

# VDTA NEWS

VACUUM DEALERS TRADE ASSOCIATION

The trade publication for the independent retailer

January 2018 | ISSUE 436

www.vdta.com

FLOORCARE  
CENTRALVAC  
Professional™

## HIZERO®

Bring the World into Bionic Cleaning Era.

Dealer Interviews about  
the Hizer0 4-in-1, p22

World's First  
4-in-1 Bionic **Mop**



Scan the QR code  
for demo video

Sweeping



Mopping



Drying



Self-Cleaning



"The SWEEP"  
Buying  
Specials  
at VDTA  
2018, p51

Direct Mail,  
Remember Me?,  
p11



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

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

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

#### ASSOCIATION STAFF

CHAIRMAN: Charles Dunham

PRESIDENT: Judy Patterson

MANAGING EDITOR: Tonya Tienter

MEMBERSHIP DIRECTOR: Joe Burklund

ART DIRECTOR: Heather Hall-Dahl

GRAPHIC ARTIST: Miranda Snell

ACCOUNT MANAGER &

CONTRIBUTING WRITER: Craig Dorman

ACCOUNTS RECEIVABLE: Sherry Graham

SENIOR PRESS OPERATIONS: Terry Jackman

PRE-PRESS: Doug Millang

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

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

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

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

Fax address changes to 515-282-4483 or mail to:  
VDTA•SDTA

2724 2nd Avenue, Des Moines, Iowa 50313  
800-367-5651 or 800-4-SEWING (800-473-9464)  
Phone: 515-282-9101 Fax: 515-282-4483

Every effort is made to ensure accuracy. The publisher cannot be held responsible for errors or omissions. The statements and opinions expressed herein are strictly those of the authors and do not necessarily represent the views of CD Management. The publication of any advertisement or editorial item is not an endorsement of the products or services covered.

VDTA•SDTA, CD Management assumes no liability whatsoever for the content, claims or statements of the advertising and news releases it publishes. Publisher reserves the right to reject or edit advertising and/or news releases inconsistent with the objectives of VDTA•SDTA and CD Management.

**Do you receive the monthly  
VDTA•SDTA E-newsletters?**

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

## Letter from the President

### Happy New Year!

*What's Your Resolution for the Year?*

Wow, we made it to another year. For me, once January hits, I look at it as the downhill slope to summer, my favorite time of year. It is also a time we look at our business and make resolutions.

The Association has resolutions that must be accomplished for the new year. Resolutions include: new ideas for the magazines, securing new members, increasing our advertising sales, staying in better touch with our current members, and making the trade show the best yet for our attendees.

This is a lot, and it's tough to do with our small staff. Luckily everyone here at the Association is dedicated to their work. Everyone at the Association knows we need more new members, we need more advertising, and we need to make sure the VDTA•SDTA Trade Show and Convention is better every year!

Every year this small staff also puts together two magazines each month, and we print them at our office. Yes, we have our own press. The magazine is printed, stitched, and labeled at the Association office.

The trade show and convention is mainly planned and organized by 3 people in our office, and we devote a full year on preparation. Plus we have TREMENDOUS help from people in our industry who devote their time to their business and then devote time to assist us with this International event.

So when we call, get ready to join, it's only \$110 a year; get ready to place that ad, Craig has great rates for you to enjoy; and get ready to register for THE trade show for this industry, members pay reduced rates.

We want to thank those in our industry who take precious time from their own business to volunteer and help us dream up new ideas, find panelists for our programs, and make the trade show and convention better every year! We also want to thank our sponsors who believe in the industry and this Association.

So when you attend VDTA•SDTA in Charlotte, North Carolina, please take extra time to attend our programs and thank the panelists, the instructors, the moderators, and the sponsors of our events. These industry greats have better things to do, but they choose to help the Association make this event successful, as they know how important this Association is to the industry and community where you work, live, and play.

Have a prosperous year!

Judy



### Are you passionate about selling your products?

**Blakeman Vacuum & Sewing LLC  
is growing and needs qualified  
sales professionals.**



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

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





**CYCLO VAC**  
CENTRAL VACUUM

Now 5 distribution centers!

**Vancouver**  
British Columbia

**Toronto**  
Ontario

**Montreal**  
Quebec

**Kansas  
City**  
Missouri

**Nantes**  
France

# Coast to Coast and Beyond!



**Expert**

AUTHORIZED DEALER

Share our **success**, become a **dealer!**

Fast shipping, from our distribution center, in **Kansas City** (MO) and **Vancouver** (BC)

Exclusive products | Protected sales territories | Personalized service

Great profit margins | Incentive program\*

\*Based on annual purchases. Ask for details.

Ready to make the move?

[cyclovac.us/becomeadealer](http://cyclovac.us/becomeadealer) or 1 888 CYCLOVAC



# CONTENTS

January 2018 | [www.vdta.com](http://www.vdta.com)

## Product Showcase

- 20 BISSELL® Releases the Pet Hair Eraser® Lift Off® Upright Pet Vacuum

## Viewpoint

- 11 Direct Mail, Remember Me?, *Gould*  
14 I Want to be Different, I Want to be Changed, *Barnhardt*  
16 6 Things It Takes to Really Stand Out and Succeed in Business Today with Neel Grover  
18 Giving it Your Best Shot, *Tschohl*  
26 Productivity Tip: Know Your Brownie Tasks, *Okef*

## Feature

- 6 Sign-up for Spring Cleaning Month! A Members-only benefit  
12 Toddler Twins Visit Tacony Vacuum Museum  
22 **COVER STORY** Learn from the BEST: The Wisdom from Sales Champions of HIZERO

## Industry News

- 10 Consumers and Retailers Win Big Over Thanksgiving Holiday, *NRF*  
13 Tacony Corporation Announces Three New Executives  
25 VDTA Insurance Member Benefit  
27 McHardy Vacuum Moves into GTA Market

## Convention

- 21 Bringing Your Products to Life with Travis Hickey and Chris Black  
24 Honoring VDTA's 20 and 30 Year Members  
31 2018 VDTA•SDTA Registration Form  
32 Class Schedule at VDTA 2018  
34 No Progress Without Change: A Vacuum and Floorcare Panel  
41 Success Studios: Small Group Discussions  
42 Exhibitors at VDTA 2018  
43 Attend the VDTA/Epstein Charity Fun Night  
45 Powerhouse Roundtable by Dealers for Dealers  
47 You're Invited to the Industry Awards Presentation  
51 The SWEEP: New Buying Promotion

## In Every Issue

- 2 Letter from the President  
8 Thank You Members  
15 Recognizing Our Associate Members  
55 Classified ads

## Forms

- 9 Dealer of the Month form  
28 Postcard Order form  
31 Register for the 2018 VDTA•SDTA Convention! Join VDTA•SDTA!  
52





# e-cloth®

# The Cloth That Cleans Using Just Water

## Why is chemical-free cleaning important?

Each year more and more health issues are linked to household cleaners and cleaning chemicals

Using an e-cloth® eliminates exposure to household cleaners and reduces the health risk to your customers.

## Why your customers want e-cloth®!

- Task-specific fabrics eliminate cleaning chemicals
- Provides a better clean in less time with less effort
- Removes dust, dirt, grease, grime and over 99% of bacteria
- Reusable – guaranteed for up to 300 machine washes



**INCREASE Your Sales!**  
**ORDER at (800)677-4354**

TADgreen, Inc. • [info@ecloth.com](mailto:info@ecloth.com) • [www.ecloth.com](http://www.ecloth.com)





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 marketing kits – FREE for MEMBERS – complete with posters, hangtags, sales tags, and more. Industry sponsors donate merchandise prizes for your customers, and VDTA•SDTA sponsors a gift certificate worth \$600 as the Grand Prize (to be used and valid only where the winner registered).

Below is our Spring Cleaning Month order form to reserve your promotional kit, FREE for MEMBERS. Be sure to send it in early, so you can start March out with a bang – or whatever noises come your way when cleaning.

Return this form to our office to reserve your promotional kit **As Soon As Possible.**

**Yes, send me the International Spring Cleaning Month promotional kit, FREE for VDTA Members**

## FAQS

### 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 and an additional form by VDTA). When the winner visits the store and uses their gift certificate, the dealer gives them the products they wish to purchase and signs the form provided by VDTA. Lastly, the dealer will need to fax, mail, or scan-and-email the form and a copy of the receipt to VDTA's offices. VDTA will mail a check to the dealer for the gift certificate within 24 hours. Please do NOT make your customer wait until you get paid for the certificate.

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

If the dealer has their own gift cards, VDTA will send the dealer a check for \$600 so they can issue the winner their company gift card. This makes it really easy for your customer to shop.

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.

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

The winner will not be required to use the entire certificate amount at one time. Should not all of the \$600 be spent at one time, the dealer will need to indicate on the back of the certificate how much is left. The dealer will not be sent any money until the customer makes their first purchase with the gift certificate. If the winner forfeits or decides not to use the gift certificate at all, the dealer will not be paid.

### 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.

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

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

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

City, State, ZIP: \_\_\_\_\_

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

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

Fax this form to 515-282-4483 OR scan-and-email to mail@vdta.com OR mail to 2724 2<sup>nd</sup> Ave, Des Moines, IA 50313





# Cleaner floors from anywhere. At any time.



Roomba® vacuuming robots stay ahead of daily dust and dirt. They clean all floor types and even get under furniture and around clutter.

Now, cleaner floors are at your fingertips. Clean, schedule, receive notifications, and more with the iRobot HOME App.

**Become an iRobot®  
dealer today.**

[www.irobot.com/volumesales](http://www.irobot.com/volumesales)

**iRobot®**

# Thank You Members

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

## ASSOCIATE MEMBERS

		MEMBER SINCE
AE Carter Distributing	Salt Lake City, UT	March 1990
Bissell Homecare Inc	Grand Rapids, MI	Oct 2000
Brother International	Bridgewater, NJ	Jan 1994
CWP Technologies	Cleveland, OH	Jan 1987
Electrolux Canada	Mississauga, ON, CAN	April 1987
PacVac Pty Ltd	Kewdale W., AUS	Dec 2016
Pro-Line Distributing	Cypress, TX	Dec 1989
Sharkninja (Formerly Euro-pro)	Needham Heights, MA	Oct 2009
Tacony Corporation	Fenton, MO	Jan 1987

## DEALER MEMBERS

A-1 Vacuum Solutions of Boone	Boone, NC	Nov 2009
AAA Vacuum and Sewing	Cupertino, CA	Dec 1995
AAA Vacuum Cleaner Co	Dallas, TX	Jan 1986
Aardvac	Frisco, CO	Nov 2009
Above & Beyond Creative Sewing	Congers, NY	Jan 2013
Ace Vacuums Inc	Bellflower, CA	Jan 2015
Ann Silva's BERNINA Sew Ctr	Albuquerque, NM	Oct 2012
A-One Vacuums & Appliances	Santa Rosa, CA	Feb 2012
Arvin's HOME Systems Inc	Manteca, CA	Jan 1999
Atlanta & Augusta Sewing Ctr	Augusta, GA	Jan 1997
Atlantic Vacuflo Ltd	Darmouth, NS, CAN	Nov 2010
Beckie's Sewing Ctr	Tazewell, TN	Jan 2016
Bellcorps LLC	Anchorage, AK	Nov 2016
BERNINA Sewing Ctr/ Swiss Made	Overland Park, KS	Jan 2001
Bismarck Sewing & Quilting	Bismarck, ND	Jan 2012
Bittersweet Fabric Shop	Boscawein, NH	Nov 2010
Black Forest Home Security Systems	Colorado Springs, CO	Nov 2008
Brady's	Idaho Falls, ID	Oct 1981
Brooklynn Vacuum Sewing & Appliance	Brooklyn, NY	Sept 2016
C&L Vacuum Cleaners	Peoria, IL	Oct 1987
Central Vacuum Stores Inc	St. Petersburg, FL	June 2001
Chicky Chippi LLC	Saginaw, MI	Dec 2014
Cor-Kev Inc	Freehold, NJ	Nov 2006
Cutter Vac LLC	Fond Du Lac, WI	Nov 2016
Cynthia's Fine Fabrics	Tamarac, FL	Nov 2017
Dave's Vacuum Clinic Limited	Bridgewater, NS, CAN	Dec 2015
Discover Sewing	Atlanta, GA	Sept 1999
Dulwich Hill Sewing Ctr	Dulwich Hill, NSW, AUS	Nov 2017
Elite Vacuums Plus	Las Vegas, NV	Dec 2002
Ereplacementparts.com	Midvale, UT	Jan 2011
Frye's Sweeper & Sewing Ctr	Altoona, PA	Jan 1999
Gary's Sewing Ctr	Pocatello, ID	Dec 2016
Hamilton Vacuums	Andersonville, TN	Nov 2016
Heirloom Creations	Sioux Falls, SD	Jan 2013
Hi Fashion Sewing Machines	Grand Junction, CO	Jan 2016

High Point Sew & Vac	High Point, NC	Jan 2017
Hillsboro Vac & Sew	Hillsboro, OR	Jan 2014
Hip Switch	Albuquerque, NM	Nov 2017
Huntsville Sew & Vac LLC	Huntsville, AL	Jan 2013
In Stitches Embroidery & Gifts	Beaumont, TX	Oct 2017
Indiana Vac LLC	Indiana, PA	Dec 2014
J&R Vacuum & Sewing	Bismarck, ND	Dec 1984
Kingdom Sewin & Vacuum	Northridge, CA	Dec 2012
Kritz Vacuum & Allergy Relief	Highland Park, IL	Nov 2010
LOK General Store LLC	Odon, IN	Oct 2013
Midwest Sewin & Vacuum Ctr	Wichita, KS	April 1985
North Country Quilters & Sew & Vacuum Ctr	Rumney, NH	Nov 2017
Phil's Electric Vacuum Ctr	San Francisco, CA	Jan 2000
Phil's Sewing Machines Inc	Washington, MO	Jan 1997
Quality Vac	Landsdowne, PA	Jan 2001
Richardson Sales & Srv	Council Bluffs, IA	Jan 2006
Ridley's Vacuum & Janitorial Supply	Houston, TX	March 1982
Rutten's Vacuum Ctr	Carroll, IA	Sept 1981
Sew and Vac Inc	Poughkeepsie, NY	Sept 1999
Sew Magarbo	Ashburn, VA	Dec 2015
Sew Right Inc/ BERNINA Sewing Ctr	Pahrump, NV	Jan 2003
Sew Smart LLC	Wausau, WI	Jan 2013
Sewing & Vacuum Warehouse	Houston, TX	Jan 2007
Sewing Parts Online	Dickson, TN	Nov 2007
Sewing World	Amarillo, TX	Jan 1999
Shore Vacuum	Rehoboth Beach, DE	Nov 1999
South Beach Hardgoods Co	Miami Beach, FL	Jan 2011
Southern Maryland Vacuum & Sewing	Lexington Park, MD	Dec 1994
Stanton Miles	Westport, CT	Nov 2013
Stitch It	Fort Collins, CO	Oct 2017
Stitcher's Quest	Fort Walton Beach, FL	Nov 2015
Summit Sales Group	Worcester, PA	Jan 2003
Sweeper World	Terre Haute, IN	Nov 2000
T&H Sweeper	Muncie, IN	Jan 2014
The Downtown Sewing Machine Co	Henderson, NV	Aug 2016
The Vacuum Store	Frederick, MD	Jan 2003
Times Square Sewing Complex	Jacksonville, IL	Dec 2015
Tinker Jacks	Akron, OH	Nov 2008
Vacuum Cleaner Ctr	Williamsville, NY	July 1981
Vacuums and More	West Palm Beach, FL	Aug 2015
Walnut Creek Vacuum	Walnut Creek, CA	Dec 2010
Waterloo Built-In Vacuum Co	Waterloo, IL	Dec 2005
Whatever's Quilted Inc	Wake Forest, NC	Oct 2017
Windsor Vacuum	Des Moines, IA	Nov 1995
Windy Moon Quilts	Reno, NV	Dec 1999
Winn-West Distributors	Winnipeg, MB, CAN	Dec 2001

# VDTA•SDTA Dealer of The Month

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

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

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

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

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

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

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

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

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

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

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

8. Check all equipment that your business carries:

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

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

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

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

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

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

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

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

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

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

15. Community projects you participate in or support.

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

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

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

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

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

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

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

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

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

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

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

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



# Consumers and Retailers Win Big Over Thanksgiving Holiday

**Get the Facts**

*from the National Retail Federation*

From Thanksgiving Day through Cyber Monday, more than 174 million Americans shopped in stores and online during the Thanksgiving holiday weekend, beating the 164 million estimated shoppers from an earlier survey by the National Retail Federation and Prosper Insights & Analytics.

