demos, video tutorials, workshops, lectures and shop hops to educate your customers on the products you offer while creating lasting relationships and selling sewing machines and vacuums.

1 PM - 1:45 PM S225

How to Use and Sell Laura Star

Instructor: Mike Venditti from Laura Star

Demo of a Laura Star unit while the features and benefits are explained. We will discuss how this Laura Star unit makes a professional clean at home easy.

1 PM - 3 PM S229

SCHMETZ Needles Education & Certification

Instructor: Rhonda Pierce from Euro-notions

Successful sewing demands needle performance. Learn home sewing machine needle basics- eyes, types, systems - then delve into SCHMETZ needle facts. Class is easy to replicate in presentations to staff, customer, clubs, and guilds. Class is appropriate for technicians, sales staff, educators & dealers. Leave class armed with confidence, needle facts, a lesson plan and impress others with a SCHMETZ certificate.

1:30 PM - 2:15 PM S232

Content Marketing Drives Sales- Learn How!

Instructor: Michael Nystrom from Shannon Fabrics

In this seminar we’ll provide the basics on how to become the most trusted educational resource and thought leader in your space by creating blogs, videos and infographics that answer your customers’ top-asked questions (and Drive Sales!).

1:30 PM - 2:30 PM S233

2020...An Industry At A Cross Road

Instructor: Retired Sr. VP Brother International Dean Shulman, Think Different Marketing LLC

The past decade has been one of the most exciting and transformational; providing dealers and the industry with new products, new management, and a better tomorrow. What will the next decade bring as dealers and manufacturers continue to seek new customers and explore roads less traveled?

2:30 PM - 5:30 PM S231

Embellish® Maker Hands-On Training BYOC

Instructor: Hope Yoder, RNK. Open to ALL Retailers

Bring your own computer as Hope guides you through the “TOP 10 LIST” of selling features for Embellish® Maker. The software is very powerful yet easy to use with a quick learning curve. Learn how to create embroidery from images you find on the internet to recycling and repurposing any embroidery design. What to bring: Computer with fully charged battery, mouse, note pad and pen.

MONDAY, FEBRUARY 17

8 AM - 4 PM

S224

Total Serger Services Day 2

Instructor: Norm Himebaugh, Himebaugh's Sewing and Vacuum Ctr

Cost: \$385 for 2-day class.

PRE-REGISTRATION REQUIRED

Students must bring Serger to Class to Work with

Learn the proper way to start a Serger repair rather than going through each setting to finish it properly. Resetting every adjustment guarantees your customers satisfaction.

8 AM - 8:45 AM

S232

The Fit Doctor Is In the House

Instructor: Judy Kessinger

Give your customers a fresh new look at garment sewing. See how the Fit Doctor teaches and inspires to sew the easy way. Let fit and fashion boost your sales.

8 AM - 8:45 AM

S225

Is It Time To Purchase A Heat Press

Instructor: Bob Robinson, Stahls'

For years, crafters/makers have relied on a common household iron to apply their designs but in a lot of cases, you need the accuracy that only a quality heat press can offer. In this class, you will learn the basic principles of heat printing and knowing when it is time to equip yourself to start pressing like the pros.

8 AM - 9:30 AM

S231

Crush Your Competition: Online Strategies for Brick and Mortar Stores

Instructor: Cheryl Sleboda, RNK-

Open to ALL Retailers

In this market, you must know your competition. Understand who they really are and develop a plan to get ahead. Learn from online stores tips and tricks to make your retail operation even better. Tips to combat "showrooming" included!

8 AM - 8:45 AM

S227

Control the Customer-Control Sales and Profits

Instructor: Jim Rasmus from Retail Design Associates

This seminar provides 6 steps on how to improve sales, profits, and customer traffic flow through an improved exterior and interior image. We will talk about how having the right fixtures, and better merchandise products among other things can help you to maintain a "Grand Opening" experience every day.

8 AM - 9:30 AM

S233

Evolution of the Floorcare Industry

Moderator: Dagon Browning

Everything is changing, are you? If you're doing business today the way you did yesterday, you won't be in business tomorrow. There have been more changes in the Floorcare industry in the last 5 years than the previous 50. Come see how Industry leaders are meeting the challenge.

8 AM - 8:45 AM

S229

How Email Marketing Can Help Drive Sales

Instructor: Michael Nystrom from Shannon Fabrics

From tips on how to collect your customers' email addresses to strategies on creating engaging email campaigns, we'll go over email marketing basics and how consistent on-brand email campaigns can help drive sales.

9 AM - 10 AM

S226

Marketing CVAC to Millennials Roundtable

Moderated by Grant Olewiler of MD Manufacturing.

Panelists: Evan Strittmatter, Cade Coltrin, & Jason Carson

What can be done to pursue the 56 Million buyers born between 1981 and 1996? This digital consumer generation will spend millions on avocado toast and designer coffee so what needs to be done to wake them up to Central Vacs? How do you influence their social networks and what marketing tools still work for them? Come participate in a round table with those who are making inroads into this huge market.

9 AM - 5 PM

S230

Continental M7 Technical Training

Instructor: Gazmend Gjyrezi, Janome

JANOME DEALERS ONLY

During this class, will take the machine completely apart and go through the entire machine including removing the step motors, circuit boards, thread cutter unit, tension unit, needle threader, and more. This class will cover every aspect of the machine including errors and troubleshooting. Machine, tools and gauges will be provided with the option to buy at the end of the training.

9 AM - 9:45 AM

S225

Easy Money -

The Basic Sewing Machine Demo

Instructor: Ray Winslow from Maverick Sewing Services, LLC

This seminar will show you how to make a winning presentation in a short time. Tips on preparation, qualifying the prospect, and showing the benefits to be had with your machine are covered. A strong, concise demo will win the sale over the big box shelf machine.

MONDAY, FEB 17 cont.

9 AM - 9:45 AM S227

Point of Sale and Inventory Control at Your Fingertips

Instructor: Bill Stepphan from Tri-Technical Systems, Inc.
Stage Demo of AIM: demo of system and modules.

9 AM - 9:45 AM S229

Curious about Cuddle® Enquiring about Embrace®?

Instructor: Teresa Coates from Shannon Fabrics
Get an overview of Cuddle® minky and Embrace® double gauze fabrics and kits. Learn how to make the most of the fabrics you carry. Find out about our packages, promotions, and our money back guarantee! Get free patterns, tip sheets, and oodles of inspiration. Don't miss the chance to win finished samples and patterns.

9 AM - 9:45 AM S232

Party with Sew Fun Projects

Instructor: Wendy Berglass from Sew Fun Projects
Showing retailer how to expand customer base by introducing sewing parties/ events for children.

9:45 AM - 12:45 PM S231

Embellish® With a Twist

Instructor: Hope Yoder and Team, RNK
Open to All Retailers

Millennials are ready for crafting but are you ready for them? Crafting is a \$36 Billion dollar industry and personalizing things one wears to decorating the home and making gifts are the reasons why millennials are turning to crafting and creative hobbies. Learn how EMBELLISH® products from RNK Distributing can get people into your shop creating an experience that is Instagram worthy. If you want different customers, different results, then let's do something different together. Embellish® can take you there and Hope will show you who, what, why and when!

10 AM - 10:45 AM S225

Succeeding in Modern Day Retailing

Instructor: Clinton Brady from Like Sew
Nowadays it is critical for stores to be present wherever and whenever the shopper is. We will share solutions for how retailers can meet customers' needs throughout the shopping journey.

10 AM - 10:45 AM S229

Upselling with Integrity

Instructor: Teresa Coates from Shannon Fabrics

Having the right notions and tools helps customers and keeps them coming back for more. Learn about the best patterns, notions, tools, machines feet, and more to sell with our fabrics...then watch your sales soar! We'll share insider tips and finished samples to inspire. Win a selection of finished projects, patterns, and notions.

10 AM - 11:30 AM S233

Millennial Mindset

Moderated by Jessica Thurgood
Panelists: Connor Brostek, Chris Blakeman, Mike LaPonte, and Jessica Thurgood, and Sebastian Rivera.

The Millennial customer has changed the face of retail shopping by keeping their focus on social media and online shopping. It has become harder for the average brick and mortar store to bring the Millennial generation into their store without marketing specifically to what this new generation wants. The changes the Millennials have made to the industry is a hard topic that we will break down using your questions during this panel. Have your Millennial questions ready!