Average spending per person over the five-day period was \$335.47, with \$250.78 – 75% – specifically going toward gifts. The biggest spenders were older Millennials (25-34 years old) at \$419.52.

“All the fundamentals were in place for consumers to take advantage of incredible deals and promotions retailers had to offer,” NRF President and CEO Matthew Shay said. “From good weather across the country to low unemployment and strong consumer confidence, the climate was right, literally and figuratively, for consumers to tackle their holiday shopping lists online and in stores.”

Retailers’ technology investments paid off with consumers seamlessly shopping on all platforms through the long weekend. The survey found that over 64 million shopped both online and in stores. In addition, over 58 million shopped only online, and over 51 million shopped only in stores. The multichannel shopper spent \$82 more on average than the online-only shopper, and \$49 more on average than those shoppers who only shopped in stores.

The most popular day for in-store shopping was Black Friday, cited by 77 million consumers, followed by Small Business Saturday with 55 million consumers. The top two days that consumers shopped online were Cyber Monday with more than 81 million and Black Friday with more than 66 million. In addition, 63% of smartphone owners used their mobile devices to make holiday decisions, and 29% used their phones to make actual purchases.

“This year, consumers 65 and older proved that online shopping isn’t just for Generation Z and Millennials,” Prosper Executive Vice President of Strategy Phil Rist said. “However, younger consumers (those under 34) are still savvy when it comes to online shopping and leveraged their smartphones the most to browse for the best deals from some of their favorite retailers.”

The survey found that 11% of consumers shopped before 5 PM on Thanksgiving Day, while another 11% started at 6 PM. On Black Friday, 25% started at 10 AM or later.

On Cyber Monday, 49% of consumers started shopping early in the morning while 41% started in late morning, with 75% using their computers at home, 43% using a mobile device, and 13% shopping on computers at work.

The survey showed that shoppers were in the mood to find great deals. Among those who spent, 60% said the majority of their purchases were driven primarily by sales, and 48% said deals were better than earlier this season.

Top shopping destinations included department stores (43%), online retailers (42%), electronic stores (32%), clothing and accessories stores (31%), and discount stores (also 31%). Some of the most popular gifts purchased included clothing or accessories (58%), toys (38%), books and other media (31%), electronics (30%) and gift cards (23%).

The survey, which asked 3,242 consumers about Thanksgiving weekend and Cyber Monday shopping plans, was conducted November 25-26 and has a margin of error of plus or minus 1.7 percentage points.

This year’s Thanksgiving weekend results do not include historical data from past years due to changes made to the survey methodology to help better understand consumers’ shopping experience and to include Cyber Monday in the calculations.

**About the Organization:** Prosper Insights & Analytics is a global leader in consumer intent data serving the financial services, marketing technology, and retail industries. They provide global authoritative market information on U.S. and China consumers via curated insights and analytics. By integrating a variety of data including economic, behavioral, and attitudinal data, Prosper helps companies accurately predict consumers’ future behavior to help identify market behaviors, optimize marketing efforts, and improve the effectiveness of demand generation campaigns. [www.ProspersInsights.com](http://www.ProspersInsights.com)

**About the Organization:** NRF is the world’s largest retail trade association, representing discount and department stores, home goods and specialty stores, Main Street merchants, grocers, wholesalers, chain restaurants, and internet retailers from the United States and more than 45 countries. Retail is the nation’s largest private-sector employer, supporting one in four U.S. jobs – 42 million working Americans. Contributing \$2.6 trillion to annual GDP, retail is a daily barometer for the nation’s economy.



# Direct Mail: Remember Me?

By Summer Gould

**H**ow often do your direct mail results end up not meeting your expectations? Does your direct mail resonate with your prospects and customers or fall flat? Do they understand and remember what you said? If not, you have a big problem. In order to avoid this, you need to be creating direct mail that resonates. Let's take a look at what you can do to reach your maximum potential.

First we will start with the four types of memory, because they are the key to understanding how to improve your direct mail:

## **EARLY BIAS:**

These are people who best remember the beginning messaging in a direct mail piece. It is important to get right to the point for these people.

## **REPETITIVE BIAS:**

These are people who best remember direct mail messages that are repeated. It is important to restate what you want them to remember at least three times.

## **RECENCY BIAS:**

These are people who best remember messaging that they most recently read at the end of your mail piece. It is important to restate your message at the end without calling it a summary. People skip over summaries.

## **OUTSTANDING BIAS:**

These are people who best remember the part of your direct mail message that is different or stands out in some way. It is important to make the effort to reach these people by using out-of-the-box language.

Where do you think you fall with these four memory types? I will reveal a secret; you should fall in more than one. So how can we use these memory biases to increase direct mail response?



**Main Point:** State your main point right away and end with your main point. Repeat it throughout your message copy. Then find a quirky way to state it that really stands out. This is what you want people to remember.

**Bullets:** If you make a list of bullets, make the most important first, second, second to last and last. You should repeat them in your copy, as well.

**Stories:** Use real stories to show how great life will be when they buy your product or service. People read and remember stories. Just make sure you use the story to highlight your main point and get them to take action.

**Call to Action:** This is another one that should be repeated across the direct mail piece. This is how you get people to respond. Give them more than one way to respond.

**Images:** They should be intriguing and relevant to your messaging. You want to draw attention and help state your message.

When you can bring all of these together cohesively, you have a great direct mail piece. Then it is just up to you to send to the right list of people. By considering your prospect and customer's memory types, you create a way to really reach each of them in a truly memorable way. If you do not create a mail piece that is compelling it will end up in the trash. Don't waste your marketing budget on bad direct mail. Your mail service provider can help you spice up your next campaign and increase your response rates with these tips.

*Are you ready to get started?*

**About the Author:** Summer Gould is President of Eye/Comm Inc. Summer has spent her 23 year career helping clients achieve better marketing results. She has served as a panel speaker for the Association of Marketing Service Providers conferences. She is active in several industry organizations and she is a board member for Printing Industries Association San Diego, as well as a board member for Mailing Systems Management Association of San Diego. She is also a committee member for Visionaries in Philanthropy which benefits San Diego Meals on Wheels. You can find her at Eye/Comm Inc's website: [eyecomm.org](http://eyecomm.org), email: [summer.gould@eyecomm.org](mailto:summer.gould@eyecomm.org), on LinkedIn, or on Twitter @sumgould.

*Reprinted with Permission*

# Toddler Twins Visit Tacony Vacuum Museum

The Tacony Vacuum Cleaner Museum and Factory Outlet Store in St. James, Missouri was proud to host two very special guests: 3-year-old twins Hayden and Carter, who came all the way from Oskaloosa, Iowa. The twins are very fond of vacuum cleaners, especially the Riccar and Simplicity models from Tacony Manufacturing in St. James. In fact, their mother owns a Riccar ultra-lite 9 pound upright, which gets a daily workout from the twins.

The boys spent a good two hours cleaning up various 'messes' spilled upon the Museum's carpets, consisting of sand and paper shreds. The brand-new cordless models were their favorites for cleaning up. With run times of more than an hour and full-size vacuum cleaner performance, the spills and messes were no problem for the new cordless Simplicity Freedom and Riccar SupraLite vacuums. The Vacuum Museum had an awesome time visiting with Hayden, Carter, and both their mother and their grandmother, who made the six hour drive just so the twins could see the Museum.

Tours of the Tacony Vacuum Cleaner Museum are free, and the Museum is open from 9 AM - 5 PM Monday through Saturday. Located at 3 Industrial Drive in St. James, call Tom or Connie to arrange a special tour of your own! Phone: 573-265-0680



## Special Speakers at VDTA 2018



**Dave Ferguson, Keynote**

*The Leader's Coach*

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

***See Dave's Keynote at 9 AM on Saturday, March 24 in Room 207.***



**Tom Hudgin**

*President, Wilmington Quality Associates*

For more than 20 years, Tom has been giving dynamic, entertaining, and informative presentations at conventions and conferences for numerous associations nationwide resulting in positive feedback and invitations to return. Having been one of the co-founders of the multi-million dollar company Glaxo (now GlaxoSmithKline), his business management talks contain effective ways to beat the competition, improve customer relations, and provide better people management techniques as well as leadership skills that work. His focus is on how to be more competitive, profitable, a leader in your industry, and have delighted employees and customers. ***See Tom's two seminars at VDTA: 9 AM on Sunday, March 25 in Room 206 & 12:15 PM on Sunday in Room 206.***

# Tacony Corporation Announces Three New Executives

Tacony Corporation has added three new executives to its leadership team: Chief Operating Officer Brian Kearins, Vice President of Human Resources Nicki Godare, and Senior Vice President of Commercial Floor Care Todd Corrigan.

Kearins comes to Tacony from Star Manufacturing, where he served as Division President. His work experience also includes a previous position at Duke Manufacturing, a family-owned private company with a global customer base.

"Duke's strong family values and culture are similar to Tacony's and that's what drew Brian here," said Tacony Corp CEO Kristi Tacony Humes. "His work ethic, goal-oriented focus, and vision for success will undoubtedly be great assets to our culture."

Kearins also has a cost accounting and an economics background with a Masters in Business Administration. He was a plant controller and had responsibility for sales and business development in prior roles.

Joining Tacony with a career that began over 20 years ago at Hewitt Associates Consulting in Chicago, Godare has worked for multiple companies with a global presence. She has extensive experience in design, delivery, and implementation of world-class HR programs. Tacony Corp is proud to have Nicki as part of the Tacony team.

Corrigan comes to Tacony with more than 25 years of experience in the durable goods and apparel industries. Formerly of Fontem Ventures, startup apparel company Peds Legwear, and a decade with Electrolux, Todd brings his expertise in global sales, marketing, and product leadership to his role. Todd's focus on grown and teambuilding will be a tremendous asset to the Tacony organization.

**About the Company:** Founded in 1946 by Nick Tacony, Tacony Corporation is a privately held manufacturing and distribution company operating in four strategic business units: sewing, home floor care, commercial floor care, and ceiling fans. With more than 650 associates in 13 offices around the world under the leadership of CEO Kristi Tacony Humes, Tacony's mission is to create long-lasting relationships that are based on trust and feel like family. For more information, visit [www.tacony.com](http://www.tacony.com).



**Brian Kearins**  
*Chief Operating Officer*



**Nicki Godare**  
*Vice President of  
Human Resources*



**Todd Corrigan**  
*Senior Vice President of  
Commercial Floorcare*



# ***I Want to Be Different, I Want to Be Changed***

*"I wanna be different  
I wanna be changed  
'Til all of me is gone  
And all that remains  
Is a fire so bright  
The whole world can see  
That there's something different  
So come and be different  
In me."*

These are the words of a popular Christian song by Micah Tyler.

In last month's article, we touched on "Overcoming Evil with Good." The Holidays and the start of the new year are always a great time for reflection. This last Holiday Season I volunteered some hours working with the homeless. Bismarck has recently lost our homeless shelter, and our local United Way is housing the less fortunate at a local motel until another solution is found.

A few of us are doing intakes for the homeless on a rotating basis. It's been good for me as it has softened my heart a little more for the plight of those with housing struggles. With our local United Way and other agencies getting involved, it has helped to unify the effort, and we now are moving closer to a more permanent solution.

***"So, you might ask,  
'Isn't 5% too much to  
be taking off the top  
and giving away?'"***

Doing nightly intakes for the homeless has been rewarding and a great way to give back to our community. There was the 23-year-old mom with 3 kids who checked in. She was staying with relatives, but her living situation before becoming homeless was terrible.

There was also a woman who, when asked the required question of where she stayed last night, said, "On the street." The temperature was "North Dakota" nice, but still below freezing. Then there's the gentleman who has a minimum capacity to care for himself, out on the streets.

Each night these people and many more were fed, checked into the program, given taxi vouchers, and then transported to the motel. Not everyone who came was provided with housing, but most who showed up were truly in need. Qualifying questions included if they could pass a breathalyzer test, and checking for outstanding arrest warrants. Yes, some were found...

Working with the homeless in this manner has furthered my understanding of what it's like to be truly down and out, and has given me the resolve to work in our community to expound on something that keeps coming back to me, "Homeless Shouldn't Be Hopeless."

It's been said that in the hardest times of our lives, we are reminded to be grateful for what we have. It could always be worse. Look around and you will see hurting people, depressed people, people living in poverty, hungry people, lonely people, and many more people who just plain have it worse than you do.

Wait a minute. Is this one of Jim's "lift yourself up and move forward" talks? Before you stop reading, I want to say there IS a tie-in with business here. Read more.

Each month in 2017 we had been taking 5% of our machine sales and donating it to the Community Meal Project that Cindy and I are spearheading. We have also donated a portion of that 5% to The Banquet, an existing free meal we are working to expand. In the 4<sup>th</sup> quarter we also undertook our Love Bears charity sewing project. Over 1,000 Love Bears were produced with each one going to a local child in need.

So, you might ask, "Isn't 5% too much to be taking off the top and giving away?" It took a little while to build, but since we started giving 5% of machine sales to our community through the Community Meal Project, our sales and gross profit have both increased. The slowdown in North Dakota's oil economy and a drought affecting the surrounding farm and ranch economy had hurt our sales in 2015 and 2016. In 2017, promoting things like the Love Bears and donating 5% of our machine sales has created extra sales to more than make up for it. We went from a dismal 2015/2016 to a very respectable 2017 - PLUS we did some really great things in our community.

In other words, donating 5% of our gross machine sales to charity has been good for our business and for those in need. I challenge everyone reading this to get out of the comfort zone and try something similar. You'll be blessed in more ways than one!

*-Jim*

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



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



# *Recognizing Our* **Associate Members**

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

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

# 6 Things it Takes to Really Stand Out and Succeed in Business Today

*One CEO shares how what he's learned from the tennis court to the boardroom in order to succeed in business*

While top executives may work in every industry, they are not all the same and they don't all achieve the same level of success. What it takes to make it big in today's business world differs in some ways from generations prior.

Today, we live in a fast-paced, technology-driven world, where many of the rules have changed. Keeping up with them is one way to increase chances of being successful, but it's not the only way, as those who have achieved a high level of business success today can attest to.

"In today's business world everyone has the ability to be an influencer, because of the high-tech world we live in," explains Neel Grover, the founder and Chief Executive Officer of Indi. "It's important for those in business to see the trends and be open to trying out new ways to market. When you can tap into that and bring with it your business savvy skills, you will be bound for success."

The business savvy skills that have helped Grover are ones that he has learned both on the tennis court and inside the boardroom. Currently ranked #1 in the U.S. in Men's Doubles in his age group, he has had a lot of success on the tennis court and off. In the boardroom, he's currently the founder and CEO of Indi.

With Indi, the site allows anyone to create shoppable video that can be posted into social media, leading to retailers' websites for direct purchases, which then provide a commission to the content creator. Indi allows anyone to become an influencer, creating and posting videos about products. People love to watch videos about the products they are considering purchasing, so the concept offers huge potential for businesses.

A serial entrepreneur, Grover was previously the chief executive officer for Rakuten.com, Buy.com, and Bluefly.com, where those companies sold over \$5 billion worth of products while competing against Amazon.

**6 things he has learned that it takes to succeed in today's business world include:**

## Effective management skills

Managing and effective managing are two totally different things, and most people don't know the difference. An effective manager has a wide skill set that includes such things as the ability to delegate, team build, manage time, and set the example of what is wanted out of employees. Effective managers know how to bring out the best in their team, put the right people in the right positions, and can make difficult decisions when it comes time to.

## The right attitude

Many top companies are beginning to realize that attitude is more beneficial to a company than skills and experience are in many cases. While you can teach skills, you can't teach someone to have a great attitude. Those who do business with a great attitude will have a better chance at achieving success than those who don't. The right attitude will help attract success and the

people and opportunities to help make it happen.

## Millennial understanding

According to the Pew Research Center, millennials are the largest generation in the U.S. workforce. This is important, because those who want to succeed as a top executive will need to have an understanding of this workforce group. They tend to be a bit different from other generations when it comes to what they want out of work. *Gallup* reports that the attitudes and preferences of millennials may profoundly reshape workplaces in society. They not only report that they want jobs that engage them, but they want to feel connected to them, and they are a group that is comfortable pushing for change.

## People skills

A lot of business success comes from outside the office. It takes place on tennis courts, golf courses, and at dinner parties. Having great people skills helps to create and strengthen relationships with a lot of people. Many of those connections can in turn be beneficial at some point.



### Finding balance

All work and no play can create burnout, which won't help anyone become more successful. Striking the right balance is important for any top executive who wants to be successful. There's a time for work, and then there is a time to play. Taking the time to do things outside of work that you enjoy will make you that much more effective once you head back into the boardroom.

### Think creatively

Being able to think of new ways to step up your game is going to do a lot to help lead you down the path toward success. For example, in today's high-tech world, small businesses that create a virtual sales force and influencer team to help market their products are seeing a great return on their investment. Also, those businesses who team up with and help support charities see good things in return as well.

"People may see a game of tennis, but I know that getting that tennis time into my life makes me a better CEO, too," added Grover. "There's a lot that goes into being successful in business, but it's a challenge that I enjoy. I'm looking forward to even more success now with Indi. When you believe and work hard, the sky is the limit!"

Many of the lessons Grover has learned on the tennis court are ones that he's been able to put to good use in the boardroom, too. Being a great tennis player calls for having solid mental skills, physical ability, courage, discipline, and problem solving skills. These are skills that are also necessary in the boardroom. He uses these skills daily, focusing on helping people make connections, while promoting brands, and giving everyone the ability to become an influencer.

Indi has over 100 million affiliate products, featuring major name brands such as Canon, Nike, Adidas, Target, Best Buy, Amazon, Zales, Walmart, The North Face, Vanity Planet and many more. Users on the site are able to create authentic content and share it into their social stream. Companies such as the Denver Broncos, "America's Got Talent," Domino's, and Starbucks have partnered with Indi and are using their platform to greatly increase their social media engagement and influence, all without using paid promotion. Indi has made it possible for companies to turn employees and customers into brand ambassadors, allowing them to post video reviews of products and earn a commission when somebody clicks through their unique link and makes a purchase at the retailer's website.

The Indi co-founders and much of the team have been together for years since they were one of the only ecommerce companies to have multiple consecutive years of profitability competing with Amazon. For more information on Indi and the options available to individual influencers, companies, and consumers, visit the site at: <http://indi.com>.

**About the Company:** Indi is a video engagement platform that is revolutionizing the online buying world. The platform gives people the ability to earn money from posting video product reviews, which help consumers make buying decisions and give brands the ability to turn their most loyal customers and employees into a trackable commissioned virtual sales force. The site is used by major brands and by people around the world. Based in Irvine, Calif., Indi brings together influencers, shoppers, and thousands of brands, all through the use of helpful videos and creative marketing "challenges" to move people to buy. Start your Indi channel today at <http://indi.com> or get social @ [indichallenge](#) on Instagram, Facebook and Twitter.

### Sources:

Gallup. What Millennials Want from Work and Life. <http://news.gallup.com/businessjournal/191435/millennials-work-life.aspx>

Pew Research Center. Millennials surpass GenXers as the largest generation in U.S. labor force. <http://www.pewresearch.org/fact-tank/2015/05/11/millennials-surpass-gen-xers-as-the-largest-generation-in-u-s-labor-force/>





# Giving it Your Best Shot

***“The only person you are destined to become is the person you decide to be.” ~Ralph Waldo Emerson***

I have trained trainers and employees all over the world and have taught them to believe in themselves and their abilities. I have written several books to spread the word about service strategies and the effect it has on your company, your employees, your customers, and your bottom line. One of my favorite sayings is by the late Zig Ziglar: *You can have everything in life you want, if you will just help other people get what they want.*

The biggest difference I've noticed between successful people and unsuccessful people isn't intelligence or opportunity or resources. It's the belief that they can make their goals happen. What you believe influences the way you interpret events, how you feel, and how you behave. And much of the time, those beliefs turn into self-fulfilling prophecies.

Use a skill called “acting as if.” According to Jack Canfield, co-creator of *Chicken Soup for the Soul* and author of *The Success Principles*, by acting “as if,” you will become the kind of person who is capable of creating the success you want – and this will trigger your subconscious mind to find creative ways to achieve your goals. You will start noticing anything that will help you succeed. Best of all, you will start acting on these opportunities, because you will have the confidence that your efforts will yield great results.

You are a “Brand.” Write down all your positive attributes. Ask parents, ask siblings, ask friends what they like most about...you. That's you, that's “Brand You.” Now, just act like it and dress like it. That doesn't mean you need to be a phony; instead, behave in a way that follows these simple concepts:

**Belief:** Believing in yourself is all about being sure that you are going to do what you want even if others stand against you. Remember, it's YOUR goal – not your brother's, not your best friend's, not your parent's. Don't waste time focusing on what others think; it's what you believe, so take control and use positive thinking daily. Watch yourself becoming more successful and getting closer to the prize.

**Dedication:** It's part of your makeup. It's part of the way you do things. Remember that all successful people have been dedicated to what they are doing. So should you. Write it down and look at it every day.

**Focus:** It's a focal point that you aim for. For example, the object in target shooting is to aim for the center. The same standard applies for success. Successful people call these centers their goals.

**Skill:** It's the right combination of skill sets in order to be great – in order to be successful in whatever you have chosen as your path to make a difference in the world. If you are going to be the best on the rodeo circuit, you will have to master the skills necessary to stay on that horse and get back up without fear.



***“You weren't an accident. You weren't mass produced. You aren't an assembly-line product. You were deliberately planned, specifically gifted, and lovingly positioned on the Earth by the Master Craftsman.”***  
~Max Lucado, Best-selling author



**You are a “Brand.”**  
**Ask parents, ask siblings,**  
**ask friends what they like most**  
**about...you. That’s you, that’s**  
**“Brand You.”**

I constantly remind employees and clients that it’s about *your* life. It’s about succeeding in whatever *you* choose to do. It can be anything you dream of. It’s about taking chances, being proactive, and being ready. Great things are not going to happen for you unless you believe it, see it in your mind, and focus on that goal.

Keep your eye on your goal...your prize. The success you’ll enjoy will be because you have helped other people get what they want. Plus you will recommit to the people and passions important in your life.

#### 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. He is considered to be one of the foremost authorities on service strategy, success, empowerment, and customer service. John’s monthly strategic newsletter is available online at no charge. He can be reached on Facebook, LinkedIn and Twitter.



**Repeat after me: “I believe in myself. This confidence has made the difference for me again and again. I didn’t need intelligence or opportunity or resources. Just a simple belief in myself.”**

~John Tschohl



## CWP Specialty Brushes... Ready for life’s dirt!

The Spotty



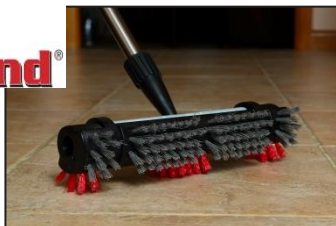
### Carpet and Tile & Grout Cleaning

Combines the best of the Tile Diamond and Rug Renovator in 1 brush!



No more cleaning on your hands & knees!

Tile Diamond®



### Tile & Grout Cleaning

- Gray bristles to clean tile surfaces – Scuff marks
- Red bristles to clean deep into dirty grout lines

**Available from your distributor**

Rug Renovator



### Carpet Cleaning

- Soft bristles for spot removal – Footprints & Kid’s spills
- Stiff bristles for deep cleaning – Pet & Wine stains

**CWP TECHNOLOGIES**  
**The Professionals’ Choice**  
 3881 W. 150<sup>th</sup> St. Cleveland, OH 44111  
[www.cwptechnologies.com](http://www.cwptechnologies.com)

# BISSELL® Releases the Pet Hair Eraser® Lift-Off® Upright Pet Vacuum Designed for Homes with Pets

*2-in-1 vacuum “lifts off” from an upright to a canister vacuum*

A pet is a wonderful addition to a family, but dealing with the hair and messes they leave behind can be frustrating. To help households combat these pet-specific problems, BISSELL, the number 1 Brand in Floor Care Appliances in the USA\*, is introducing the Pet Hair Eraser® Lift-Off®, an upright pet vacuum with a detachable, portable canister.

The Pet Hair Eraser Lift-Off is engineered specifically for homes with pets and combines the power of an upright vacuum with the cleaning convenience of a lightweight, easy-release portable vacuum. Safe for use on carpet, hard floors, and upholstery, the Pet Hair Eraser Lift-Off makes cleaning up pet hair, dirt, dander, and odors easier with several features designed for pet messes.

Pet owners can clean up pet hair without worrying about hair getting wrapped around the brush roll, thanks to the Pet Hair Eraser Lift-Off's innovative Tangle-Free Brush Roll. Its extension wand with specialized pet tools cleans in tight corners that traditional vacuums can't, and the SmartSeal Allergen System™ with Febreze® helps capture allergens and eliminate pet odors. When users are finished cleaning, they can use the Hands-Free Empty canister to drop the hair, dirt, and debris straight into the trash without needing to touch the yuck.

“Many of us are pet parents at BISSELL so we know pet messes aren't limited to just main traffic areas. We needed a vacuum that could be transported to areas like the stairs, the couch, and other spots in our homes our pets frequent. The Pet Hair Eraser Lift-Off gives busy families, including mine, the smart tools they need to help keep their homes clean and free of fur,” said Nick Ellis, Vacuums Senior Brand Manager.

## The key features of the Pet Hair Eraser Lift-Off include:

- **Tangle-Free Brush Roll**, eliminating the need to deal with the inevitable hair wrap that forms on an ordinary brush roll.
- **Hands-Free Empty canister** featuring a cyclonic spooling system so the hair and dirt drops easily into the trash.
- **Edge-to-edge Suction and SuctionChannel Technology™** create a direct suction path that maximizes pet hair pick up.
- **SmartSeal Allergen System with Febreze** that helps capture dust and allergens and eliminates pet odors to make your home smell fresh and clean.
- **Specialized Pet Tools** which help remove pet hair anywhere in your home.

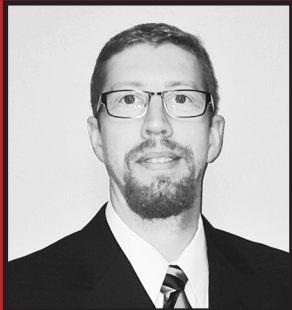
To learn more about Pet Hair Eraser Lift-Off, please visit [www.bissellpetvac.com](http://www.bissellpetvac.com). The Pet Hair Eraser Lift-Off is available at retailers nationwide with a MSRP starting at \$299.99.

**About the Company:** For 140 years and counting, Michigan-based BISSELL Homecare, Inc. has developed innovative floor care solutions that make cleaning easier. As the number 1 Brand in Floor Care Appliances in the USA\*, BISSELL understands that fuller lives often mean more messes, and that convenient cleaning tools help us embrace life's messier moments. Now in its fourth generation of family leadership, the company supplies households across the globe with vacuums, sweepers, carpet-cleaning machines, hard floor cleaners and cleaning formulas. For more on the BISSELL complete line of floor care products, visit [www.bissell.com](http://www.bissell.com).

\*Source: The NPD Group, Inc. / Consumer Tracking Service, unit share, 12ME June 2017

*Febreze and related trademarks are owned by the Procter & Gable Company, Cincinnati, Ohio and used under license by BISSELL Homecare, Inc.*

# BRINGING YOUR PRODUCTS TO LIFE



**A floorcare seminar by:  
Travis Hickey & Chris Black**

## **An Art:**

*Filled with live  
examples, store  
situations, &  
definitive answers  
to growing your  
in-store retail  
business!*

**VDTA  
MUST-SEE  
SEMINAR!**

**Don't miss the  
chance to learn  
from the best!**

**March  
2018,  
Charlotte,  
NC**

## **Where:**

**Room 206  
Charlotte Convention Ctr**

## **When:**

**11:30 AM - 12:30 PM  
Saturday, March 24  
VDTA•SDTA Show 2018**

**Mark this seminar on your calendar, and  
register to attend the VDTA Show today!**

**Go to [VDTA.com](http://VDTA.com) and click  
"Convention," call 800-367-5651,  
or fill out the form on page 31**



# Learn from the BEST!

## The Wisdom from Sales Champions of HIZERO

### Dealer Store:

Stuart's House of Vacuums, Billings, MT

#### **Please give a brief introduction about yourself, and how many years you have been in this business:**

I have been in this industry for 22 years. Actually on Friday, October 13, 2017 we celebrated the 22nd anniversary of our store. Our family saw this business opportunity and bought this vacuum store from the original owner. In total, this store has been around for 48 years.

#### **How is your customer base formed? Where are they located in general?**

We have a customer base within a 100 mile radius. But we also have customers visit us from as far as Wyoming, since the communities here are decentralized.

#### **Please give us some comments about HIZERO's product from a dealer's perspective:**

We have dreamed about a product as such for many years since hard floors are getting more and more popular. And most hard floors are higher maintenance, because they tend to get dusty all the time while carpet won't show dust. Customers are craving a product that easily handles cleaning, wet and dry, on hard floors. When we showed the demo and explained to them that cleaning an area of 1000 sq ft only takes 10 minutes, they were all surprised.

#### **What are the key elements that drive consumers to buy this new, innovative product in your opinion?**

Cordless. Cordless is one of the most important features of the HIZERO product. Just grab it and clean away. It makes the cleaning process so simple. Besides, unlike other cordless vacuums, it has a longer battery runtime.

### Interviewee:

Sandy Rumsey Berkshire

#### **Before you demo to potential customers, how do you attract them to visit your store?**

A few days after we received the first HIZERO product, we started posting spontaneous videos on our Facebook page and YouTube channel, trying to introduce it to everyone, not just in our area but beyond. The first product was sold to my son's friend, and he told his friends, and I quote - "You have to see this!" He spread the word to his community. We also post ads in magazines such as *Yellow Stone Valley Woman*. We traded one of the HIZERO products as an advertising endorsement. We also do TV commercials on the ABC TV channel locally... I do think the money is well spent on advertising... A fun fact is that most of HIZERO's customers are new customers. It has brought more customer traffic to my store!

#### **Please share a real-life case where you encountered some obstacle trying to sell the HIZERO product, and how you successfully overcame it:**

Well.... It's hardly an obstacle because everyone we show the demo to is impressed by its performance, but not everyone will buy (on-site) of course. Sometimes a customer would say, "I need to talk to my husband, and tell him I want this for Christmas." Or customers occasionally say the price is a bit over their budget. To overcome these obstacles, we just bring up its positive points: all the benefits, the cordless feature, how it saves a lot of time. Overall, customers are not saying they won't buy. It's just a matter of the timing and budget, nothing about the product. The product is great!

# HIZERO®

## Dealer Store:

Erv's Vac Shop, Goshen, IN

### How many years you have been in this business?

I've been in this business for 23 years. I took it over from my father once he decided to retire. Our store has been in existence for about 40 years.

### Please give us some comments about HIZERO's product from a dealer's perspective?

When we talk about a new product, the first thing we are looking for is uniqueness. Does any other product have a similar function in the market? The second thing is availability. If a consumer could easily have access to this new product on Amazon or another retailer's chain stores, it will not be beneficial to independent dealers. Yes, selling a product with less brand recognition may seem like a risk, but it is a great opportunity as well.

First of all, HIZERO's product demonstrates very well; it has all the functions to fulfill all consumers' needs. Secondly, since more Americans are switching from carpet to bare floors, HIZERO will make a great success. From a dealer's perspective, we don't like selling a brand that has already been sold in bigger retail stores, because we have to compete with low prices. By working with some new product, dealers are able to earn decent money from it. And because a dealer's business is kind of an education business, we teach consumers how to use brand new product like the HIZERO. Our main strength is selling new product.

**“A fun fact is that most of HIZERO's customers are new customers. It has brought more customer traffic to my store!”**

## Interviewee:

Chris Black

### How do you find your potential customers efficiently and precisely?

We arranged a special area near the sales counter for HIZERO. We also try to demo to every walk-in customer. We first ask the customer what kind of product they are looking for, and if they have bare floors at home. Then we introduce the HIZERO by saying, "You have to check this out, I bet you haven't seen anything like this before." As long as they are listening, that means they are interested.

### What kind of sales have you received with the HIZERO? How do you overcome rejections?

The truth is 99% of customers won't buy on that day, because after all it is a \$500 product. As for rejections because of the price, the product is for sure worth every dollar. To overcome rejections, we try to do a quick demo to everyone, and by spreading the word to as many audience as possible, we have achieved a group of loyal customers. They will come back with their family and friends, more ready to buy. We are always looking for the "word of mouth" effect.

### Do you have any advice or suggestion to HIZERO?

I think what you guys are currently doing is great, by working with VDTA, by cooperating with independent dealers. Independent dealerships are a very valuable partner. Because when you are trying to sell some high-end product to the market, you will need dealers' help to show consumers how to use it. I would say if some indoor marketing materials are available from your side, it would be very helpful to build up the brand image. Also regarding the cleaning solution, I know you guys have developed a special detergent to deal with stains. We are counting the days before we get our hands on the detergent. My suggestion to HIZERO's future strategy is keep doing what you are doing and focus on the dealers' distribution network.