10 AM - 10:45 AM S227

So, Who Wants to Sell Amazon?

Instructor: Justin Haver from Ivar

Amazon without a doubt has changed the sewing and vacuum industry. Today more and more people shop Amazon than ever before. Should you sell on Amazon? Until recently I managed a company for years that was a top Amazon USA seller and had several month with over \$1,000,000 in monthly sales on Amazon.com. In this seminar I'll review Amazon and the opportunity it offers businesses. I'll share the good and bad about selling on Amazon, insights, opinions and more about the marketplace.

10 AM - 11 AM S232

Bring Retractable Hose Excitement to the Garage with Vroom Retract Vac®

Instructor: Greg Calderone and Amy Wesely from H-P Products Central Vacuums

Classic cars. Motorcycles. Woodworking. The garage is a place many homeowners use for their hobbies or passion projects. Help them clean it up with a vacuum system designed specifically for garages like Vroom Retract Vac®. When they realize it's the best vacuum in their garage, they'll want it in their home, too! Join us to learn about using the garage as a gateway to a central vac system and as an add-on sales generator.

MONDAY, FEB 17 cont.

10:15 AM - 11:00 AM S226

Effective Websites for Vac Dealers

Instructor: Josh Sutherland, Sew and Vac Media

Learn how to use your website to drive local traffic to your store for new sales and repairs.

11 AM - 12 PM S226

Hiring and Training CVAC Installers

Instructor: Grant Olewiler of MD Manufacturing

Expanding your business is often uncharted territory. How do you find top-quality employees? What are you really looking for? How do you train them and manage them and retain them? This new VDTA Seminar should help you with the search process, the interviews, and the hiring so that your team grows with dedicated quality employees.

12 PM - 1 PM S232

The Ultimate Guide to Local Vacuum Store Marketing (Day 2 of 2 - Beyond Google)

Instructor: Justin Haver from Ivar

PRE-REGISTRATION REQUIRED

On Day 2 we'll review marketing beyond Google. We'll cover USPS Every Door Direct Mail (EDDM), Newsletters, Facebook, local aggregates, Yelp, Craigslist, NextDoor, Offer-UP, Twitter & so much more! All Attendees will receive a FREE USB flash drive that contains detailed videos, how-to guides and more useful resources. You MUST pre-register for this seminar to attend and receive a USB flash drive.

12:00 PM - 2:00 PM S229

Grace Automation - QuiltMotion QCT 5 Pro - Features, Functions, and How to Sell

Instructor: Nathan Erznok

Come and see the "New" features that are helping to revolutionize computer automated quilting. More powerful functions make it easier for both beginner and pro users. The class will review: Key changes in the software (from earlier version 3-4 to the new 5), increase your staffs confident and comfort with the built-in training (tools, wizards, and help tips). In addition, best practices on how to increase total unit sales and the attachment rate will be discussed.

1 PM - 1:45 PM S227

Hide-A-Hose 101

Instructor: Rod Drivstuen from Hide-A-Hose

Hide-A-Hose president, Rod Drivstuen, will lead an open discussion on how to grow your business with the Hide-A-Hose Retractable Hose system. Rod will cover installation, marketing, and pricing strategies. Hear valuable input from experienced Hide-A-Hose dealers as well.

1 PM - 2:30 PM

S231

RNK Isn't Just the Name of a Company, It Is A "Brand"

Instructor: Judy Fredenburgh, RNK

Open to ALL Retailers

RNK Isn't just the name of a company, it is a "BRAND" that is available to nearly all Sewing, Quilting, and Embroidery Retailers. Not Floriani, No Problem! Not Embellish, No Problem! You DO NOT have to be Floriani or Embellish to sell RNK Products. There are no competing products with either brand in the RNK Product Line. Come see what specialty products you have access to and if you have a need for new and exciting products you can offer your customers. This just might be the most valuable 90 minutes you will spend in Vegas!

2 PM - 3 PM

S233

Mystery Central Vac Panel

Moderated by Trail DeGondea

Panelists: Bill LaMonica, Troy Evans, and Dan Simmerman

The 2020 panel consists of veteran central vacuum businessman that bring unique perspectives to the panel this year. They will discuss in detail specific challenges that they have faced and overcome from their past experiences, such as: hiring installation people, providing metrics for incentive plans, building a builder business from the ground up and creating relationships with builders and much more!

2:45 PM - 5:30 PM

S231

Embellish® Maker Hands-On Training BYOC

Instructor: Hope Yoder, RNK

Open to ALL Retailers

Bring your own computer as Hope guides you through the "TOP 10 LIST" of selling features for Embellish® Maker. The software is very powerful yet easy to use with a quick learning curve. Learn how to create embroidery from images you find on the internet to recycling and repurposing any embroidery design. What to bring: Computer with fully charged battery, mouse, note pad and pen.

TUESDAY, February 18

8 AM - 9:30 AM

S231

4 Million Digital Cutters/ One Super Crafting Software

Instructor: Hope Yoder and Team, RNK
Open to ALL Retailers

Learn how to SELL the software that taught the world to craft. Craft-N-Cut is the solution for anyone who owns a digital cutter, even if your store doesn't sell them. Learn the "TOP 10 LIST" of selling features. What everyone loves about Craft-N-Cut is it doesn't need to be connected to the internet, easy to use, and the only program which includes Save2Cut with application videos and machine settings. Craft-N-Cut integrates into Embellish® Maker software forming the world's greatest super crafting software duo.

Table Sponsors



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JANOME



Martelli Enterprises

Martelli Enterprises is an international sewing and quilting supply company based in Pensacola, Florida. For over 20 years, we've provided quilting, sewing, and crafting enthusiasts with the tools & accessories needed to pursue their art and express themselves. We produce a wide range of tools, equipment, work stations, machines, and more for sewing, quilting, and embroidery.

Our company was founded by John and Marsha Martelli, whose strong work ethic and commitment to family has helped the business grow beyond their wildest expectations. John became very skilled at fixing things and inventing solutions to problems while working with his father in construction. When Marsha's mother began struggling to cut fabric, she asked John to create something to make it easier. He invented a tool to sharpen rotary cutter blades, and the rest is history.

We believe it truly means something when customers appreciate and recommend your products to others. Research and development is our starting point for providing tools that help customers execute their creative visions. We achieve continuous innovation and improvement through the support of a dedicated research and development team. Our solutions are the result of precision engineering, extensive testing,

highly specialized materials, and a good dose of American ingenuity.

We are proud to produce and manufacture all of our products in Pensacola. Over the years we have become an excellent solution for your cutting and piecing needs. Our products are all designed with ergonomic solutions. Those that suffer with arthritis, carpal tunnel, back, neck or shoulder pain find our tools the best.

Please stop by booth #730 and meet two of our Top Sales Reps Brian Jordan and Joalyn Cartwright. They would love to show you why we are the leader.



Exhibitors

VDTA • SDTA Int'l Trade Show • February 16-18, 2020
Las Vegas Convention Center, South Hall 3

This is a partial list. For additions and updates, visit www.vdta-sdta.com

A&E Gutermann Consumer Divison

Booths #713, 715

Mt. Holly, NC

800-847-3235

Exhibiting Gutermann, Maxi-Lock, Robinson-Anton, Signature, Intrassa and YKK threads and zippers.

Adaven Marketing Inc (Stain-X)

Booths #725, 727

Madison, WI

www.stain-x.com • 608-268-2090

Exhibiting Stain-X, NEU Homecare -- household cleaning products and odor control.

AI Care LLC

Booth #430

Playa del Rey, CA

www.hidow.com • 310-592-7919

Exhibiting hidow tens unit.

Air-Lite Manufacturing

Booth #1016

Pontiac, MI

www.airlitemanufacturing.com • 248-335-8131

Exhibiting embroidery batting, cotton batting, polyester batting, urethane foam and fiberfill.

AllAboutBlanks.com

Booth #918

Lawrenceville, GA

www.allaboutblankswholesale.com • 678-714-2606

Exhibiting our blanks for crafting.