# 20 & 30 Year Members

**VDTA•SDTA Members to be Honored  
at The 2018 Charlotte Convention**

## 20 Year Members

### Independent Dealer Members

**Aavac Center**

Rogers, AR

**Badger State Enterprises Inc**

Chippewa Falls, WI

**Bagdon's Vacuum**

Baltimore, MD

**Bolts in the Bath Tub**

Lancaster, CA

**B-Sew Inn LLC**

Muskogee, OK

**Cadillac Vacuum Sales & Service**

Cadillac, MI

**California Sewing & Vacuum**

San Jose, CA

**Daines Cotton Shop**

Salt Lake City, UT

**Dale's Sales & Service**

Greenville, SC

**DESCO Appliances Inc**

New York NY

**Issaquah Sewing & Vacuum**

Issaquah, WA

**Low country Vacuum & Sew**

Charleston, SC

**Luedke's House of Sewing**

Princeton, WI

**Michael Pupek Co**

San Juan, PR

**Redland's Sewing Center**

Redland's CA

**Rich's Sewing & Vacuum**

Salem, OR and Albany, OR

**San Bernardino Sew-Vac**

San Bernardino, CA

**Sew Right Sewing Machines**

Bayside Queens, NY

**Suncoast Vacuum & Appliance**

Port Charlotte, FL

**Vacuum Center of Salinas**

Salinas, CA

## 30 Year Members

### Associate Members

**H-P Products Inc**

Louisville, OH

### Independent Dealer Members

**A-1 Vacuum Center Inc**

Green Bay, WI

**Ace Parts Company**

Ashtabula, OH

**Casa De Las Aspiradoras Inc**

Bayamon, PR

**City Wide Vacuum**

Salt Lake City, UT

**Columbus Vacuum & Sewing Center**

Columbus, MS

**Queen Vacuum & Sewing Mach Co**

Red Bank, NJ

**Regina Vacuum Service Co**

St. Paul, MN

**Richmond Vacuum Systems LLC**

Richmond, VA

**Sewing Machine & Vacuum Outlet**

Ridgeland, SC

**Smitty's Sew-N-Vac**

Sterling, IL

**Sun Sew Vac**

Alexandria, VA

**The Machine Shop**

Highland, IL

**The Vac Shop**

Mt. Vernon, OH

**Yaple's Vac & Sew Ctr**

Erie, PA

## Awards Presentation:

Friday, March 23  
6:30 PM, Room 207  
Charlotte Convention Ctr.



# Are You Properly Protected?

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

- General Liability (Business Owners Policies)
- Business Property/Inventory
- Business Auto
- Professional Liability (E&O)
- Management Liability
- Workers' Compensation
- Cyber Liability
- Surety Bonds
- Umbrella

## Benefits of VDTA/SDTA Liability Insurance:

- Deductible options ranging from \$500 to 10,000
- Premiums starting as low as \$500/year
- Liability up to \$4,000,000
- Coverage for firms of all sizes
- A.M. Best A+ rated carriers
- Worldwide coverage
- Interest free payment plans

VDTA/SDTA members have access to an experienced team who understands industry specific insurance products.

**Don't get caught unprotected.**



# Productivity Tip for Work: Know Your Brownie Tasks

When audiences ask me for an easy productivity tip, I tell them to think about their sweet tooth. In a lot of cases, they're performing what I call, brownie tasks, things that take up time and don't add a lot of value.

“It's possible to stay busy all day and accomplish very little.”

I first encountered brownie tasks while I was the Executive Director of a professional ballet company. At the time, money was extremely tight due to the recession and many donors had empty pockets thanks to the Bernie Madoff scandal.

An extensive fundraising campaign was our way to keep the doors open and the dancers dancing. From grants to donations, every avenue of support was pursued.

The possibility of the business closing motivated some parents of dance academy students to hold a bake sale. While they felt this was the sweet solution to our problems, I knew it would be more like Sweet'N Low, momentarily satisfying but otherwise lacking.

Here's the productivity tip for work that the parents hadn't considered. While a bake sale is fun, tasty, and a source of revenue, its potential impact on the financial problem is limited. At best, we would generate roughly \$100 from the event.

The company's expenses soared higher. Monthly payroll was more than six figures and just one pair of pointe shoes, which a ballerina could wear out after one performance, cost \$125.

The effort, while greatly appreciated, would hardly have an impact on the bottom line.

You can be tempted to jump in and help with brownie tasks. I could have spent hours baking, putting up signs, and selling the food. While all would have helped the cause, would they have mattered in the big picture?

I realized my involvement with the bake sale needed to be limited to buying a couple of cookies. My attention needed to be on obtaining significant sources of funding.

On the job, what are your brownie tasks? How much time are you spending on things that are enjoyable but don't play a major role in your big picture goals? Over time, these activities can sneak onto your schedule and leave you wondering why you're not more productive at work.

It's possible to stay busy all day and accomplish very little. While a brownie tastes good, it shouldn't be a major part of your diet.



## About the Author:

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



# McHardy Vacuum Moves into GTA Market

McHardy Vacuum, a boutique vacuum sales and repair store with over 70 years of industry experience, officially opened a third location in Oakville, Ontario on Friday, December 1. The London-based company brought out Oakville's finest: Rob Burton, the mayor of Oakville, for the grand opening.



"Small businesses are vital to the success of the economy. They encourage innovation and create employment opportunities," said Mayor Burton. "I wish all the best to McHardy Vacuum as they plant roots here in the town of Oakville."

The Oakville store, located at 2379 Trafalgar Rd in the Trafalgar Ridge shopping centre, is the London-based company's first foray into the Greater Toronto Area.

Doors opened at 9 AM to the public, and the day was chock-full with events including a drawing to win a Dyson V6 stick vacuum and Miele C1 Classic canister vacuum; industry experts from Miele, Dyson, and Electrolux available to answer any questions and demonstrate the latest trends in cleaning; plus treats and coffee from some local shops.

McHardy's owner Graham Stuart says the decision to expand to Oakville was a no-brainer. "When it came to deciding on where to expand, the decision was easy," Stuart said. "We knew that one of our largest client areas was in the Halton and Mississauga

region, based on the data from our successful eCommerce store, McHardyVac.com." Stuart said he hopes the company can continue serving the Halton area for years to come. "The space in the Trafalgar Ridge shopping centre, previously occupied by long-time tenant Halton Vacuum, became available when Al and Darleen Elliot retired. We partnered with them in order to continue their legacy of Halton's top choice for central vacuum systems and vacuum service. We are now able to offer all types of vacuum cleaners on top of Canada's most popular central vacuum, BEAM."



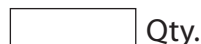
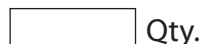
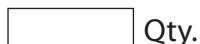
As one of Canada's premier vacuum experts, McHardy Vacuum carries the best brands in the industry. From Dyson, Miele, and Electrolux to BEAM central vacuums, customers are sure to find the best vacuum cleaner that fits the needs of your home.

**About the Company:** Since 1946, McHardy Vacuum has offered the finest available cleaning products and service to all of their clients. Their professional and knowledgeable staff create a relaxed, peaceful and fun atmosphere in which to shop.

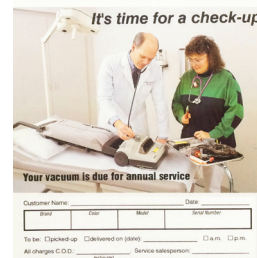




## BROCHURES



## REPAIR TAGS

[illegible]

Qty.

## MACHINE LABELS

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

Qty.

See full postcard & brochure content online at [VDTA.com](http://VDTA.com)

# ORDER FORM

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

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

Address:

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

Phone: Fax:

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

☐ MasterCard      ☐ VISA      ☐ New Member - 250 Free

CreditCard#: Exp.Date CVV#:

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

Credit Card Billing Address:

**Fax your order to 515-282-4483**

Total \$

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

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

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

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

## POSTCARDS

100 @ \$10  
250 @ \$20  
500 @ \$25  
1000 @ \$45

## MACHINE LABELS

**BROCHURE**  
1000 @ \$20  
2000 @ \$30

## REPAIR TAGS

500 @ \$75

## SHIPPING COSTS

**POSTCARDS**  
Up to 300 @ \$9  
400-1000 @ \$11

## BROCHURES

1000 @ \$11  
2000 @ \$14

## REPAIR TAGS

1000 @ \$10



S u c c e s s  
is **knocking** on  
your **DOOR**

**at the 2018**

**VDTA.SDTA Trade Show & Convention**

*in conjunction with the*

**First Annual Quilt Retailer Trade Show**

**Read on for information about**

special events

exhibitors

speakers

classes

**Wholesale!**  
**For Independent**  
**retailers!**

**and more!**



# DRIVE UP YOUR SALES IN CHARLOTTE!

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

March 24-26, 2018  
Charlotte, NC

Specialty classes  
begin March 22

*At the Charlotte Convention Center*  
501 S. College Street, Charlotte, NC



Plus factory tours at some of the area manufacturing facilities and the VDTA•SDTA Industry Awards Presentation on Friday evening at the Convention Ctr.



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



**VDTA•SDTA:** 800-367-5651 • [mail@vdta.com](mailto:mail@vdta.com) • [www.vdta.com](http://www.vdta.com)



# 2018 VDTA•SDTA Int'l Trade Show & Convention

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

Register  
TODAY!

## Registration Info:

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

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

Address \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

☐ **Yes, I want to become a member and pay a rate of \$130, waiving my 2018 convention registration fee.**

### CLASSIFICATION

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

### PRODUCTS SOLD

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

## CONVENTION FEES

All fees in U.S. Dollars

\*Fee for each additional person

### Independent Dealer

Member: \$30/\*\$20

Non-Member: \$175/\*\$30

### Manufacturer/Distributor

Assoc. Member: \$750/\*\$250

Non-Member: \$1200 each

Convention fee \$ \_\_\_\_\_

Membership fee \$ \_\_\_\_\_

**TOTAL DUE**

→ \$ \_\_\_\_\_

## PAYMENT

- ☐ Check    ☐ Visa    ☐ MasterCard  
(Payable to VDTA•SDTA)

I authorize a charge of \$ \_\_\_\_\_

CC# \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CCV#: \_\_\_\_\_

Name on card: \_\_\_\_\_

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

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

## Return form to VDTA•SDTA

**Mail:** 2724 2nd Ave; Des Moines, IA 50313

**Fax:** 515-282-4483 • **E-mail:** mail@vdtatrade.com

For more info, **Website:** VDTA.com **Phone:** 800-367-5651

Issued 12/7/17

## Badge Names

Use additional paper if more space is needed for badge names.

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

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

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

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

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

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

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

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

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

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

## TRADE SHOW

Charlotte Convention Ctr  
Hall B & C  
501 S. College Street

## AWARDS PRESENTATION

Friday, March 23  
6:30 PM, Room 207  
Charlotte Convention Ctr

## HOTEL INFO

The Westin Charlotte  
601 S. College St  
Ph: (866)-837-4148

## Cut-off date: Feb 15, 2018

Hyatt Place-Dwtwn  
222 S. Caldwell St  
Ph: (704) 227-0500

Visit [VDTA.com](http://VDTA.com) for web links & Group Codes for booking

## THURSDAY, MARCH 22; PRE-SHOW CLASSES

- ☐ **RNK Classes:** Hands-on Quilt-a-Rama; Riding the Digital Cutter Wave to the Bank; New Embellish™ Dealer Program; Introducing Embellish™ Maker Software; What's New in FTC-U, for FTC-U retailers. **Pre-register by calling 865-549-5115**

## FRIDAY, MARCH 23; PRE-SHOW CLASSES

- ☐ 1 PM, PowerHouse Roundtable by Dealers for Dealers  
☐ 6:30 PM, Awards Presentation, Room 207. Following awards, attend the Industry Cocktail Reception.

## SATURDAY, MARCH 24

- ☐ 7:30 AM - 8:45 AM, Rise & Shine with DIME  
**To pre-register call Wayne Walker at 918-207-7735**  
☐ 9 AM, KEYNOTE: Dave Ferguson, *The Leader's Coach*  
☐ 10:15 AM, DIME Prime New Product Reveal  
**To pre-register call Wayne Walker at 918-456-1973**  
☐ 1 PM, Success Studios

## SUNDAY, MARCH 25

- ☐ 9 AM, The Key to Superior Customer Service with Tom Hudgin  
☐ 9 AM - 2 PM, YOU Can Create an Online School & Course with Cindy Cummins, DIY Style. Cost (\$) TBA.  
☐ 12:15 PM, Self-Motivating Work Environments with Tom Hudgin  
☐ 5:30 PM, VDTA/Epstein Charity Fun Night. Spectators watch free!

# Classes at VDTA 2018!

Schedule is subject to change. For updates, visit [www.vdta.com](http://www.vdta.com)

## THURSDAY, MARCH 22 – PRE-SHOW

9 AM - 11 AM

Room 203B

### Hands-On Quilt-A-Rama

Instructor: Kathi Quinn and Judy Fredenburgh, RNK Distrib.  
Open to ALL Retailers

If you own a Sewing Machine Business and you are not offering Quilter's Select products by Alex Anderson, you may never reach quilters in your market. If you are a Quilt Shop that doesn't sell machines and you are not carrying QS products, you may never reach a segment of your market that embroiders. Let us show you how easy it is to make quilters out of embroiderers and embroiderers out of quilters! You will get your hands on all the toys Alex has designed for quilters and experience the lusciousness of her threads as you take your turn stitching one of her favorite new project designs.

11:15 AM - 12:15 PM Room 203B

### Riding the Digital Cutter Wave to the BANK!

Instructor: Hope Yoder and Judy Fredenburgh, RNK Distributing  
Open to ALL Retailers

Come experience THE product that helped dealers sell over \$500,000.00 in digital cutters and over a Million (\$1,000,000!) in related products last year. Reach a segment of your market that doesn't sew, quilt, or embroider with our select Craft N Cut Software, plus add another profit center to your business.

**LUNCH 12:15 PM - 12:45 PM: Lunch will be provided for those remaining for the RNK 12:45 PM class. Must be pre-registered by calling RNK toll free at 877-331-0034.**

12:45 PM - 1:45 PM

Room 203B

### Introducing The Embellish™ Dealer Program

Instructor: Ricky Brooks and Hope Yoder, RNK Distributing  
Open to ALL Retailers

We will explain the sellable difference in each Embellish™ product - what separates it from Floriani or any other brand and why any independent business owner should consider adding the line. As with all RNK brands, Embellish™ will only be sold through independent retailers. RNK has an entire team of exclusive Embellish Educators, trained & ready to introduce your staff and consumers to this fresh and exciting line.

We're coming to VDTA•SDTA with the desire and hope to sign-up as many new Embellish Dealers as possible and book as many events as our calendar will allow. If you have been looking for a next big "thing" in our industry, DON'T MISS Embellish™!

2 PM - 3:15 PM,

Room 203B

### Introducing The Embellish Maker Software

Instructor: Hope Yoder, RNK Distrib.  
Open to ALL Retailers

You've heard the buzz about Hope Yoder's new product line for crafters, embroiderers, and quilters - Now see the software program that ties it all together. See how easy and seamlessly Hope can move from one segment of our industry to another, and with the Embellish Maker Software, bridge them all together.

Any Dealer or Dealer Staff attending all Embellish™ classes on March 22nd will receive a **FREE Embellish Maker** & "That's Not All!" Call 865-549-5115 to reserve your seat. All you have to say is "I'm coming to the party!"

Any Dealer or Dealer Staff attending all Floriani Software classes on March 22nd will receive a **FREE Floriani Total Control-U** & "That's Not All!" Call 865-549-5115 to reserve your seat. All you have to say is "I'm coming to the party!"

3:30 PM - 5 PM

Room 203B

### What's New in FTC-U

Instructor: Trevor Conquergood & DJ Anderson, RNK Distributing

Open to ALL FTC-U Retailers

FTC-U, the best-selling stand-alone software in the industry just Got Better!!! AGAIN! You won't believe what we have added this time! Included in this class will be an introduction to the new MDA-Update!

## Hotel Info VDTA•SDTA Show, 2018

### The Westin-Charlotte

601 S College St., Charlotte, NC

Across the street from Convention Ctr

Phone: 1-866-837-4148

### Hyatt Place-Dwtn Charlotte

222 S Caldwell St., Charlotte, NC

2 blocks away from Convention Ctr

Phone: 704-227-0500

Cut-off dates for **both hotels** is February 15, 2018, Room rate based on availability. Check hotel for cancellation rules.