American Hearing Benefits

Booth #940

Eden Prairie, MN

www.americanhearingbenefits.com/partners/

VDTA-SDTA • 888-804-1285

Exhibiting Starkey Hearing Aids.

AMETEK Dynamic Fluid Solutions

Booth #429

Kent, OH

www.ametekdfs.com • 330-677-3327

Exhibiting Windjammer, Nautilar, Lamb brushless blowers, and series universal motors.

Anita Goodesign

Booth #717

Charlotte, NC

www.anitagoodesign.com • 704-206-1296

Exhibiting embroidery design software.

Arrow & Kangaroo Cabinets

Booths #613, 615, 617, 619, 712, 714, 716, 718

Delavan, WI

www.arrowcabinets.com • 800-533-7347

Exhibiting Arrow and Kangaroo Sewing Cabinets.

Aurifil USA Inc

Booths #933, 1032

Chicago, IL

www.aurifil.com • 312-801-4840

Exhibiting Aurifil 100% Cotton Threads.

Baby Lock

Booths #824, 826, 828

Fenton, MO

www.babylock.com • 800-482-2669

Exhibiting Baby Lock sewing machines.

BEAM

Booths #213, 215, 312, 314

Beatsall Grout Cleaner

Booth #232

Largo, FL

www.beatsallcleaner.com • 727-224-3901

Exhibiting Beatsall Grout and Tile Cleaner, shower grout and tile cleaner and grout brushes.

Beeswax

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Belagio Enterprises

Booth #741

Los Angeles, CA

www.belagioenterprises.com • 323-731-6934

Exhibiting Cork fabrics and trimmings.

Benson Marketing Group

Booths #1037, 1039

Westerville, OH

www.bensonmarketinggroup.com • 614-890-2355

Exhibiting custom printed products: bags, ribbons, labels, tags, promotional items, resale gifts, shophop giveaways, USB drives and more.

BERNINA of America

Booths #912, 913, 914, 915, 916, 917

Aurora, IL

www.bernina.com • 630-978-2500

Exhibiting BERNINA domestic sewing, quilting, and embroidery systems. BERNINA longarm quilting systems.

Bissell Big Green

Booths #226, 228

Grand Rapids, MI

www.bissell.com • 616-453-4451

Exhibiting full line of Bissell Big Green commercial equipment.

Blank Quilting Corp

Booths #1012, 1014

New York, NY

www.blankquilting.com; www.freespiritfabrics.com

• 800-294-9495 ext 206

Exhibiting printed and solid cotton fabrics. Precut printed and solid flannels, 108" backings, yarn dyes, batting and tea towels.

Bloc Loc Rulers

Booths #836, 838

Loveland, CO

www.blocloc.com • 970-635-3005

Exhibiting Bloc Loc Rulers, books and patterns.

Bluefig

Booths #216, 218

Vancouver, WA

www.bluefig.net • 360-993-2247

Exhibiting BlueFig B, Bluefig U and Trolley bags, project bags, notion bags and Felt sewing kits.

Boneco / Elevated Product Marketing

Booth #428

Sherman Oaks, CA

www.elevatedproductmarketing.com •

East US- 203-395-1035 • West US- 760-689-0277

Exhibiting Boneco home air solutions, Air purifiers, air showers and air washers.

BRANOfilter GmbH

Booths #533, 632

Dietenhofen, Germany

www.branofilter.de • 0049-9824-9550

Exhibiting BRANOfilter, BRANovac, BRANovac air filters, filter bags, filter cassettes and cartridges.

Brother International

Booths #513, 515, 517, 519, 612, 614, 616, 618

Bridgewater, NJ

www.brother-usa.com • 908-252-3036

Exhibiting sewing, quilting, embroidery and cutting machines.

Canavac

Booths #233, 332

Stratford, ON, Canada

www.canavac.com • 519-508-6800

Exhibiting central vacuums.

Canplas

Booths #318, 320

Barrie, ON, Canada

www.vaculine.com • 705-726-3361

Exhibiting Vaculine products.

Carpetpro

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Cen-Tec

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

China Feiyue USA Inc

Booths #124, 126

Chino, CA

www.feiyueusa.com • 909-613-1817

Exhibiting Feiyue Yamata Family World Steamers.

Cirrus

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Clover Needlecraft

Booths #1027, 1029

Ontario, CA

www.clover-usa.com • 800-233-1703

Exhibiting sewing, quilting, knitting, crochet and crafts.

NEW ConnectMe Solutions

Booths #339

Las Vegas, NV

www.officewirelesslv.com • 725-204-6030

Exhibiting headsets, solar chargers and smart projectors.

Creature Comforts Toys Inc

Booths #731, 733

Niagara Falls, NY

www.embroiderbuddy.com • 800-667-2327

Exhibiting Embroider Buddy, Pillow Christmas Stocking and Gift Plush.

NEW CutterPillar LLC

Booth #930, 932

Bluffdale, UT

www.cutterpillar.com • 801-553-8886

Exhibiting CutterPillar Glow Light Boards and Accessories.

CWP Technologies

Booth #316

Cleveland, OH

www.cwptechnologies.com • 330-252-1190

Exhibiting brushrolls and specialty vacuums.

Cyclo Vac

Booths #601, 603, 605, 700, 702, 704

Blainville, QC, Canada

www.cyclovac.com • 888-292-5682

Exhibiting Cyclo Vac, Hayden, Airstream - Central vacuum systems, retractable hoses and canister stick vacuums.

Daylight Company

Booths #724, 726

Jupiter, FL

www.daylightcompany.com • 732-684-4443

Exhibiting Daylight - lights, magnifiers.

Dell

Booth #843, 845

Round Rock, TX

www.dell.com/vdta • 512-513-0231

Exhibiting laptops, desktops, dell branded electronics and accessories.

Desco Vacuum Cleaner Supply

Booths #413, 415, 417, 512, 514, 516

Hauppauge, NY

www.descovac.com • 800-833-3726

Exhibiting vacuums, vacuum parts and accessories.

Dime Emb LLC

Booths #640, 641, 642, 643, 644

Dallas, TX

www.dzgns.com • 888-739-0555

Exhibiting machine embroidery and quilting software, designs, thread, stabilizers, hoops and notions.

DIYStyle®

Booths #849, 948

St. Charles, MO

www.diystyle.net • 314-695-6386

Exhibiting DIYStyle® Pattern and cutting system, Haute Knits and Tech elastics.

Domel Inc

Booths #700A, 700B

East Rutherford, NJ

www.domel.com • 201-315-5525

Exhibiting Domel vacuum motors.

Dulwich Hill Sewing Centre

Booth #844

Dulwich Hill, NSW, Australia

www.sewingmachine.com.au • 61-2-9569-2845

Exhibiting sewing machine parts and tools.

DuoVac

Booths #213, 215, 312, 314

Durkee Hoops

Booths #1021, 1023

Cornelius, NC

www.dehoops.com • 866-743-5133

Exhibiting embroidery hoops and frames.

Dyson

Booths #313, 412

Chicago, IL

www.dyson.com • 312-989-0045

Exhibiting floorcare and environmental control products.

EE Schenck

Booth #801, 803

Portland, OR

www.eeschenck.com • 503-284-4124 ext. 576

Exhibiting fabrics, notions, tools, books, patterns, precuts, fabric kits and pods.

Eclipse Quilter

Booth #525

Draper, UT

www.eclipsequilter.com • 801-631-6765

Exhibiting Eclipse Quilter Longarms, upgrades, frames, automation, lights, co regulators and candlemate notions.

Edge Technologies

Booth #121

Gig Harbor, WA

www.profit-plus.com • 253-383-9181

Exhibiting point of sale and retail management software.

Elna USA

Booths #113, 115, 212, 214

Mahwah, NJ

www.elnausa.com • 201-710-2119

Exhibiting sewing machines, presses, sewing furniture, embroidery machines, sergers, parts and notions.

EnMart

Booth #207

Traverse City, MI

www.myenmart.com • 866-516-1300

Exhibiting machine embroidery and cotton thread. Iris Thread and JSI Stabilizers.

Envirocare

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Essco

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506
Twinsburg, OH
www.essco.net • 800-321-2664
Exhibiting floor care products.

Eureka

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Euro-notions

Booth #900A
Willowbrook, IL
www.euronotions.com • 800-527-2408
Exhibiting Schmetz needles and Grabbit sewing tools.

Eversewn

Booths #919, 921, 1018, 1020
Aurora, IL
www.laurastarus.com • 630-236-7069
Exhibiting Laurastar Irons, EverSewn Sewing Machines and sewing notions.

F2M International Inc

Booth #431
Woodbridge, ON, Canada
www.socit.ca • 905-856-5120
Exhibiting Central Vac, Vacuum accessories and the best hose covers in the business.

Fabric Confetti

Booth #927
Scottsdale, AZ
www.fabricconfetti.com • 480-332-0550
Exhibiting machine embroidery patterns.

Famore / Specialty Product Sales

Booth #925, 1024
Gainesville, GA
www.famorecutlery.com • 678-971-4438
Exhibiting Famore Cutlery -- scissors, sewing, crafting, quilting and embroidery tools.

NEW Fersan Makina Inl Ltd

Booth #432
Gaziemir / Izmir, Turkey
www.fersanfiltre.com • 9023-2281-4343
Exhibiting vacuum cleaner dust bags.

Fit Nice

Booth #928
Louisville, KY
www.fitnicesystem.com • 502-802-9571
Exhibiting patterns, work books and classes.

FragranceLite

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

NEW Fred's Fine Cleaning Center / Elevated Product Marketing

Booth #427
Westlake Village, CA
www.elevatedproductmarketing.com •
East US- 203-395-1035 • West US- 760-689-0277
Exhibiting high end, safe household cleaning products.

Free Spirit Fabrics

Booths #1012, 1014
New York, NY
www.blankquilting.com; www.freespiritfabrics.com
• 800-294-9495 ext 206
Exhibiting printed and solid cotton fabrics. Precut printed and solid flannels, 108" backings, yarn dyes, batting and tea towels.

Fresh Wave by OMI Industries

Booth #526
Palatine, IL
www.freshwaveworks.com • 847-304-9111
Exhibiting Fresh Wave Natural Odor Eliminators, such as vacuum pearls, sprays, gels, and packs.

NEW Galaxy Cabinets / Boswell Wasatch Galaxy LLC

Booths #1028, 1030
Springville, UT
www.boswellwasatch.com / galaxycabinets.html •
801-756-6016
Exhibiting sewing machine cabinets.

NEW General Merchandise & SVCS LLC

Booth #329
Hockessin, DE
302-690-8662
Exhibiting traditional and robotic vacuum cleaners.

NEW Global 1 Wholesale Merchant Services Inc

Booth #527
Las Vegas, NV
www.global1wms.com • 702-248-8900
Exhibiting point of sale systems.

NEW Green Technology

Booths #414, 416
Twinsburg, OH
www.essco.net • 702-248-8900
Exhibiting floor care products.

Gruene

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Guidelines4Quilting

Booth #920

Aliso Viejo, CA
www.guidelines4quilting.com • 949-837-1494
Exhibiting quilting tools to square up, cut and sew accurately for perfect piecing.

H-P Products Central Vacuums

Booths #201, 203, 205, 300, 302, 304

Louisville, OH
www.smartcentralvac.com • 330-875-5556
Exhibiting central vacuum systems and accessories.

Hayden

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Henry Glass

Booths #1012, 1014

New York, NY
www.blankquilting.com; www.freespiritfabrics.com • 800-294-9495
Exhibiting printed and solid cotton fabrics. Precut printed and solid flannels, 108" backings, yarn dyes, batting and tea towels.

Hide-A-Hose Inc

Booths #337, 436

Monroe, WA
www.hideahose.com • 360-863-0775
Exhibiting Hide-A-Hose products and central vacuum system.

Hizero Technologies Co Ltd

Booths #219, 221

Shenzhen Guangdong, China
www.hizero.com • 86-0755-2161-5218
Exhibiting Hizero F801.

Hoover

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Horn of America Inc

Booths #937, 939, 941, 1036, 1038, 1040

Sutton, WV
www.hornofamerica.com • 304-765-7254
Exhibiting Horn of America sewing cabinets.

Husky

Booths #213, 215, 312, 314

NEW IHLAS Ev Aletleri Iml San Tic A S

Booths #125, 224

Istanbul, Beylikduzu, Turkey
www.IEA.com.tr • +9021-2875-3562
Exhibiting Roboclean, Livac, Qvac and Wdry.

InterVac

Booths #213, 215, 312, 314

NEW iVar.us

Booths #345, 444

Dublin, OH
www.iVar.us • 614-401-6495
Exhibiting Regina Vacuums & prototypes.

Janome

Booths #101, 103, 105, 107, 109, 200, 202, 204, 206, 208

Mahwah, NJ
www.janome.com • 201-710-2119
Exhibiting sewing machines, embroidery machines, longarms, sergers, software, parts, notions and sewing furniture.

Jinhua Chunguang Tech.

Booths #217

Zhejiang, China
www.chinacgh.com • 0579-82237080
Exhibiting hose for central vacuum and floorcare.

Juki America Inc

Booths #1001, 1003

Doral, FL
www.jukiquilting.com • 305-594-0059 ext-153
Exhibiting Juki Sewing Machines.

Kenmore

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Kimberbell Designs

Booths #807, 809

North Logan, UT
www.kimberbelldesigns.com • 435-915-6741
Exhibiting machine embroidery and sewing products.

Kirby Parts/Accessories

Booth #316

Cleveland, OH
www.cwptechnologies.com • 330-252-1190
Exhibiting brushrolls and specialty vacuums.

Kleenco

Booths #637, 639

Everett, WA
www.kleenco.com • 425-883-2976
Exhibiting cleaning chemicals.

Koala

Booths #831, 833

Fenton, MO
www.koalacabinets.com • 800-482-2669
Exhibiting Koala sewing furniture.

Koblentz

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Laura Star

Booths #919, 921, 1018, 1020

Aurora, IL

www.laurastarus.com • 630-236-7069

Exhibiting Laurastar Irons, EverSewn Sewing Machines and sewing notions.

Like Sew

Booth #805

Springville, UT

www.likesewwebsites.com • 801-841-4012

Exhibiting integrated web site and POS Software.

Lindhaus USA

Booths #325, 327, 424, 426

Savage, MN

www.lindhaususa.com • 952-707-1131

Exhibiting Lindhaus vacuums, backpacks and floor scrubbers.

Loralie Designs

Booth #721

Windsor, CO

www.loraliedesigns.com • 970-568-6581

Exhibiting machine embroidery and fabric.

Maison Berger Paris

Booths #438, 440

New York, NY

www.maisonberger.us • 212-615-3112

Exhibiting Lampe Berger, reed diffusers, candles, car diffusers, and electric mist diffusers.

Martelli Enterprises

Booth #730

Pensacola, FL

www.martellinotions.com • 850-433-1414

Exhibiting height adjustable work stations, reversible cutting mats, ergonomic rotary cutters for both left and right hands, no slip rulers, templates in various shapes and sizes, sewing notions and tools.

Maverick

Booth #120

Westminster, CO

www.mavericksewing.com • 303-929-4745

Exhibiting Necchi Sewing Machines.

MD Manufacturing Inc

Booths #425, 524

Bakersfield, CA

www.builtinvacuum.com • 800-525-2055

Exhibiting the Silent Master, FloMaster, Modern Day Airmaster and Stealth central vacuums.

Melco International

Booths #649, 748

Westminster, CO

www.melco.com • 800-799-8313

Exhibiting embroidery machines and software.

Mettler USA

Booths #949, 1048

Broomfield, CO

www.amann-mettler.com • 303-453-0111

Exhibiting Metrosene, Silk Finish, Polysheen, Mettler thread cabinets.

MidSouth Crafting Supplies

Booths #607, 706

Smyrna, TN

www.midsouthcraftingsupplies.com • 615-462-5918

Exhibiting heat transfer vinyl, adhesive vinyl, textile foils, store fixtures for vinyl display, heat presses including the Siser, Style Tech, and MSCS Foils brands.

Miele Inc

Booths #237, 239, 241, 243, 245, 336, 338, 340, 342, 344

Princeton, NJ

www.mieleusa.com • 800-843-7231

Exhibiting Miele vacuum cleaners and accessories.