**READ ON FOR MORE INFO!**  
**Visit [vdta.com](http://vdta.com) for instructions on how to make your reservations**

## FRIDAY, MARCH 23 – PRE-SHOW

### 8 AM - NOON Exclusive Off-Site Class!

#### How Thread is Made: A&E Gütermann Facility Tour

Transportation provided.

Limited space: 1 attendee per dealer's store

Ever wonder how thread is actually made? Enjoy a rare opportunity to visit the corporate campus of 127-year-old thread manufacturer, American & Efid, the only thread company with full scale operations remaining in the U.S. Tour their state-of-the-art facilities, learn how the quality threads in your store such as Intressa®, Maxi-Lock®, PermaCore QE®, Robison-Anton®, and Signature® are made. **Call 800-367-5651 to sign-up!**

### 8 AM - 8:45 AM Room 209B / 210B

#### In the Hoop

Instructors: DIME staff

Teach your customers how to make the most sought-after embroidery designs in the industry. *Perfect Embroidery Pro* has all the tools you need.

### Every hour, beginning at 10 AM Off-Site

#### Anita Goodesign Facility Tour

Must provide own transportation.

Limited space: 10 people per tour

A facility tour of Anita Goodesign in Charlotte, North Carolina, only 15 minutes away from the Convention Center in Charlotte. See firsthand the magic behind the making of embroidery designs with an exciting behind-the-scenes look at the entire creative process from original artwork to finished designs. Also, you will be able to meet and interact with the entire team from artists to educators to digitizers. **Tours begin on the hour and run thru 4 PM. Call 704-206-1296 to secure your spot.**

### 9 AM - 9:45 AM Room 209B / 210B

#### Turn Your Embroidery Machine into a Longarm

Instructors: DIME staff

Learn how to make custom, shape, and overall quilting designs to quilt any quilt. *My Quilt Embellisher* does it all.

### 9 AM - 9:45 AM Room 206

#### Machine Embroidery for the Modern Sewist

Instructor: Jordan McCroskey, OESD

OESD has partnered with top selling designers in the sewing industry to create new, modern machine embroidery designs. The designers and top educators from OESD will give you inspiration on how to use these collections to attract new customers to machine embroidery. Be inspired by embroidery projects and class ideas that will help to make your machine embroidery business grow!

### 9 AM - 10:30 AM Room 203B

#### My Floriani's Total Quilter

Instructor: Kathi Quinn, RNK Distrib.

**Open to ALL FTQ Retailers**

There's no other quilting software like it! None! Come see what makes it unique and easy to sell!

### 10 AM - 10:45 AM Room 209B / 210B

#### Piece in the Hoop

Instructors: DIME staff

Precision piecing has never been easier with the patented software, *My Block Piecer*. Share the top 10 piecing in the hoop tricks with your customers.

### 10 AM - 10:45 AM Room 206

#### In-Store Embroidery Education with OESD

Instructor: Jordan McCroskey, OESD

An in-store embroidery education program encompasses both employee training and consumer education. Learn how to ensure your employees are fully trained to teach, troubleshoot, and sell embroidery while also developing a series of classes to ensure your customers are completely confident in their embroidery skills!

### 10:45 AM - NOON Room 203B

#### Introducing The Embellish Maker Software

Instructor: Hope Yoder, RNK Distrib.

**Open to ALL Retailers**

You've heard the buzz about Hope Yoder's new product line for crafters, embroiderers, and quilters - Now see the software program that ties it all together. See how easy and seamlessly Hope can move from one segment of our industry to another, and with the Embellish Maker Software, bridge them all together.

### 11 AM - 11:45 AM Room 209B / 210B

#### Precision Lettering

Instructors: DIME staff

Nothing says homemade like unprofessional lettering. Learn how to 'say' it like the pros! Top 10 tricks in *Word Art in Stitches*.

### NOON - 12:45 PM Room 209B / 210B

#### Ready-to-Wear Trends

Instructors: DIME staff

The only way to get today's look of whipped satins, chunky thread, and open fills is in *Vintage Embroidery Software*. Learn how to duplicate what you see in department stores with this user-friendly program.

Any Dealer or Dealer Staff attending all Floriani Software classes on **March 23rd** will receive a **FREE Floriani Total Quilter** & "That's Not All!" Call 865-549-5115 to reserve your seat. All you have to say is "I'm coming to the party!"





# No Progress Without Change:

## *A Vacuum and Floorcare Panel*

**For the second year, a panel of vacuum dealers and experts is back!**

This FLOORCARE panel and open forum will discuss and present answers directed at the core of our changing world. Floorcare consumer needs are changing, the floorcare market is changing, so how do dealers progress? This panel will provide the tools and knowledge to turn **CHANGE** into **PROGRESS**...and ultimately **PROFIT**.

**When: Sunday, March 25 from 10 AM-NOON**  
Day 2 of VDTA Trade Show

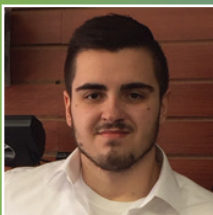
**Where: Room 208A**  
Charlotte Convention Ctr



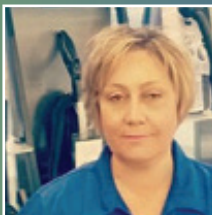
Josh Sutherland  
Sew & Vac Media



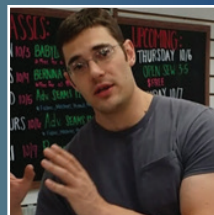
Jeremy Chavis  
Faribault Vacuum



Evan Strittmatter  
Indiana Vac and  
Pittsburgh Central  
Vacuum



Sandy Berkshire  
Stuart's House  
of Vacuums



Christopher  
Blakeman  
Blakeman's  
Sewing & Vacuum



Denise Rairdin  
Windsor Vacuum

**At the 2018 VDTA•SDTA Int'l  
Trade Show and Convention**

Hosted by Josh May,  
Tacony Corporation



*continued* **FRIDAY, MARCH 23**

**NOON - 12:45 PM**

**Room 206**

### **Stabilizer Mastery with OESD**

Instructor: Tamara Evans

This course will cover how to become a trusted embroidery advisor. We will discuss how to recommend the right stabilizers and products for your customers' projects as well as how to troubleshoot common embroidery problems. Learn about the new stabilizers in the OESD line and how to sell them to your customers. We will also review in-store merchandising options to maximize revenue per square foot.

**1 PM - 4 PM**

**Room 207**

### **Powerhouse Roundtable by Dealers for Dealers**

A can't-miss panel of your peers in the sewing and quilting industry: accomplished dealers talking about successes, challenges and solutions that can help your profits grow in 2018 and beyond! Panelists include:

*Marie Walters - Marie's Sewing Center*

*Paul LaPonte - Quality Sewing*

*Capi Saxton - Always in Stitches*

*Ron Goldkorn - Sew Much More*

*Rhonda Lopez - Nuttall's Fabrics*

*Lynn/Lee Troxell - Lee's Creative Sewing*

**Sponsored by Baby Lock,  
SVP Worldwide, OESD,  
Janome, Famore Cutlery,  
BERNINA, Brother Int'l, &  
RNK Distributing**

**4:15 PM - 5:15 PM**

**Room 203B**

### **Introducing: "Hands-On™ Sewing Schools"**

Instructor: Ricky Brooks, RNK Distributing

*Open To All Retailers*

Are you tired of conducting expensive time-consuming events for the same group of attendees? Are you looking for an event format that doesn't have the appearance of something you have recycled? Do you want to sell **MORE MACHINES** and **MORE** ancillary products like you did when you hosted your first event? Come spend 90 minutes with me & I WILL SHOW YOU THE REAL MONEY!

**6:30 PM**

**Room 207**

### **Industry Awards Presentation**

Join the VDTA•SDTA in honoring the outstanding individuals in the sewing and vacuum industry, including Hall of Fame inductees, 20 & 30 year members, Dealer of the Year, and VDTA/Epstein Scholarship recipients.

### **Immediately Following Awards Presentation**

#### **Industry Cocktail Reception**

Immediately after the Awards Presentation, join us for a cocktail reception. Food, beverage, and good times to be had by all! **Sponsored by Domel, Brother Int'l.**

## **What's BRAND NEW at VDTA this Year?**

- ▶ Dozens of new exhibitors!
- ▶ Success Studios: Group Discussions
- ▶ "The SWEEP:" Dealer Buying Specials
- ▶ Different Show Hours:  
*Saturday: NOON - 5 PM*  
*Sunday: NOON - 5 PM*  
*Monday: 9 AM - NOON*
- ▶ Facility Tours/Off-site Classes with:  
Anita Goodesign and American & Efird
- ▶ Cocktail reception at NASCAR Hall of Fame, following the  
**Awards Presentation held in the Convention Center**
- ▶ *And More!*

**STEELCITY**  
VACUUM COMPANY

**Another NEW! Deal!**

**FLOJET®**  
WATER PUMPS

**High Quality!  
Industrial Strength!  
Trusted and Reliable!**

14-8562-07

14-8565-04

14-8561-08

14-8560-09

Order yours today at [steelcityvac.com](http://steelcityvac.com)  
or call **800.822.1199**



# SATURDAY, MARCH 24 – SHOW DAY 1

7:30 AM - 8:45 AM

Rooms 209 / 210

## Rise and Shine with DIME

Dealers will learn about the vast and varied money-making programs available to them and see how easy it is to increase their foot traffic and revenue with any or all of DIME's offerings. DIME's programs bring money into your store no matter which machine brand you sell.

**To pre-register call Wayne Walker at 918-456-1973.**

7:45 AM - 8:45 AM

Room 203B

## Coffee with the Cosplay Ladies

Open to ALL Retailers

Visit with Tracy Mooney & Cheryl Sleboda from Sew Much Cosplay™! Drop by on your way to the Keynote Address, have a snack, and meet the most exciting vendors the Home Sewing Industry has seen in a long time! The Sew Much Cosplay™ Trunk Show will be on display! **Please call 865-549-5115 and let us know if you will join us.**

8 AM - 8:45 AM

Room 206

## Digital Marketing 101 for Vacuum Dealers

Instructor: Josh Sutherland, Sew & Vac Media

Bridging the marketing gap from the yellow pages era to today. Come learn simple strategies to help you compete online and grow your business. Make it easier for customers to purchase quality products from your store by being visible to them online.

KEYNOTE, 9 AM - 10 AM

Room 207

## The Leader's Ladder: How You Climb Defines Your Success

*Sponsored by  
Synchrony Financial,  
Brother Int'l*

Speaker: Dave Ferguson, The Leader's Coach

Many leaders never get off the first rung of the leadership ladder. Others progress, but skip some of the steps. Dave Ferguson will share his proven strategy for increasing your leadership influence at every level. Learn from Dave how you can determine where you are on the ladder and how you can reach higher levels of true success.

10:15 AM - 11 AM

Room 209 / 210

## DIME PRIME!

See and demo brand new products launching in 2018.

**To pre-register call Wayne Walker at 918-456-1973.**

10:15 AM - 11:15 AM Room 201AB

## Installation, New and Existing Homes: Central Vac Education Track

Instructor: Grant Olewiler, M D Manufacturing

Gear up for the 1st session of Grant Olewiler's COMPLETE Central Vac Education Track, four sessions total. If you have any questions about central vac installation or want to learn even more about installs, this is a class for you!

10:15 AM - 11 AM

Room 202AB

## Bring New Life to Your Embroider Events

Instructor: Tamara Evans, OESD

Learn tips for hosting successful and profitable embroidery events that will spark excitement and enthusiasm about embroidery in your store. Learn about eventing options from OESD and how to prepare, promote, and execute your own events. We will also discuss how to keep customers coming back after the event is over to generate follow-up sales.

10:15 AM - 11:15 AM

Room 206

## How to Get the Most out of Your Staff, Your Business, and Yourself

Instructor: Ken Bank, Bank's Vacuum

Success as an independent retailer comes, in part, from knowing how to best interact with and manage PEOPLE. Ken Bank, President of Bank's Vacuum, presents a wealth of knowledge about how you can capitalize on the *people* aspect of your business and gain more profits! Q and A at the end of class.

10:30 AM - NOON

Room 203B

## Introducing Sew Much Cosplay™

Instructors: Tracy Mooney & Cheryl Sleboda,  
Sew Much Cosplay™

After the Keynote Address, come experience THE Brand New Product Line that has been designed to introduce a totally new demographic to the Home Sewing Industry. This is your opportunity to hear Tracy and Cheryl, owners of the Sew Much Cosplay™ brand, explain how you can create a whole new segment of your business with a totally new and energized clientele.

10:30 AM - 11:15 AM

Room 203A

## Establishing an Employee Training Program

Instructors: Connie Fanders and Christy Burcham, BERNINA

One of the biggest struggles in running a retail store is finding the time to properly train employees. We will discuss strategies for implementing a training program that works. We will also demonstrate the features of the BERNINA Learning Center.

10:30 AM - 11:30 AM

Room 204

## Take Your Classes and Workshops Online: Creating an Online Course & School

Instructor: Cindy Cummins, DIY Style

Yes, Craftsby does it, and so can you! Learn all about creating your own online course and ultimately your own school. With a plan and some tech know-how (that you will learn in this seminar), take your best and most sought-after classes, techniques, and demo's online with a Learning Management System. It's not as hard as you might think!



## continued SATURDAY, MARCH 24

11:15 AM - NOON

Room 205

### Flexibility–Diversification–Marketing: Survive & Thrive in an Ever-Changing Market

Instructor: Peter Asciutto, Vac & Dash

Vac & Dash, "The South's Most Unique Specialty Store," opened in 2004 as part Running Store, part Vacuum Store, part UPS Shipping Outlet. Over the years, the store has embraced flexibility and applied various marketing techniques to grow the business. In this fun and entertaining seminar, get ideas about how your vacuum business can find and embrace diversification along with - yes, creativity!

11:15 AM - NOON

Room 202AB

### Everyday Embroidery Sales with OESD

Instructor: Tamara Evans, OESD

Learn how to merchandise your store for more embroidery sales every day. We will discuss product and sample displays, product assortment, managing design collections, and more.

11:30 AM - 12:30 PM

Room 206

### Bringing Your Products to Life

Instructors: Travis Hickey and Chris Black,  
C&T Consulting

An Art: Filled with live examples, store situations, and definitive answers to growing your in-store retail business! A VDTA Must-See Seminar!

A VDTA  
MUST-SEE  
SEMINAR

11:30 AM - 12:30 PM

Room 201AB

### Central Vacuum Service: Central Vac Education Track

Instructor: Grant Olewiler, M D Manufacturing

So your customer bought a central vacuum system... but your work isn't done. Servicing central vacuums is an important part of the job too! Attend the second session of Grant Olewiler's COMPLETE Central Vac Education Track, four sessions total, and take away the best information about service. Powerpoint and handouts will be available.

12:15 PM - 1 PM

Room 202AB

### In-Store Embroidery Education with OESD

Instructor: Jordan McCroskey

An in-store embroidery education program encompasses both employee training and consumer education. Learn how to ensure your employees are fully trained to teach, troubleshoot, and sell embroidery while also developing a series of classes to ensure your customers are completely confident in their embroidery skills!

12:30 PM - 1:15 PM

Room 203B

### Floriani's My Design Album (MDA) (Inspired by DJ Anderson)

Instructor: Darlene Pollard, RNK Distributing

**Open to all Floriani MDA Retailers**

Join Darlene Pollard of RNK as she shows you the most powerful, least expensive Floriani Software ever introduced - Floriani Image Maker, MDA, and FTC all in one. If you are not selling it, you are NOT showing it. Darlene has sold more of this amazing software than any other Floriani Educator and you will see why!!!

1 PM - 1:45 PM

Room 203A

### BERNINA Toolbox Embroidery Software in Six Simple Steps

Instructors: Connie Fanders and Christy Burcham, BERNINA

Learn the six essential features of BERNINA Toolbox Embroidery Software that will make using AND selling this product effortless. You'll leave with a clear picture of the target consumer for this product and a simple strategy for add-on sales.

1 PM - 2:30 PM

Room 208A

### Success Studios: Small Group Discussions

For the first time at VDTA, we are 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 short time, switch tables. You'll be seated with new people, discussing new topics.

1:30 PM - 3:30 PM

Room 203B

### Selling Floriani Stabilizers with Save 2 Sew

Instructor: Darlene Pollard, RNK Distributing

**Open to all Floriani Software retailers**

Join Darlene Pollard for this continuation of money-making tips that will keep your customers happy with their machines while putting a lot of extra money in your register.