Museum of Clean

Booth #143, 145, 242, 244

Pocatello, ID

www.museumofclean.com • 208-236-6906

Exhibiting a one of a kind collection of vacuum cleaning equipment including many antique items.

Myraton Industries

Booth #306

St Catharines, ON, Canada

www.myraton.com • 905-646-2513

Exhibiting telescopic wands, hose handle products and related parts.

Nacecare Solutions

Booths #321, 420

Mississauga, ON, Canada

www.nacecare.com • 800-387-3210

Exhibiting Nacecare Solutions - Vacuums.

NEW Nellie's / Elevated Product Marketing

Booths #419, 518

N Vancouver, ON, Canada

www.elevatedproductmarketing.com •

East US- 203-395-1035 • West US- 760-689-0277

Exhibiting the WOW Mop and safe, household consumables.

Nuera-Air

Booths #213, 215, 312, 314

Laval, QC, Canada

www.nuera-air.com • 800-361-3965

Exhibiting Beam, Duo Vac, Smart, Soluvac central vacuums and accessories.

OESD

Booths #624, 625, 626, 627, 628, 629, 630, 631

Edmond, OK

www.oesd.com • 866-505-5665

Exhibiting embroidery events, stabilizers, thread, embroidery designs and accessories.

Plastiflex Hose System Solutions

Booths #209, 308

Statesville, NC

www.plastiflex.com • 704-871-8448

Exhibiting Diamondback Retractable Hose, new Premium hose and Vacpan.

POSIM Software

Booth #729

Layton, UT

www.posim.com • 801-546-1616

Exhibiting Point-of-Sale Software.

Proteam

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

NEW Purple Pineapple Studio

Booth #938

Belleville, WI

www.pineapplestudio.com • 608-443-7713

Exhibiting quilt patterns.

Q'Nique

Booths #936

Salt Lake City, UT

www.graceframe.com • 800-264-0644 ext 3898

Exhibiting quilting machines, frames, accessories and notions.

RaNae Merrill Quilt Designs

Booth #728

New York, NY

www.freemotionmasteryinamonth.com • 212-316-2063

Exhibiting books, tools, videos and teacher certification program related to this free-motion quilting technique.

Reliable

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

Retail Design

Booth #1026

Fernley, NV

www.retaildesignassociates.com • 775-404-1188

Exhibiting store designs.

Riccar

Booths #812, 814, 816, 818, 820

Fenton, MO

www.riccar.com • 800-482-2669

Exhibiting Riccar products.

NEW Rita's Racques

Booth #116

Minneapolis, MN

www.rrrulerrack.com • 612-816-7131

Exhibiting quilting racks.

RJR

Booth #931

Torrance, CA

www.rjrfabrics.com • 310-222-8782

Exhibiting fabric.

RNK Distributing

Booths #900, 900B, 901, 902, 902B, 903, 904, 904B, 905, 906, 906B, 907, 908, , 908B, 909, 1000, 1002, 1004, 1006, 1008

Knoxville, TN

www.rnkistributing.com • 865-549-5115

Exhibiting Floriani, Embellishes, Quilters Select and Sew Much Cosplay.

NEW Roidmi Information Technology Co Ltd

Booths #225, 227, 229, 231, 324, 326, 328, 330

Wuxi Jiangsu, Taiwan

www.roidmi.com • 0510-8359-9410

Exhibiting Roidmi Vacuum Cleaner and Car Air Purifier.

Royal

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Sanitaire

Booths #541, 543

Grand Rapids, MI

www.bissell.com • 616-453-4451

Exhibiting full line of Sanitaire commercial equipment.

Sebo America

Booths #437, 439, 441, 536, 538, 540

Englewood, CO

www.sebo.us • 303-792-9181

Exhibiting Sebo upright and canister vacuum cleaners.

Sew and Vac Media

Booth #531

Idaho FALLS, ID

www.sewandvacmedia.com • 801-494-9977

Exhibiting marketing services specialized for sewing and floorcare dealers.

NEW Sew Fun Projects

Booth #719

Boca Raton, FL

704-254-9111

Exhibiting step-by-step sewing kits specifically designed for kids 8+. Basic machine sewing projects.

Sew Steady & Westalee Design

Booths #108, 110

Eugene, OR

www.sewsteady.com • 800-837-3261

Exhibiting extension tables, accessories and quilting rulers.

Shannon Fabrics

Booths #737, 739

Los Angeles, CA

www.shannonfabrics.com • 323-234-5252

Exhibiting Minky, Faux fur, knits and prints.

Shark

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Simplicity

Booths #819, 821

www.simplicityvac.com • 800-482-2669

Exhibiting new line of residential uprights & canisters.

Sirena

Booths #301, 303, 305, 307, 309, 400, 401, 402, 403, 404, 405, 506, 407, 408, 500, 502, 504, 506

SMART

Booths #213, 215, 312, 314

Stahls'

Booth #220

Sterling Heights, MI

www.stahls.com • 586-772-6161

Exhibiting Hotronix heat presses; CAD-CUT Heat Transfer Vinyl.

Stain-X

Booths #725, 727

Madison, WI

www.stain-x.com • 608-268-2090

Exhibiting Stain-X, NEU Homecare -- household cleaning products and odor control.

Steel City Vacuum Co

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Mt. Pleasant, PA

www.steelcityvac.com • 800-822-1199

Exhibiting vacuums, vacuum parts and accessories.

StudioE

Booths #1012, 1014

New York, NY

www.blankquilting.com; www.freespiritfabrics.com • 800-294-9495

Exhibiting printed and solid cotton fabrics. Precut printed and solid flannels, 108" backings, yarn dyes, batting and tea towels.

Suzhou Minkang Filter Co Ltd

Booth #106

Suzhou, Jiangsu, China

www.minkang.cn • 86-512-6541-6862

Exhibiting air filters for vacuum cleaners, HEPA filter for vacs, filter bags, air filter bags, vacuum cleaner accessories and parts.

SVP Worldwide

Booths #701, 703, 705, 707, 709, 800, 802, 804, 806, 808

La Vergne, TN

www.pfaff.com; www.husqvarnaviking.com;

www.singer.com • 615-332-4917

Exhibiting sewing, embroidery machines and software.

SVP Sewing Brands, Sewing & Home Essentials

Booths #800A, 800B

La Vergne, TN

www.pfaff.com; www.husqvarnaviking.com;

www.singer.com • 615-332-4917

Exhibiting garment care, notions and aftermarkets.

NEW Sweet Pea / Sallie Tomato

Booths #521, 620

Pittsburgh, PA

www.sallietomato.com • swpea.com •

401-441-1986

Exhibiting Sweet Pea Embroidery, projects, sewing kits, specialty materials and curated specialty cruises.

Synchrony

Booths #528, 530

Alpharetta, GA

www.synchrony.com • 866-419-4096

Exhibiting Synchrony consumer / dealer finance.

Tacony Corporation

Booths #825, 827, 924, 926

Fenton, MO

www.tacony.com • 800-482-2669

Tacony Home Floor Care

Booths #812, 813, 814, 815, 816, 817, 818, 819, 820, 821

Fenton, MO

www.riccar.com; www.simplicityvac.com •

800-482-2669

Exhibiting Riccar & Simplicity products.

Tacony Sewing Central

Booths #830, 832

Fenton, MO

www.taconyonline.com • 800-482-2669

Exhibiting sewing notions.

Tailormade

Booth #829

Fenton, MO

www.tailormadecabinets.com • 800-482-2669

Exhibiting Tailormade sewing furniture.

Textile Collections

Booth #745

Los Angeles, CA

www.textilecollections.com • 888-406-2026

Exhibiting fabric, quilting fabric and velvet fabric.

The Carpet and Rug Institute

Booths #545

Dalton, GA

www.carpet-rug.org • 706-278-3176

The Grace Company

Booths #839

Salt Lake City, UT

www.graceframe.com • 800-264-0644 ext 3898

Exhibiting quilting machines, frames, accessories and notions.

The Quilt Spot

Booths #929

Glen Rock, NJ

www.thequiltspotnj.com • 201-385-7178

Exhibiting jewelry.

The Sewing Machine Project

Booth #529

Monona, WI

www.thesewingmachineproject.org •

608-225-2315

Sharing information about charitable avenues for dealers and their customers.