3:45 PM - 5 PM

Room 203B

### Introducing The Embellish™ Dealer Program

Instructor: Ricky Brooks and Hope Yoder, RNK Distributing

**Open to ALL retailers**

We will explain the sellable difference in each Embellish™ product - what separates it from Floriani or any other brand and why independent business owners should consider adding the line. Embellish™ will only be sold through independent retailers. And RNK has an entire team of exclusive Embellish Educators, trained and ready to introduce your staff and consumers to this new, fresh, and exciting line. We're coming to VDTA with the desire to sign-up as many new Embellish Dealers as possible and book as many events as our calendar will allow.

## SUNDAY, MARCH 25 – SHOW DAY 2

8 AM - 9 AM

Room 201AB

### Central Vacuum Technical Theory Central Vac Education Track

Instructor: Grant Olewiler, M D Manufacturing

In the third session of the COMPLETE Central Vac Education Track, learn the technical theory of central vacuum systems. Understanding technical theory will improve your understanding of central vacuums overall!

8:45 AM - 9:30 AM

Room 210

### Navigating the Waters of Online Marketing

Instructor: Josh Sutherland, Sew & Vac Media

Do you feel like your website is under-performing? Frustrated with Google rankings? Has your social media presence stalled? Attend this seminar to find the answers to these questions.

9 AM - 9:45 AM

Room 202AB

### Everyday Embroidery Sales with OESD

Instructor: Tamara Evans, OESD

Learn how to merchandise your store for more embroidery sales every day. We will discuss product and sample displays, product assortment, managing design collections, and more.

9 AM - 9:45 AM

Room 204

### Hide-A-Hose 101

Instructor: Rod Drivstuen, Hide-A-Hose

Hide-A-Hose president Ron Drivstuen will lead a great 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.

9 AM - 9:45 AM

Room 205

### Improv Piecing and Matchstick Quilting

Instructor: Kelly Nagel, Sulky of America

Learn the fundamentals of improv piecing including tips for visual appeal and stabilizing fabrics - no pattern needed! You will also learn the basics of matchstick quilting for a truly modern look.

**For updates and additions to  
the 2018 VDTA Class Schedule,  
visit [www.VDTA.com](http://www.VDTA.com)**

9 AM - 10 AM

Room 206

### Striving For Excellence ...The Key To Superior Customer Service

Instructor: Tom Hudgin, President, Wilmington Quality Associates

*Here today, here tomorrow* is everyone's dream for long-term business success. To achieve this goal, you must be superb and passionate in beating your competition and becoming the best in customer service. This is critical not only to survive in today's challenging economy but to be on top. This presentation describes effective techniques in developing a superior customer service image at little or no cost. Topics include five ground rules for a superior customer service team, ways to exceed customer expectations, fixing problems two ways, asking for constant feedback from customers, determining what your customers value most, getting rid of your telephone menu system, and figuring out why customers go to your competition.

9 AM - 2 PM

Room 209 AB

### YOU Can Create an Online School & Course!

Instructor: Cindy Cummins, DIY Style

Online courses are HUGE in the DIY space (Craftsy anyone?!). Have you thought about creating your own How-To courses online but have no idea where to start? This hands-on workshop is for YOU if you're ready to take your business to the next level with online instruction. An Online School is a great way to house your classes for instructor-led "live" workshops too. We will introduce you to an easy-to-learn LMS solution, instructional development, how to structure content, video capture, and more. We will set up your online school and framework for a mini-course. **\*\*Laptop required.**

9:15 AM - 10:15 AM

Room 201AB

### Central Vacuum Sales and Marketing Central Vac Education Track

Instructor: Grant Olewiler, M D Manufacturing

The finale to the COMPLETE Education Track, learn how to put central vacuums in the hands of customers who may not realize how great a central vac can be! With expert sales and marketing advice, you'll be selling more units in no time!

10 AM - 10:45 AM

Room 205

### SCHMETZ Needle Education

Instructor: Rhonda Pierce, Euro-notions

Do your customers have questions about needle choice? Feel confident in your answers by taking this class.

*continued* **SUNDAY, MARCH 25**

**10 AM - 10:45 AM**

**Room 202AB**

**In-Store Embroidery Education with OESD**

Instructor: Jordan McCroskey, OESD

An in-store embroidery education program encompasses both employee training and consumer education. Learn how to ensure your employees are fully trained to teach, troubleshoot, and sell embroidery while also developing a series of classes to ensure your customers are completely confident in their embroidery skills!

**10 AM - 10:45 AM**

**Room 204**

**Keep Up - Do You Know What Your Customers Really Want to Embroider?**

Instructor: Deborah Jones, The Embroidery Store / DIME

Times they are a'changing, and this holds true for today's embroidery trends. Do your classes and machine demos feature what your customers want to embroider now? Take this class to freshen your machine demonstrations, embroidery club meetings, and event offerings.

**10 AM - NOON**

**Room 208A**

**No Progress Without Change: A Vacuum and Floorcare Panel**

For the second year, a panel of vacuum dealers and experts is back! This FLOORCARE panel and open forum will discuss and present answers directed at the core of our changing world. Floorcare consumer needs are changing, the floorcare market is changing, so how do we as dealers progress? This panel will provide the tools and knowledge to turn change into progress - and ultimately profit. Panelists include:

*Jeremy Chavis - Faribault Vacuum*  
*Evan Strittmatter - Indiana Vac / Pittsburgh Central Vacuum*  
*Christopher Blakeman - Blakeman's Sewing & Vacuum*  
*Sandy Berkshire - Stuart's House of Vacuums*  
*Denise Rairdin - Windsor Vacuum*  
*Josh Sutherland - Sew & Vac Media*  
*Moderator Josh May, Tacony Corporation*

**10 AM - 10:45 AM**

**Room 203A**

**Establishing an Employee Training Program**

Instructors: Connie Fanders and Christy Burcham, BERNINA

One of the biggest struggles in running a retail store is finding the time to properly train employees. We will discuss strategies for implementing a training program that works. We will also demonstrate the features of the BERNINA Learning Center.

**11 AM - 11:45 AM**

**Room 204**

**Garment Sewing Means More Profit with The Fit Doctor!**

Instructor: Judy Kessinger, The Fit Doctor

Give your customers a different look at garment sewing and dispel their anxieties about "the fit" with Judy Kessinger, *The Fit Doctor*. In presenting the FitNice System, made available to retailers wholesale, fit meets fashion and your store meets more profit. "Easy" and "simple" are the key words that will entice garment sewists to flock to your shop, and Judy will help you keep them coming back. Even learn how you can hire Judy for an event at your store!

**11 AM - 11:45 AM**

**Room 202AB**

**Stabilizer Mastery with OESD**

Instructor: Tamara Evans, OESD

This course will cover how to become a trusted embroidery advisor. We will discuss how to recommend the right stabilizers and products for your customer's projects as well as how to troubleshoot common embroidery problems. Learn about the new stabilizers in the OESD line and how to sell them to your customers. We will also review in-store merchandising options to maximize revenue per square foot.

**11 AM - 11:45 AM**

**Room 205**

**Clover Professional Series: The New Buying Criteria**

Instructor: Steve Butler, Clover Needlecraft Inc

Price, price, price. Because of significant competitive pressure, both products and services have become commoditized. In most industries, price has become the sole buying criteria. What can independent sewing dealers do to counter this threat? What is the next economic value beyond goods and services? *Experience* is the new buying criteria, the decision driver of what to buy and from whom to buy it. Come explore ways to leverage the new buying criteria to grow a profitable business.

**NOON - 12:45 PM**

**Room 202AB**

**Bring New Life to Your Embroidery Events**

Instructor: Tamara Evans, OESD

Learn tips for hosting successful and profitable embroidery events that will spark excitement and enthusiasm about embroidery in your store. Learn about eventing options from OESD and how to prepare, promote, and execute your own events. We will also discuss how to keep customers coming back after the event is over to generate follow-up sales.



## continued **SUNDAY, MARCH 25**

**12:30 PM - 1:30 PM**

**Room 206**

### **Retaining Key Employees... Creating A Self-Motivating Work Environment**

Instructor: Tom Hudgin, President, Wilmington  
Quality Associates

Inspired, driven, and talented employees - it's every company's most important asset. Your top-performing employees will help your company survive the toughest economy. That's why it's critical to ensure that you are taking the steps to hire the right people and retain these key employees for the short and long term. You cannot tell people to be motivated, but you can create a work environment that fosters self-motivation. This informative talk shows you how to do just that. Examine the thought processes and emotions of key performers who stay versus those who move on to what they see as "greener pastures." Get advice on hiring strategies and motivational techniques to build the loyalty necessary to ensure key employees stay and thrive.

**12:30 PM - 1:15 PM**

**Room 204**

### **Free Motion Mastery in a Month: Machine Quilting Success for Your Customers**

Instructor: RaNae Merrill, RaNae Merrill Quilt Design

*Free-Motion Mastery in a Month* is a wonderful sales incentive for customers buying or upgrading a sewing machine for quilting. Free-motion quilting can be frustrating to learn, but with this step-by-step system, your customers will be confidently quilting any design at the sewing machine in less time than they ever imagined possible - 30 days! Come see how it works! Certified Store & Certified Teacher programs available.

**12:30 PM - 1:15 PM**

**Room 201AB**

### **Zone Cleaning with Central Vacuums**

Instructors: H-P Products Staff

Are you looking for a new way to promote and sell central vacuums? Have you tried the zone approach? H-P Products is pioneering the concept of zone cleaning for central vacuums with its SmartZone Vacuum System™. Attend this seminar to learn how selling cleaning solutions for each zone of the house (kitchen, bath, laundry, whole-house, etc.) is the smart way to promote central vacuums and close more sales!

**Beginning 5:30 PM**

### **VDTA/Epstein Charity Fun Night**

**Everyone welcome! Come participate at a table, spin the wheel, or watch and enjoy!**

Fee is \$100 to play, tax deductible. For a \$20 donation you can also spin the prize wheel and receive a great item! And don't forget...spectators watch for FREE! Come support a great cause: **The VDTA/Epstein Scholarship Fund for our industry's college-bound youth!**

## **MONDAY, MARCH 26**

**Every hour, beginning at NOON**

**Off-Site**

### **Anita Goodesign Facility Tour**

*Must provide own transportation.*

*Limited space: 10 people per tour*

A facility tour of Anita Goodesign in Charlotte, North Carolina, only 15 minutes away from the Convention Center in Charlotte. See firsthand the magic behind the making of embroidery designs with an exciting behind the scenes look at the entire creative process from original artwork to finished designs. Also, you will be able to meet and interact with the entire team from artists to educators to digitizers. **Tours begin on the hour and run thru 4 PM. Call 704-206-1296 to secure your spot.**

## **NEEDED: MODERATORS** for the **SUCCESS STUDIOS**

- ◆ **Introduce** discussion topic provided
- ◆ **Ask** for input from dealers seated at the table
- ◆ **Prompt** discussion if necessary
- ◆ **Share** your table's ideas with the whole room when asked

**If interested, email [tonya@vdt.com](mailto:tonya@vdt.com)**



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

The VDTA News - *SQE Professional and Floorcare | Central Vac Professional* - can help you find what you're looking for, whether that's buying or selling a business or most anything industry-related.

**Contact our offices at (800) 367-5651  
or [mail@vdt.com](mailto:mail@vdt.com) for pricing and  
further inquiries.**

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



Everyone  
gets a  
voice!

## Small Group Discussions

only at the **2018 VDTA • SDTA Int'l Trade Show & Convention** in conjunction with the **First Annual Quilt Retailer Trade Show**

Talk,  
Trade Ideas,  
& Switch  
Tables!

**When: Saturday,  
March 24, 2018  
1 PM - 2:30 PM**

**Where: Charlotte  
Convention Ctr,  
Room 208A**

**At the 2018 VDTA Show in Charlotte!**

# 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!**

### 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.

**For the first time ever at VDTA,  
attend SMALL GROUP DISCUSSIONS - "Success Studios"  
all in one big classroom. 90 minutes of peer-to-peer  
conversations about the best ways to be profitable!**

This is **the COLLABORATION** you've been waiting for!

# Exhibitors

**VDTA • SDTA Int'l Trade Show • March 24-26, 2018**  
**Charlotte Convention Ctr, Halls B&C**

*For updates, visit [www.vdta.com](http://www.vdta.com)*

## **ABM International / Innova**

**Booths 507, 509**

Montgomery, TX

936-441-4401 • [www.innovalongarm.com](http://www.innovalongarm.com)

*Exhibiting longarm quilting machines.*

## **AccuQuilt**

**Booths 709, 711, 808, 810**

Omaha, NE

888-258-7913 • [www.accuquilt.com](http://www.accuquilt.com)

*Exhibiting AccuQuilt GO! and Studio™ fabric cutting systems and other cutting solutions to help quilters reduce fabric waste, ensure accuracy and get to sewing up to 90% faster.*

## **Air Lite Manufacturing**

**Booth 1005**

Pontiac, MI

248-334-8131

## **Airfree Produtos Electronicos SA**

**Booths 647, 746**

Lisbon, Portugal

351-2131-56222 • [www.airfree.com](http://www.airfree.com)

*Exhibiting air purifiers.*

## **American & Efird**

**Booths 929, 931, 933**

Mount Holly, NC

800-847-3235 • [www.seewhatmaterializes.com](http://www.seewhatmaterializes.com)

*Exhibiting threads and zippers.*

## **AMI / Stain-X**

**Booths 1129, 1131**

Madison, WI

608-268-2090 • [www.stain-x.com](http://www.stain-x.com)

*Exhibiting Stain-X branded cleaning products.*

## **Anita Goodesign**

**Booths 431, 433, 435**

Charlotte, NC

704-206-1296 • [www.anitagoodesignonline.com](http://www.anitagoodesignonline.com)

*Exhibiting machine embroidery designs.*

## **Arrow & Kangaroo**

**Booths 139, 141, 143, 145, 238, 240, 242, 244**

Delevan, WI

800-533-7347 • [www.arrowcabinets.com](http://www.arrowcabinets.com)

*Exhibiting sewing cabinets.*

## **Aurifil USA Inc**

**Booths 750, 752**

Naperville, IL

312-268-5817 • [www.aurifil.com](http://www.aurifil.com)

*Exhibiting thread.*

## **Baby Lock**

**Booths 551, 553, 555, 557, 559**

Fenton, MO

800-482-2669 • [www.babylock.com](http://www.babylock.com)

*Exhibiting sewing machines.*

## **BeatsAll Grout Cleaner**

**Booth 446**

Largo, FL

727-224-3901 • [beatsallgroutcleaner.com](http://beatsallgroutcleaner.com)

*Exhibiting grout cleaner.*

## **BERNINA**

**Booths 615, 617, 619, 621, 623, 714, 716, 718, 720, 722**

Aurora, IL

630-978-2500 • [www.berninausa.com](http://www.berninausa.com)

*Exhibiting BERNINA sewing machines.*

## **Blank Quilting Corp / Studioe Fabrics / Henry Glass & Co**

**Booth 608**

New York, NY

800-294-9495 • [www.blankquilting.net](http://www.blankquilting.net)

*Exhibiting printed and solid cotton fabrics, printed and solid flannel, precuts, licensed prints, 108" backings, yarn dyes, batting and tea towels.*

## **Bloc Loc Rulers**

**Booths 632, 634**

Loveland, CO

970-635-3005 • [www.blocloc.com](http://www.blocloc.com)

*Exhibiting Bloc Loc rulers.*

## **Bluefig**

**Booths 335, 434**

Vancouver, WA

360-993-2247 • [www.bluefig.net](http://www.bluefig.net)

*Exhibiting bags and accessories.*



**BranoFilter****Booths 729, 731**

Mooresville, NC

704-658-0502 • [wessel-werkusa.com](http://wessel-werkusa.com)

*Exhibiting vacuum cleaner bags for domestic and industrial uses with a focus on high-quality nonwoven filters. Headquartered in Germany for decades, BranoFilter lists many of the well-known vacuum cleaner manufacturers in Europe in their client base.*

**Brewer****Booths 615, 617, 619, 621, 623, 714, 716, 718, 720, 722**

Aurora, IL

630-978-2500 • [www.berninausa.com](http://www.berninausa.com)

*Exhibiting Brewer Sewing Supply notions.*

**Brother International****Booths 415, 417, 419, 421, 423, 514, 516, 518, 520, 522**

Bridgewater, NJ

908-352-3044 • [www.brother-usa.com](http://www.brother-usa.com)

*Exhibiting sewing, embroidery, and quilting machines.*

**Canplas****Booths 935, 1034**

Barrie, ON, Canada

800-501-5018 • [www.canplas.com](http://www.canplas.com)

*Exhibiting central vacuum fittings, valves, and accessories.*

**Clover Needlecraft****Booths 629, 631, 728, 730**

Ontario, CA

909-218-2165 • [www.clover-usa.com](http://www.clover-usa.com)

*Exhibiting sewing, quilting, notions, tools plus knitting and crochet crafting tools.*

**Consew / Meistergram****Booths 638, 640, 642**

Carlstadt, NJ

212-741-7788 • [www.consew.com](http://www.consew.com)

*Exhibiting Consew, Chandler, and Tacsew sewing machines and Meistergram embroidery machines, parts, and supplies.*

**CWP Technologies****Booths 146, 148, 150**

Cleveland, OH

216-252-1190 • [www.cwptechnologies.com](http://www.cwptechnologies.com)

*Exhibiting brush rolls, specialty brushes, cleaning solutions, and more.*

**Cyclovac****Booth 515, 517, 519, 614, 616, 618**

Blainville, QC, Canada

800-361-9553 • [www.cyclovac.com](http://www.cyclovac.com)

*Exhibiting central vacuum systems.*

# Make Plans to attend the VDTA/Epstein Charity Fun Night, March 25, 2018

Fee \$100 to play (tax deductible), Spectators watch FREE.