Titan

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

Tri-Technical Systems

Booth #238

Dubuque, IA

www.tritechretail.com • 563-556-3556

Exhibiting AIM Retail Software.

TrueCut

Booth #837

Salt Lake City, UT

www.graceframe.com • 800-264-0644 ext 3898

Exhibiting quilting machines, frames, accessories and notions.

TTI Floor Care North America

Booths #315,317,319

Charlotte, NC

www.ttifloorcare.com • 704-617-5526

Exhibiting vacuums, and floorcare.

Unique Vacuum

Booths #442

Arvada, CO

www.uniquemm.com • 303-420-7940

Exhibiting unique vacuum cleaning products.

USAUS Inc

Booths #836, 838

Loveland, CO

www.blocloc.com • 970-635-3005

Exhibiting Bloc Loc Rulers, books and patterns.

Vaculine

Booths #318, 320

Barrie, ON, Canada

www.vaculine.com • 705-726-3361

Exhibiting Vaculine products.

VacuMaid Central Vacuum Systems

Booths #331, 333

Ponca City, OK

www.vacumaid.com • 580-401-5714

Exhibiting VacuMaid Central Vacuum Systems.

Vapamore

Booths #501, 503, 505, 507, 509, 600, 602, 604, 606, 608

VDTA•SDTA

Booths #940, 942, 944

Des Moines, IA

www.vdta-sdta.com • 800-367-5651

Wessel-Werk USA

Booths #537, 539, 636, 638

Mooreville, NC

www.wessel-werk.com • 704-658-0502

Exhibiting Wessel-Werk products.

Westalee Design

Booths #108, 110

Eugene, OR

www.sewsteady.com • 800-837-3261

Exhibiting extension tables, accessories and quilting rulers.

Wonderfil Specialty Threads

Booths #736, 738, 740, 742

Calgary, AB, Canada

www.wonderfil.net • 403-250-8262

Exhibiting quilting and specialty threads.

Wool Shop

Booths #1007, 1009

Grant City, MO

www.woolshop.com • 660-564-2444

Exhibiting sheepskin products: dusters, mops, telescopic dusters, ceiling fan dusters, and lambs wool vac bumper covers. Town talk cleaning products, wax applicators, buffing pads, microfiber clothes and lanolin.

NEW YMop Industrial

Booths #236

Vancouver, WA

www.ymop.us • 415-810-9244

Exhibiting motorized mops, YMops and Pogos.

Las Vegas • VDTA • February 15-18, 2020

dime prime

2020

SATURDAY FEBRUARY 15

Social Media Strategy
for 2020! Targeting a
Buying Audience!

9 AM – 9:45 AM • Room S229

Instructor: Eileen Roche

Ten Steps for
Profitable Events

10 AM – 10:45 AM • Room S229

**Instructor: Eileen Roche
& Deborah Jones**

Stabilizers: Turn that
White Stuff into Dollars!

11 AM – 11:45 AM • Room S229

Instructor: Deborah Jones

The She Shed
Embroidery Escape.
*All the Tools Your Customers Need
To Make Their Escape*

4:00 PM – 5:15 PM • Room S229

SUNDAY FEBRUARY 16

**DIME Prime! 2020
New Product Reveal!**

9:30 AM – 10:30 AM • Room: S229

5 Reasons to Attend dime prime 2020

- See 2020 lineup of NEW patent pending dime products!
- Hear from dealers that have had success with dime!
- Get & Use \$100 instant credit on dime products!
- Enjoy some Fun Door Prizes!
- Receive your very own Goodie Bag valued at \$215!

To Pre-register call/text Wayne Walker 918-207-7735

Necchi – The Next Generation

By Ray Winslow

Last year, 2019 marked the 100-year anniversary of Necchi's existence with, "100 Years of Quality Stitching". Ray Winslow, Maverick Sewing Services, LLC, and Necchi Italia s. r. l., are continuing the journey of this celebrated brand by introducing the new generation of Necchi to America.

Keeping things simple, the 2020 lineup consists of three machines. **K132A** is a thirty-two stitch oscillator. **Q132A** is a thirty-two stitch horizontal drop-in bobbin unit. Both have a one-step buttonhole. The **NC204-D** is a 421-stitch electronic machine with thirteen electronic buttonholes and automatic upper and lower thread cutter. Full details on these three machines can be readily seen at www.mynecchi.com. In addition, the user-friendly site contains historical information, consumer oriented instructional videos, manual downloads and a FAQ section for troubleshooting. Readers are encouraged to explore the website; it will also serve as a valuable customer service aid for the end users.

"This venture is all about keeping a well-known brand available to American dealers. If you are a small operator, we offer a concise "good, better, best" setup without a substantial investment. For the multi-line dealers, we have an easy way to diversify with a strong, known brand, while taking up a minimal amount of floor space."

The machines will be on display at Booth 120 in Las Vegas. For any further information contact Ray Winslow at 303-929-4745 or mavericksewing@comcast.net

About the Author: Ray Winslow and Necchi met in 1969. Having just come to Denver from Brooklyn, he answered an ad "Assistant store manager wanted; company car provided." That turned out to be an outside sales position with Allyn Distributing Company. After an 'extensive' two day training period, out he went making sales and service house calls for Allyn, the Necchi Distributor. About a year later he was put in charge of a 'leased' department in the May D & F stores in Denver with five locations.

Ray relocated back to New York for a few years in 1975. Upon returning to Denver he rejoined his old company, which had evolved into Allyn International, and worked the wholesale side. He continued with Allyn, working up to Sales Manager, until the fall of 2011, when the company closed.

Since then, Ray has been selling Toyota sewing machines to dealers in the US and Canada. Just as Toyota was pulling out of the market this fall, Ray rekindled his connection with Necchi of Italy and begins a new venture with an old, venerable company.



Millennial Mindset

A Panel of Industry Millennials

When: 10 AM - 11:30 AM

Where: Room S233

Moderated by Jessica Thurgood

Panelists: Connor Brostek, Chris Blakeman, Mike LaPonte, Jessica Thurgood, and Sebastian Rivera.

The Millennial customer has changed the face of retail shopping by keeping their focus on social media and online shopping. It has become harder for the average brick and mortar store to bring the Millennial generation into their store without marketing specifically to what this new generation wants. The changes the Millennials have made to the industry is a hard topic that we will break down using your questions during this panel. Have your Millennial questions ready!

Your Brand, Inside-Out.

By Steve Morris

Marilyn greets all visitors as they enter the home office headquarters. She's more than just a greeter like one you might find in a big-box retailer. She's an impression making storyteller.

Ask her about the moss-filled company logo backed with reclaimed barn wood in the lobby, and she'll tell you about farm equipment that did the work in the early days of the company.

Ask her about the innovation award that sits atop her desk, and she'll tell you about the current company innovations in sparkling detail.

You don't have to be a 111-year-old company to have or tell stories. Stories, however new or old, are the living evidence of your organization's values brought to action. What you do as a company is driven by your values and beliefs—whether you're aware of it or not. Knowing what both are is the seed for sowing your business's future.

Marketing, at its heart, is about storytelling—stories that transport people from their current state of experiencing the world, to a new state of possibility; a new way of seeing. A meaningful story, well told, transports the listener into their familiarity with the story and creates the context for how you experience the brand. Great stories create kinship, family, and the opportunity for belonging.

When Marilyn tells a story, she's speaking both from the heart and from her experience of the company. She's speaking her truth on behalf of the company, and she's sharing that because she cares—about you, the listener, and about the company that she's a part of.

When your customer service team is confronted with a critical decision, they will need a value set to make their best decisions that serve the company and represent the brand.

When your salespeople have a big opportunity in front of them, they need a guidance system to help them serve the customer.

When your marketing team creates and deploys a campaign, they need the navigational system to align it with the brand's promise that builds customer trust.

When you're looking to bring on a new member to your team; you will need a value set, so they understand what you stand for and how they fit or don't fit within your culture.

Your organizational values guide your most critical business decisions. Your deeply felt beliefs create organizational clarity, confidence and allow the heart-felt humans on your team to do what's best for both the customer and your company. Through knowing and living by your values, you create belonging on your team and with your customers. Ask yourself...

How does your business *shake hands* with the world? What kind of intentional first impression are you making? What kind of first and lasting impression are you willing to make?