Support the VDTA/Epstein Scholarship Fund,  
for youth in our industry attending college.

**Beginning  
at 5:30 PM**

You can also make a direct donation! Visit [VDTA.com](http://VDTA.com) for details.

## **Daylight Company**

### **Booths 138, 140, 142**

Millstone Twp, NJ  
732-684-4443 • [www.daylightcompany.com](http://www.daylightcompany.com)  
*Exhibiting lights and magnification products.*

## **DESCO**

### **Booths 329, 331, 333, 428, 430, 432**

Hauppauge, NY  
800-833-3726 • [www.descovac.com](http://www.descovac.com)  
*Exhibiting vacuums, vacuum parts, and accessories.*

## **Designs by Hope Yoder**

### **Booth 1114**

Sarasota, FL  
941-378-5019 • [www.hopeyoder.com](http://www.hopeyoder.com)  
*Exhibiting embroidery designs.*

## **dime**

### **Booths 650, 651, 652, 653, 654**

Dallas, TX  
888-739-0555 • [www.dzgns.com](http://www.dzgns.com)  
*Exhibiting machine embroidery and quilting software, designs, and notions.*

## **Domel**

### **Booths 116, 118**

East Rutherford, NJ  
201-315-5525 • [www.domel.com](http://www.domel.com)  
*Exhibiting vacuum motors for dry and wet aspiration.*

## **DVC Products**

### **Booths 751, 850**

Chagrin Falls, OH  
440-519-9301 • [www.dvcproducts.net](http://www.dvcproducts.net)  
*Exhibiting vacuum filters, bags, and accessories.*

## **Durkee Hoops**

### **Booth 606**

Cornelius, NC  
980-689-2684 • [www.dehoops.com](http://www.dehoops.com)  
*Exhibiting Durkee embroidery hoops and frames.*

## **Dyson**

### **Booths 127, 129, 131, 133, 135, 226, 228, 230, 232, 234**

Chicago, IL  
312-989-0045 • [www.dyson.com](http://www.dyson.com)  
*Exhibiting floorcare and environmental control products.*

## **e-cloth by TADgreen Inc**

### **Booths 938, 940**

Greenland, NH  
800-667-4354 • [www.ecloth.com](http://www.ecloth.com)  
*Exhibiting chemical-free cleaning products.*

## **Edge Technologies**

### **Booth 1028**

Gig Harbor, WA  
800-275-2015 • [www.profit-plus.com](http://www.profit-plus.com)  
*Exhibiting Point of Sale / inventory control software.*

## **Electrolux Home Care & SDA North America**

### **Booths 835, 934**

Charlotte, NC  
905-608-3849 • [www.electroluxappliances.com](http://www.electroluxappliances.com)  
*Exhibiting BEAM, Electrolux central vacuums, and Sanitaire commercial vacuums.*

## **Elna**

### **Booths 227, 229, 231, 233, 235, 326, 328, 330, 332, 334**

Mahwah, NJ  
201-710-2119 • [www.elnausa.com](http://www.elnausa.com)  
*Exhibiting cutting machines, sewing machines, embroidery machines, sergers, parts, and notions.*

## **EnMart / Iris Thread**

### **Booth 605**

Traverse City, MI  
866-516-1300 • [www.myenmart.com](http://www.myenmart.com)  
*Exhibiting thread for embroidery and quilting.*

## **EnviroCare Technologies LLC**

### **Booths 445, 447**

Bohemia, NY  
631-218-3621 • [www.envirocare-us.com](http://www.envirocare-us.com)  
*Exhibiting vacuum bags and filters.*

## **ESSCO**

### **Booths 117, 119, 121, 123, 216, 218, 220, 222**

Twinsburg, OH  
216-503-5541 • [www.essco.net](http://www.essco.net)  
*Exhibiting vacuums and parts.*

## **Euro-Notions**

### **Booth 704**

Willowbrook, IL  
800-527-2408 • [www.euronotions.com](http://www.euronotions.com)  
*Exhibiting Schmetz, Grabbit sewing tools, and much more.*

## **F&W Media**

### **Booth 346**

West Lake, OH  
440-899-6300 • [www.sewingexpo.com](http://www.sewingexpo.com)  
*Exhibiting F&W publications.*

## **F2M International**

### **Booth 136**

Woodbridge, ON, Canada  
905-856-5120 • [www.vacsoc.com](http://www.vacsoc.com)  
*Exhibiting central vacuum hose covers and accessories.*

**2018 VDTA•SDTA  
Trade Show &  
Convention**  
in conjunction with the  
**1st Annual  
Quilt Retailer  
Trade Show**



# Powerhouse Roundtable by Dealers for Dealers

*A can't-miss panel!*

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

## Panelists include

Paul LaPonte – Quality Sewing  
Capi Saxton – Always in Stitches  
Ron Goldkorn – Sew Much More

Rhonda Lopez – Nuttall's Sewing & Fabric Ctrs  
Lynn/Lee Troxell – Lee's Creative Sewing  
Marie Walters – Marie's Sewing Center

When: Fri, March 23, 1 PM-4 PM

Where: Charlotte Convention Ctr, Room 207

Sponsored by:

**PFAFF**  
Perfection starts here.™



**SVP** WORLDWIDE

**TIGNY**  
SEWING CENTRAL  
central to your success



**OESD™**  
2018 VDTA-SDTA  
Show & Convention Gold Sponsor



**baby lock**  
FOR THE LOVE OF SEWING

**BERNINA**  
made to create

**JANOME**



**brother**  
at your side  
2017-2018 Platinum Sponsor



**Husqvarna**

**VIKING**

The panel for the 2018 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.



## **Famore Cutlery / Specialty Product Sales Inc**

### **Booths 151, 250**

Gainesville, GA  
678-971-4438 • [www.famorecutlery.com](http://www.famorecutlery.com)  
*Exhibiting scissors, tweezers, lights, and magnifiers.*

## **NEW! Fersan Makina LMI ITH IHR SAN TIC LTD STL**

### **Booth 1038**

Gaziermir, Izmir, Turkey  
0090-232-281-4343 • [www.fersanfiltre.com](http://www.fersanfiltre.com)  
*Exhibiting vacuum cleaner dust bags.*

## **Fil-Tec Bobbin Company**

### **Booths 1009**

Hagerstown, MD  
888-924-3224 • [www.bobbincentral.com](http://www.bobbincentral.com)  
*Exhibiting Fil-Tec products: top thread, bobbins, and retail displays.*

## **NEW! Fit Nice**

### **Booth 610**

Louisville, KY  
502-802-9571 • [www.fitnicesystem.com](http://www.fitnicesystem.com)  
*Exhibiting patterns, books, classes, and seminars.*

## **Flexi-Felt**

### **Booth 939**

Alexandria Bay, NY  
877-353-9433 • [www.flexifelt.com](http://www.flexifelt.com)  
*Exhibiting Flexi-Felt.*

## **Fresh Wave by OMI Industries**

### **Booths 727, 826**

Long Grove, IL  
847-304-9111 • [www.freshwaveworks.com](http://www.freshwaveworks.com)  
*Exhibiting Fresh Wave natural odor-removing products.*

## **Grace Company / Q'nique**

### **Booths 639, 641, 738**

Salt Lake City, UT  
800-264-0644 • [www.graceframe.com](http://www.graceframe.com)  
*Exhibiting Q'nique mid-arm and long-arm machines, frames, and Truecut accessories.*

## **H-P Products Central Vacuums**

### **Booths 745, 747, 844, 846**

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

## **Hide-A-Hose Inc**

### **Booths 827, 926**

Monroe, WA  
360-863-0775 • [www.hideahose.com](http://www.hideahose.com)  
*Exhibiting central vacuums.*

## **Hizero Inc**

### **Booths 251, 350**

Alhambra, CA  
323-271-0387 • [www.hizero.com](http://www.hizero.com)  
*Exhibiting the Hizero bionic 4-in-1 mop.*

## **HoopSisters**

### **Booths 903, 905**

Lima, OH  
866-497-4068 • [www.hoopsister.com](http://www.hoopsister.com)  
*Exhibiting quilt in the hoop designs, battilizer, trimmers, and scissors.*

## **Horn of America Inc**

### **Booths 351, 353, 355, 450, 452, 454**

Sutton, WV  
800-882-8845 • [www.hornofamerica.com](http://www.hornofamerica.com)  
*Exhibiting sewing cabinets, chairs, scissors, and cutting mats.*

## **NEW! Hotfix Express**

### **Booth 604**

Dover, FL  
813-704-5919 • [www.hotfixfabric.com](http://www.hotfixfabric.com)  
*Exhibiting Hotfix fabric and Hotfix adhesive.*

## **Husqvarna Viking**

### **Booths 803, 805, 807, 809, 811, 902, 904, 906, 908, 910**

La Vergne, TN  
615-213-0880  
*Exhibiting Husqvarna Viking sewing machines.*

## **Intervac Design Corp**

### **Booths 120, 122**

Palm City, FL  
772-463-1400 • [www.intervacdesign.com](http://www.intervacdesign.com)  
*Exhibiting space saving compact central vacuums.*

## **Janome**

### **Booths 227, 229, 231, 233, 235, 326, 328, 330, 332, 334**

Mahwah, NJ  
201-710-2119 • [www.janome-america.com](http://www.janome-america.com)  
*Exhibiting cutting machines, sewing machines, embroidery machines, sergers, parts, and notions.*

## **Joya Distributing Inc**

### **Booths 1027, 1029, 1126, 1128**

Medford, OR  
541-773-4928 • [www.laurastarus.com](http://www.laurastarus.com) • [www.sylviadesign.com](http://www.sylviadesign.com)  
*Exhibiting LauraStar ironing systems and Sylvia sewing furniture.*

## **NEW! Kaye Wood**

### **Booth 503**

Sun City, AZ  
989-709-0978 • [www.kayewood.com](http://www.kayewood.com)  
*Exhibiting Smartcard and Kaye Wood quilting products and cruises.*

### **Kimberbell Designs**

**Booths 611, 710**

Logan, UT

435-915-6741 • [www.kimberbelldesigns.com](http://www.kimberbelldesigns.com)

*Exhibiting machine embroidery, quilting, and sewing patterns plus project embellishments.*

### **Koala**

**Booths 542, 544, 546**

Fenton, MO

800-482-2669 • [www.sewingandcreativeclub.com](http://www.sewingandcreativeclub.com)

*Exhibiting sewing furniture.*

### **NEW! Lady Cher Stitch Studio LLC**

**Booth 802**

Ballston Lake, NY

518-877-5862 • [www.ladycher.com](http://www.ladycher.com)

*Exhibiting trunk show of pencil skirts, sewing patterns, sewing manuals, and sewing supplies.*

### **Lampe Berger USA**

**Booths 839, 841, 843**

New York, NY

212-615-3100 • [www.lampeberger.us](http://www.lampeberger.us)

*Exhibiting Lampe Berger products.*

### **Like Sew**

**Booths 851, 950**

Springville, UT

877-909-6699 • [www.likesew.com](http://www.likesew.com)

*Exhibiting software, Point of Sale, and websites.*

### **Lindhaus**

**Booths 1039, 1041, 1138, 1140**

Savage, MN

952-707-1131 • [www.lindhaus.com](http://www.lindhaus.com)

*Exhibiting Lindhaus, the finest vacuum cleaner in the world, distributed by the nicest people in the world.*

### **Loralie Designs**

**Booth 247**

Windsor, CO

970-568-6581 • [www.loraliedesigns.com](http://www.loraliedesigns.com)

*Exhibiting machine embroidery fabric.*

### **Maytag**

**Booths 539, 541**

Fenton, MO

800-482-2669 • [www.maytagvacuums.com](http://www.maytagvacuums.com)

*Exhibiting vacuums.*

### **MD Manufacturing**

**Booths 427, 429**

Bakersfield, CA

661-283-7550 • [www.centralvacuum.com](http://www.centralvacuum.com)

*Exhibiting Silent Master, Modern Day, FloMaster, and AirMaster central vacuums along with an extensive array of kits, parts, and more.*

### **Mettler USA / Amann Group**

**Booth 951**

Broomfield, CO

855-265-9084 • [www.amann-mettler.com](http://www.amann-mettler.com)

*Exhibiting thread.*

# YOU'RE INVITED TO THE INDUSTRY AWARDS PRESENTATION



**Awards Presentation held  
at 6:30 PM in Room 207,  
Charlotte Convention Center**

**Friday Evening, March 23, 2018**

**Come mingle with your industry  
friends for a great time!**

**COCKTAIL RECEPTION  
IMMEDIATELY FOLLOWING**

Reception Sponsored by:

**DOMEL®**

## **NEW!** MidSouth Crafting Supplies

### **Booth 847**

Smyrna, TN  
615-462-5918 • [www.midsouthcraftingsupplies.com](http://www.midsouthcraftingsupplies.com)  
*Exhibiting Siser heat transfer vinyl, tape technologies adhesive vinyl, and textile foils.*

## **Miele Inc**

**Booths 239, 241, 243, 245, 338, 339, 340, 341, 342, 343, 344, 345, 438, 440, 442, 444, 446**  
Princeton, NJ  
800-843-7231 • [www.mieleusa.com](http://www.mieleusa.com)  
*Exhibiting vacuum cleaners and parts.*

## **Myraton Industries**

**Booth 845**  
St. Catharines, ON, Canada  
905-646-2513 • [www.myraton.com](http://www.myraton.com)  
*Exhibiting telescopic wands and related floor-care handles and metal connectors.*

## **Nace Care Solutions**

**Booths 644, 646**  
Mississauga, ON, Canada  
905-795-0122 • [www.nacecare.com](http://www.nacecare.com)  
*Exhibiting domestic and commercial vacuums.*

## **OESD**

**Booths 217, 219, 221, 223, 316, 318, 320, 322**  
Edmund, OK  
405-359-2741 • [www.oesd.com](http://www.oesd.com)  
*Exhibiting OESD embroidery events, embroidery stabilizers, and embroidery designs.*

## **PD Sixty Distributor Inc**

**Booths 753, 755, 853, 854**  
Peachtree, Corners, GA  
800-904-9815 • [www.pd60.net](http://www.pd60.net)  
*Exhibiting sewing machine parts and accessories.*

## **Pickle Pie Designs**

**Booth 511**  
Peachtree, Corners, GA  
919-306-1491 • [www.picklepiedesigns.com](http://www.picklepiedesigns.com)  
*Exhibiting in the hoop embroidery designs and quilt in the hoop designs.*

## **Pfaff**

**Booths 803, 805, 807, 809, 811, 902, 904, 906, 908, 910**  
La Vergne, TN  
615-213-0880  
*Exhibiting Pfaff sewing machines.*

## **Plastiflex Hose System Solutions**

**Booths 633, 635, 732, 734**  
Statesville, NC  
704-871-8448 • [www.plastiflex.com](http://www.plastiflex.com)  
*Exhibiting Vacpan décor, retractable hose with swivel cuff, new marketing material, and catalog.*

## **POSIM Software**

**Booth 630**  
Layton, UT  
801-546-1616 • [www.posim.com](http://www.posim.com)  
*Exhibiting Point of Sale software.*

## **ProTeam**

**Booth 946**  
St. Louis, MO  
866-888-2168 • [www.proteam.emerson.com](http://www.proteam.emerson.com)  
*Exhibiting ProTeam vacuums.*

## **Q'nique / Grace Company**

**Booth 641**  
Salt Lake City, UT  
800-264-0644 • [www.graceframe.com](http://www.graceframe.com)  
*Exhibiting Q'nique mid-arm and long-arm machines, frames, and Truecut accessories.*

## **NEW!** Qualtex USA Inc

**Booths 740, 742**  
Atlanta, GA  
470-588-4080  
*Exhibiting vacuum parts and machines.*

## **Queen of Stitching**

**Booth 501**  
Seattle, WA  
206-824-6009 • [www.queenofstitching.com](http://www.queenofstitching.com)  
*Exhibiting in the hoop quilt designs.*

## **NEW!** RaNae Merrill Quilt Design

**Booth 700**  
New York, NY  
212-316-2063 • [www.ranaemerrillquilts.com](http://www.ranaemerrillquilts.com)  
*Exhibiting quilting books and tools.*

## **Riccar**

**Booths 526, 528, 530, 532, 534**  
Fenton, MO  
800-482-2669 • [www.riccar.com](http://www.riccar.com)  
*Exhibiting vacuums.*

## **NEW!** RJR & Cotton + Steel

**Booth 410**  
Torrance, CA  
310-222-8782 • [www.rjrfabrics.com](http://www.rjrfabrics.com),  
[www.cottonandsteelfabrics.com](http://www.cottonandsteelfabrics.com)  
*Exhibiting fabrics.*

## **RNK Distributing**

**Booths 913, 915, 917, 919, 921, 1012, 1013, 1014, 1015, 1016, 1017, 1018, 1019, 1020, 1021, 1114, 1116, 1118, 1120, 1122**  
Knoxville, TN  
865-549-5115 • [www.rnkistributing.com](http://www.rnkistributing.com)  
*Exhibiting All RNK products – Floriani, Jenny Haskins, Quilter's Select, and more!*



## **Rug Doctor**

### **Booth 643**

Plano, TX  
336-793-1943 • [www.rugdoctorcommercial.com](http://www.rugdoctorcommercial.com)  
*Exhibiting machines and solutions.*

## **SEBO America**

### **Booths 739, 741, 743, 838, 840, 842**

Centennial, CO  
303-792-9181 • [www.sebo.us](http://www.sebo.us)  
*Exhibiting upright and canister vacuums, floor polishers, and dry carpet cleaning.*

## **Sew Steady**

### **Booths 147, 246**

Eugene, OR  
800-837-3261 • [www.sewsteady.com](http://www.sewsteady.com)  
*Exhibiting acrylic extension table, rulers, templates, and accessories for quilting and sewing.*

## **Shannon Fabrics**

### **Booths 911, 1010**

Los Angeles, CA  
323-234-5252 • [www.shannonfabrics.com](http://www.shannonfabrics.com)  
*Exhibiting fabrics.*

## **Simplicity**

### **Booths 527, 529, 531, 533, 535**

Fenton, MO  
800-482-2669 • [www.simplicityvac.com](http://www.simplicityvac.com)  
*Exhibiting vacuums.*

## **Singer**

### **Booths 803, 805, 807, 809, 811, 902, 904, 906, 908, 910**

La Vergne, TN  
615-213-0880  
*Exhibiting Singer sewing machines.*

## **Stahls'**

### **Booth 347**

Sterling Heights, MI  
586-772-6161 • [www.stahls.com](http://www.stahls.com)  
*Exhibiting heat transfer vinyl and heat presses.*

## **Steel City Vacuum Co**

### **Booths 315, 317, 319, 321, 323, 414, 416, 418, 420, 422**

Mt Pleasant, PA  
800-822-1199 • [www.steelcityvac.com](http://www.steelcityvac.com)  
*Exhibiting vacuums and parts.*

## **Sulky of America Inc**

### **Booths 626, 628**

Kerresaw, GA  
770-429-3979 • [www.sulky.com](http://www.sulky.com)  
*Exhibiting decorative threads and stabilizers.*

## **Suzhou Minkang Filter Co Ltd**

### **Booth 124**

Ling Feng Ind Park Suzhou, Jiangsu  
0086-512-6541-6862 • [www.mingkang.cn](http://www.mingkang.cn)  
*Exhibiting air filters and HEPA filters for vacuum cleaners.*

## **SVP Worldwide**

### **Booths 803, 805, 807, 809, 811, 902, 904, 906, 908, 910**

La Vergne, TN  
615-213-0880 • [www.svpworldwide.com](http://www.svpworldwide.com)  
*Exhibiting Husqvarna Viking, Pfaff, and Singer sewing machines.*

## **SVP Worldwide - Singer, Viking, Pfaff**

### **Booths 804, 806**

La Vergne, TN  
615-213-0880 • [www.singerco.com](http://www.singerco.com),  
[www.husqvarnaviking.com](http://www.husqvarnaviking.com), [www.pfaff.com](http://www.pfaff.com)  
*Exhibiting Singer, Viking, and Pfaff aftermarket products.*

## **Synchrony Financial**

### **Booths 132, 134**

Kettering, OH  
800-333-1082 • [www.synchronybusiness.com](http://www.synchronybusiness.com)  
*Exhibiting financial services / consumer credit cards.*

**Proudly Made**  
**IN THE**  
**USA**

 **MICRO  
LINED**®

*The ONLY US manufacturer of  
vacuum bags and filters.*

The advertisement features a blue and orange color scheme. The top half is orange with the text 'Proudly Made IN THE USA' in white. The bottom half is blue with the 'MICRO LINED' logo in white, which includes a circular 'DVC BRAND' logo to the left. Below the logo, the text 'The ONLY US manufacturer of vacuum bags and filters.' is written in orange script.

**Tacony Corporation****Booths 538, 540, 439, 441**

Fenton, MO

800-482-2669 • [www.tacony.com](http://www.tacony.com)*Exhibiting vacuums and sewing products.***Tacony Sewing Central****Booths 554, 556, 558**

Fenton, MO

800-482-2669 • [www.tacony.com](http://www.tacony.com)*Exhibiting sewing notions and products.***Tailormade****Booths 550, 552**

Fenton, MO

800-482-2669 • [www.tailormadecabinets.com](http://www.tailormadecabinets.com)*Exhibiting sewing cabinets.***The Carpet and Rug Institute****Booth 443**

Dalton, GA

706-428-2123 • [www.carpet-rug.org](http://www.carpet-rug.org)*Exhibiting carpet and rug cleaning materials.***TTi Floor Care North America****Booths 715, 717, 719, 721, 723, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 914, 916, 918, 920, 922**

Glenwillow, OH

440-996-2000 • [www.ttifloorcare.com](http://www.ttifloorcare.com)*Exhibiting Hoover, Royal, Oreck vacuum cleaners & accessories.***Vac Pro's****Booths 543, 545, 547**

Fenton, MO

800-482-2669 • [www.tacony.com](http://www.tacony.com)*Exhibiting vacuums.***VacuMaid Central Vacuum Systems****Booths 828, 830**

Ponca City, OK

580-762-2457 • [www.vacumaids.com](http://www.vacumaids.com)*Exhibiting VacuMaid central vacuum systems.***Wessel-Werk USA****Booths 733, 735, 832, 834**

Mooresville, NC

704-658-0502 • [www.wessel-werkusa.com](http://www.wessel-werkusa.com)*Exhibiting vacuum cleaner nozzles.***Wonderfil Specialty Threads****Booths 411, 412**

Calgary, ON, Canada

403-250-8262 • [www.wonderfil.net](http://www.wonderfil.net)*Exhibiting quilting and specialty threads.***Wool Shop****Booths 128, 130**

Grant City, MO

660-564-2444 • [www.woolshop.com](http://www.woolshop.com)*Exhibiting sheepskin products: dusters, mops, telescopic dusters and ceiling fan dusters, lambs wool vac bumper covers. Town talk cleaning products, wax applicators and buffing pads, microfiber clothes and lanolin skin care products.*

# We Want to Write About You!

## 2018 Dealers of the Month

### Help The Industry

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

**Nominate YOUR OWN business or another dealer.**

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

Mail to 2724 2nd Avenue, Des Moines, IA • Fax to (515) 282-4483 • Email to [mail@vdta.com](mailto:mail@vdta.com)

**Only** at the **2018 VDTA • SDTA SHOW**  
in conjunction with the   
**1ST ANNUAL QUILT RETAILER TRADE SHOW**



# THE SWEEP

What is "The Sweep"?

## **MEGA Buying Specials for Dealer Attendees only.**

*Participating exhibitors will offer an exclusive buying special at their booth during designated "Sweep" hours.* Buying specials will vary between exhibitors; make sure you're on the SHOW FLOOR Sunday afternoon and Monday morning for this event.

### **WHEN:**

March 25, 2018, 3 PM - 5 PM  
AND March 26, 10 AM - NOON

### **WHERE:**

Charlotte Convention Center,  
Halls B & C

**Participating exhibitors include: Sunheat Intl, Shannon Fabrics, Daylight Co, Fresh Wave, Studioe Fabrics, Blank Quilting Corp, and more!**

For questions, contact VDTA at 800-367-5651 or [mail@vdt.com](mailto:mail@vdt.com), or visit [VDTA.com](http://VDTA.com) for more details.



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

### Company Information

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

### Membership Category

☐ **Independent dealer enrollment: \$110.**

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

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

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

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

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

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

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

#### SEWING\QUILTING

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

#### FLOORCARE

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

#### Dealer Membership & Renewal

1 Year Membership	\$110
2 Year Membership	\$190
3 Year Membership	\$250

#### Multi-Store Membership Renewal

**Associate Membership** \$150

**International Dealer Membership** \$625

**Miscellaneous Membership** \$150

**Sewing Educator Alliance Membership** \$150

**Other** \$60

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

### Payment Information

All payments must be made in U.S. funds

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

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

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

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

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

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



# JOIN VDTA • SDTA

## As a new member you'll receive:

- Monthly trade magazines with industry news, tips, and **new ideas**  
*SQE Retailer™* and *Floorcare & Central Vac Professional™*
- **Reduced registration to the VDTA • SDTA International Trade Show**
- Promotional programs that bring customers through your doors  
*Sewing Month* and *Spring Cleaning Month*
- Complimentary marketing postcards – 100 pieces of your choice
- VDTA/Bernie Epstein College Scholarship  
Two annual recipients; up to \$10,000 each
- Opportunity to become *Dealer of the Year*
- Dealer locator on VDTA.com – make it easy for customers to find your store
- Tutorials from VDTA staff on social media and communication technology
- Unity – you are stronger together as an industry
- **NEW** – Check out the new **Association insurance plans** through  
**AHP – Association Health Programs.**

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

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

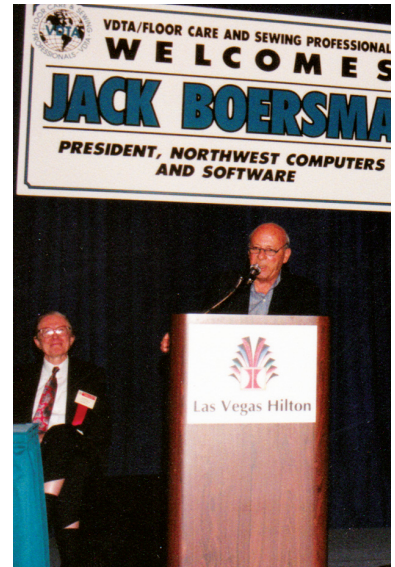
***With your success comes our success!***

# Remember When...

20 Years Ago...



13 Years Ago...





# Classifieds

**Help Wanted:** Sales Manager Wanted. Immediate opening. Relocate to Florida-Miami-Tampa. Starting Salary: 55K. Qualified applicant must possess the following skills/take responsibility for the following:

- Effective management skills
- Ability to sell and fix-Miele sales experience required
- Scheduling for multiple locations;
- Inventory purchasing and control

*Tops Vacuum & Sewing.* Contact Greg Bank, Owner: gregoryabank@gmail.com (0-0)

**Business for Sale:** Turn-key Sewing Supplies Business FOR SALE. Owner retiring after 43 years. NYS industry leader. Patchogue, NY. Listed at \$199K. Call 1-631-288-6333. (0-0)

**Business for Sale:** Suncoast Vacuum in Port Charlotte, Florida. Forty-year business with loyal customer base. Ideal turn-key sale for 2800 sq ft building, lot & inventory together, but will negotiate leasing options. All points negotiable. Contact Paul at 941-629-2216, sales@suncoastvacuum.com to discuss pricing & options. (3-3)

**Business for Sale:** Move to the Beach! Established 1978, only vacuum store in 70 mile radius. Serving affluent Georgia coastal community: St. Simons Island, Sea Island, Brunswick. Rent or buy our 1,000 sq. ft retail condo in upscale building. Owner retiring, 45K own finance with 50% down. Call 912-265-4512. (2-2)

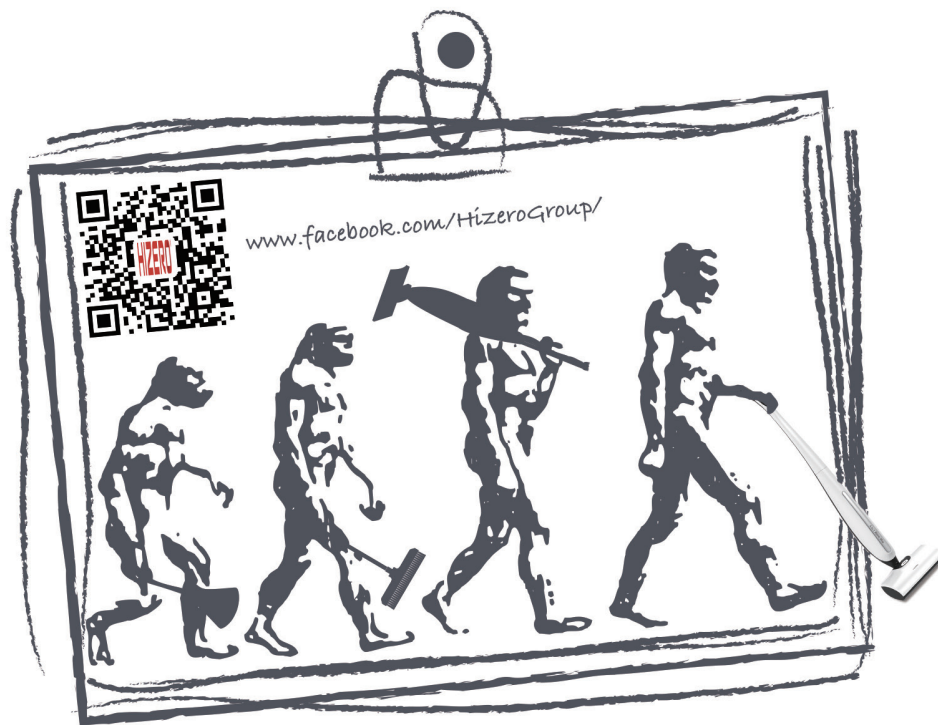
**Business for Sale:** Vacuum cleaner sales and service. 35 years of successful operation, upstate NY Saratoga county. \$166,000 building available. Rent/buy. Store view. [www.hotvac.com](http://www.hotvac.com). Contact David Swinton. 518-587-2177. Hotvac@hotmail.com. (2-3)

**Business for Sale:** Sewing and Vacuum Store for sale. Brands carried: Miele, Riccar, and others. Viking, Pfaff, Brother & Janome. 14 years in Wilmington, DE \$1,000,000 annual sales at over 50% margins. Turnkey with support. Call for more information. Please, serious inquiries only. 609-352-6111.

**Announcement:** 50% Profit @ &16.95 per gallon. HOT SELLER! Namco's new "Doggy Do" Shampoo with enzymes. Destroys pet odors in minutes. Free sample for demo. Call Ron or Maria. 800-634-5816. [www.namcomfg.com](http://www.namcomfg.com) (1-1)



HAPPY NEW  
YEAR!



# HIZERO®

www.hizero.com

**BRING  
THE WORLD  
INTO BIONIC  
CLEANING ERA.**

**ORDER NOW**

At Steel City vacuum

(1-800-822-1199

www.steelcityvac.com)

## WORLD'S 1ST 4-IN-1 BIONIC MAGIC MOP

### Better Consumer Experience



#### High Efficiency

Cleaning an area of 900sqf (100sqm) only takes approximately 8 mins(laboratory data).



#### Flexibility

HIZERO F801's cleaning head rotates to wide angles and leaves no hidden corners.

### Groundbreaking Invention



Revolutionary Bionic  
Cleaning Technology



Solid-Liquid Waste  
Classification System

### Powerful Functions



**Sweeping, Mopping, Drying, Self-Cleaning**



#### Real-Time Self-Cleaning

The world's first self-cleaning design is one of the most noteworthy features of HIZERO.



#### Cordless

60 to 80 mins of non-stop powerful cleaning after every charging.

### Eco Friendly



#### Extremely Low Noise

HIZERO F801 offers the lowest noise level in current market.



#### Healthier

Since HIZERO F801 applies bionic tech instead of cyclonic or suction tech, there is no air outlet to release airdust, odor or allergens.