How are your company's beliefs driving your actions? Your first, second, and third impressions? Your culture? Your marketing? Your innovation? Your customer service?

Have you baked in these beliefs into your brand, your business, and your culture? Have you cultivated your living values into stories, so people experience them?

If not, what are you waiting for?

About the Author: For the past 25 years, Steve has served as an advisor and consultant on brand strategy, organizational life, and humanized marketing strategy. He has worked with companies such as Samsung, Habitat for Humanity, New Balance, Sony, LG, Amazon, NFL and MLB franchises and is a regular speaker for TEDx, Creative Mornings, CES, HOW Conference, Social Venture Network, American Marketing Association, and AIGA conferences.



Steve has published two books, *Brand Love and Loyalty* and *Humanizing the Customer Journey*, as well as a forthcoming book, *The Evolved Brand: How to Impact the World Through the Power of Your Brand*. He has been featured in *Business Week*, *Brand Week*, *Ad Age*, *Conscious Company Magazine*, *MarketingPros*, and *HOW* magazines.

Steve leads his own brand and business strategic consultancy, Mth Degree. Contact: steven@theMthDegree.com, 619-234-1211 or www.theMthDegree.com

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The Sewing Machine Project and Corporate Donors

By Margaret Jankowski, Founder, The Sewing Machine Project

The Mission Statement of The Sewing Machine Project reads:

The Sewing Machine Project collects and distributes sewing machines to groups committed to using the machines to provide opportunities to create, learn new skills, build self confidence, and contribute to their own livelihoods and the well being of their families and communities.

We rely on individual and corporate donors to provide the materials we share with others. While the bulk of the sewing machines donated to The Sewing Machine Project come from individuals across the United States, some of our most important donations have come from corporate donors. Bernina, Babylock, Brother, and Singer have all made significant sewing machine donations to The Sewing Machine Project. It's so helpful on our end because we're gifted 1. New or refurbished machines that 2. Match. Passing matching machines on to groups setting up sewing classrooms makes our job and theirs so much easier as they move forward with reliable, like machines.

Notions, thread, and cutlery companies have made many helpful donations as well. Famore scissors are included in our local sewing kits, many of our machines for local classes are delivered in beautiful logo-adorned bags made by Bluefig and a variety of threads from A&E and Mettler fill our sewing kits. Schmetz has donated new sewing machine needles and the Decorating Diva has offered us zippers for the little bags we sell as a fundraiser.

The result is a big WIN for corporate donors. Since The Sewing Machine Project is an IRS 501c3, corporate donors receive a tax write off AND they are highlighted in our social media as well as often that of the recipient group. It's a great way to move discontinued inventory and get a tax write off at the same time AND you are helping others.



The
SEWING
MACHINE
PROJECT

For more information on The Sewing Machine Project please visit our website at www.thesewingmachineproject.org.

SUCCESS STUDIOS

For both Vacuum and Sewing Dealers

If you've attended a VDTA Show, then you have...

» Listened to speakers, Learned from instructors, Asked questions of panelists

...and now its time for **MORE!**

When: Sunday, Feb 16, 11:30 - 12:15PM

Where: Room S232

Small Group Discussions

only at the **2020 VDTA • SDTA Int'l Trade Show & Convention**

At the **VDTA • SDTA 2020 Show**
in Las Vegas!

HOW IT WORKS?

Each table is assigned topics for discussion. Sit at a table of your choice and trade ideas with your peers. After a short time, **switch tables**. You'll be seated with new people and have the chance to discuss new topics.

Let Your Cares Drift Away with Kimberbell's Vintage Boardwalk!

A seaside resort of classic cars, tandem bikes, '50s-style bathing suits and more, Kimberbell's newest feature quilt includes 32 beautiful blocks stitched in a variety of techniques. Cool treats include ice cream buttons, chenille cotton candy, Appliqué Glitter soda, and more! Flip-flops with Kimberbell Bouquets: Summer Pull Flowers are high fashion for the waterfront, and a mini beach bag pocket holds supplies for a day under the chenille palm trees. While there, delight in the dimensional crabs made of red Embroidery Leather, dangling freely from life preservers and dock ropes, as two seagulls smirk from the wooden posts above.



Available February 2020, Vintage Boardwalk quilt and bonus projects include the, "Oh, Happy Day!" Wall Hanging (with candy-sized pockets), the Time to Coast Throw, and four designs for Beach Days Travel Totes. "Life is a beautiful ride" with Kimberbell's Vintage Boardwalk!

This Time Things Are Different.

Really Different...

For More Information

1-888-9Regina

1-888-973-4462

iVar
INDEPENDENT VACUUM ASSOCIATED RESOURCES



Booth 345



Regina

The Original Cordless Cleaner

- Vacuum Store Only Brand
- 2X Profit Margins & Above!
- Strict MAP Pricing
- Local Online Marketing Campaigns
- COMING SOON...

Quilts & Lace Cruise

Imagine this, you're planning a store sponsored "off-site" sewing event. Educators are lined up, classes carefully planned, high-end machines ordered and ready to go, goody bags packed. Every detail is covered. Sounds pretty standard, right? Well it is until you envision the venue . . . one of the largest cruise ships in the world! Now we're talking about a truly special sewing event! Beth Sweet, owner of Quilts & Lace in Melbourne Florida recently arranged just such an event. Early in the planning stages, she asked me to be a part of her teaching crew. It took all of about one second to say yes!

This fall, I boarded the Harmony of the Seas along with Beth and her extraordinary staff, Allan Reid and Aira Kekäle, a husband and wife team who are also the former owners of Quilts & Lace. We eagerly set sail for a seven-day adventure with a mix of sun, fun, exciting ports of call, and sewing classes!



Classes were full of smiling sewing enthusiasts. Everyone onboard experienced a memorable sew and sail adventure and we all had a boatload of fun!

21 class participants packed their bags to take part in this adventure on the high seas. The opportunity to expand their creative skills, visit warm Caribbean destinations, play on top end machines, and spend quality time with fellow sewing enthusiasts, made for an event to be remembered.

There was plenty of time for entertaining shows, sightseeing, soaking up the sun, and relaxing on deck savoring ocean views, but sewing days were full of excitement too!

Sewing sessions were scheduled for sailing days and projects were designed to delight the students with ocean theme memories. Planning included incorporating special features built-in to the Brother Dream Machine2, Stellaire XJ1, and ScanNCut models. Knowing we would be visiting pretty beaches; I designed a beach tote embroidered with fun sayings. Beth collaborated with Aira designing a commemorative cruise quilt inspired by an out of print quilt book. In each class, Allen served as chief technician and helped with hooping, stitching, and occasional ripping.

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.letsgo sew.com.

A Precut for Every Season

Keep your precut assortments fresh and replenished all year round with Kimberbell Basics precut packs by Maywood Studio.

By: Maywood Studio Staff

Kim's Picks by the Season

Maywood Studio and designer Kim Christopherson of Kimberbell Designs have teamed up to create, "Kim's Picks", a full range of seasonally inspired precuts with the recently refreshed collection of Kimberbell Basics. There are 23 beautifully curated precut packs available by seasonal colors and as complete sets.

The design team at Maywood Studio worked closely with Kim to arrange the 92 colorful fabrics including ten white on white designs, into precut packs inspired by spring, summer, fall, and winter. The white-on-white set works with all the seasonal assortments and can stand alone as well. Each seasonal assortment is offered in a full product range of 10" squares, charm packs, 2-1/2" strip rolls, and fat quarter bundles.

Complete precut sets featuring all 92 Kimberbell Basics are also available in 10" squares, charm packs, and fat quarters. The 92-piece complete fat quarter set comes packaged in a special edition gift box with the iconic orange and white Kimberbell Basics polka dot design.

Display your Seasonality

Use Kimberbell Basics precuts to create seasonal displays that draw in customers and create add-on sales. Precuts take up little space and are a great way to add color to your floor. Stack them on counters or machine tables, display them on the cash wrap and on shelves. Why not open a pack and use it for stitch demos! Get creative and incorporate precuts into your shop displays and activities. Make fun 'in-the-hoop projects,' host a creative contest using precuts, develop precut-friendly classes and workshops.

Unlike other seasonal collections, "Kim's Picks" seasonal precuts and Kimberbell Basics are always available for reorder. Plus, they require no cutting from shop staff, and they are perfect to bundle with your favorite machines and accessories for a special promotion or sale.

A great sample display can translate to increased sales. Show customers what they can make with precuts by displaying finished quilts and accessories in your shop. Projects featuring Kimberbell Basics and Kimberbell Basics precut packs are available to borrow from the EE Schenck trunk show loan program.

Think Outside the Shop

Showcase Kimberbell Basics precuts by engaging with consumers online via social media. If you are not already posting online content regularly, now is the time to start! Host a seasonal precut giveaway on Instagram, schedule a Facebook Live event to introduce each new season of precuts, and create a YouTube tutorial featuring a precut-friendly project or demo. Ask folks to engage with each platform by leaving a comment, tagging a friend, and inviting them to visit your shop in person. Connect the dots to the active online communities of Kimberbell Designs & Maywood Studio and watch your followers grow!

Kimberbell Basics by Kim Christopherson from Maywood Studio are always in stock. Maywood Studio is a division of EE Schenck. **Visit MaywoodStudio.com for more details.**





Who Is Elevated Product Marketing?

Elevated Product Marketing is a father/son marketing firm that brings great product lines to independent retail locations like yours nationwide!

E Our focus is diversifying specialty retail stores in the vacuum and sewing industries. We have a combined 25 years' experience as manufacturer's reps and a combined 40+ years' experience in the vacuum and appliance industries. This has blessed us with very critical and experienced eyes when it comes to manufactures and their products.

We're currently representing three great product lines; BONECO, Fred's Fine Cleaning Center and Nellie's. All three product lines are designed to generate additional revenue and build repeat business and organic foot traffic in your stores.

If you're going to the VDTA this year, each of our manufactures will have booths at the convention. Please stop by any of the booths for more information and great deals.

It's been a real pleasure working with all of our great customers and retailers across the United States. Here is a list of just a few of our all star retailers who have decided to diversify their product lines.

All Vac
Lovers Ln
Dallas, TX

Bank's Vacuum
15 Locations
MI, NV and CT

Best Vac
Dean St
ST. Charles, IL

**Carolina Vacuums
& More**
9 Locations
NC and SC

**Norcal Sewing &
Vacuum**
3 Locations CA

Northgate Vacuum
Front St
Binghamton, NY

**Rocky Mountain
Sewing Company**
4 Locations CO

Sander's Sew-N-Vac
South Main St
Aberdeen, SD

Stark's Vacuums
9 Locations
OR and WA

Sweeper World
3rd St
Terre Haute, IN

Vac Shack
Jackson St
Alexandria, LA

VACUUMS 360
4 Locations
UT

Andrew Merrill
Andrew@elevatedproductmarketing.com
(760) 689-0277

Jeff Merrill
Jeff@elevatedproductmarketing.com
(203) 395-1035

CutterPillar's Newest Innovations

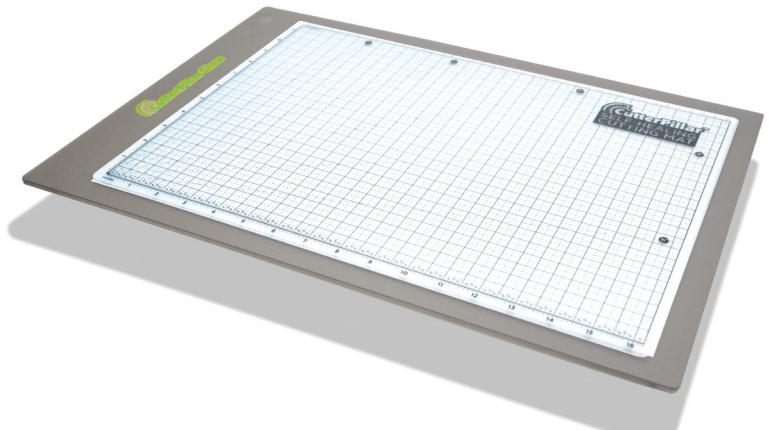
By CutterPillar Staff

Do you find it hard to have the perfect lighting for your crafting projects? Whether you are sitting at your dining room table with little or no light, or in your craft room with limited light, the CutterPillar Glow products are here to save your crafty day.

These innovative, one-of-a-kind light boards have three illumination levels to customize your experience. The Glow Premium with a re-chargeable lithium-ion battery will give you several hours of cord-free crafting. Use this 13x19 tool on your craft table, your lap while watching TV, or even on the floor. You can even craft while the hubby is watching TV and you won't bother him one little bit. The Glow Premium comes with a non-slip, translucent, self-healing cutting mat for a perfect measurement every time.

The Glow Ultra is one of the biggest and brightest light boards you can find. This table-top version has three illumination levels as well and is 19x26 in size for all your larger projects. Use the included non-slip, transparent cutting mat to accurately cut your pieces the first time.

With the light boards and other available accessories, complete your studio with everything you need to more easily work on your paper-piecing, appliqué, fabric cutting and more. See your crafts in a whole new light.



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

Spring Cleaning Month March 2020

Yes, I want my store to participate in this promotion, to drive traffic and boost sales!

CLEAN SPACES CREATES HAPPY FACES



VDTA•SDTA along with manufacturers and distributors in the floorcare industry sponsor International Spring Cleaning Month - a promotion that helps dealers target consumers, increase store traffic, and make more sales. VDTA provides Spring Cleaning Month promotional kits - **FREE for MEMBERS** - complete with posters, digital icons, hangtags, sales tags, and more. Industry sponsors donate merchandise prizes for your customers, and VDTA•SDTA sponsors a \$600 Grand Prize gift certificate (valid only where the winning customer registered).

Yes, send me the Spring Cleaning Month promotional kit, I'm a VDTA Member

Yes, send me the Spring Cleaning Month kit & enroll me as VDTA Member

\$130/year for single-store dealers
\$150/year for Canada dealers
\$175/year for Int'l dealers

FAQS

Return this form to VDTA Registration Desk, fax to 515-282-4483, or scan/email to mail@vdta.com to reserve your promotional kit!

How does the dealer get paid for the gift certificate?

The winner will be sent a gift certificate worth \$600, specifying the dealer's name and address where it must be used (the dealer is also sent a copy of the certificate). When the winner visits the store and uses their gift certificate, the dealer will need to send a copy of the receipt to VDTA's offices. VDTA will mail a check to the dealer for the gift certificate within 24 hours.

Can the dealer use their own gift cards (instead of the certificate)?

Yes. If your store has gift cards, VDTA will send the dealer a check for \$600 so they can issue the winner their gift card.

Does the winner have to use all \$600 at once?

No, the winner will not be required to use the entire certificate amount at one time.

Can the winner receive cash back?

No. The winner has to buy merchandise.

What if the certificate is lost?

No copies will be allowed and NO replacement for lost certificates.

Note: VDTA has entered into a contract with Heartland Payment Solutions, which offers a gift card program. If you do not have gift cards presently, this might be a great time to start.

Your Name: _____

Company Name: _____

Street Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____

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 800-334-6614

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:

Make Money in Paradise!

Exclusive Janome dealer to a population of one million. Profitable turn key operation. One owner, established in 1985. Stellar reputation. Buy for cost of inventory plus 30%. Must be qualified to continue our legacy. hawaiibizopp@gmail.com (1x2)

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:

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)

Central Vac Mystery Panel

When: February 17, 2 PM - 3 PM
Where: Room S233

Panelists:
Bill LaMonica
Enhancement Systems
Troy Evans
Starks Vacuums, Inc
Dan Zimmerman
Zimm's Central Vacuum Systems.



Moderator: Trail DeGondea
Trovac Industries

Plus 2 more mystery panelists!

Sew in Love

WITH THE PERFECT PAIR



Want to make amazing creations? Then pair the Luminaire Innov-is XP1 with the Disney ScanNCut DX Innov-is Edition for your sewing and quilting projects. With the ScanNCut DX, you can customize most PES, PHC or PHX embroidery files by selecting only the parts you want to cut. Then, take the cut pieces to your Luminaire machine to tack down and create unique fabric items.

Visit brothersews.com to learn more.

brother
at your side

Become an Authorized Brother Dealer today. Call 908.252.3036

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