

ADC ALERT

Volume 115, Issue 06

8/10/2015



GENERAL MEMBERSHIP MEETINGS



MARK YOUR CALENDAR!

Monroe Township
TUESDAY, August 18, 2015

2 Matrix Drive
Monroe Twp., NJ 08831
Lunch Served at 12 noon.
Meeting Begins at 12:30 p.m.

Inventory and Computer System updates will be reviewed

Pittsburgh
THURSDAY, August 20, 2015

135 Solar Drive
Imperial, PA 15126
Meeting Begins at 11:00 a.m.
Lunch will be provided at the meeting

Nationwide Marketing Presentation
Inventory and Computer System updates will be reviewed
WHL will address product issues and concerns

YOU CAN COUNT ON US!!!

This is confidential information intended only for the use by ADC's members, and any member who copies, distributes, or otherwise discloses such information shall be subject to suspension or termination of membership privileges, and may be subject to additional legal action as appropriate

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ADC Alert

GENERAL INFORMATION August 2015

ADC would like to congratulate Debbie Schaeffer for her leadership and humanitarian efforts which have resulted in her being awarded the Patricia Rienzi Legacy Award from the Anti-Defamation League (ADL). We are very proud of Debbie as she leads the way in so many aspects of Business and Community as well as being one of the leaders working towards leveling the playing field for internet sales tax.



Attached is copy of the article published in the Independent Thinking magazine by Nationwide Marketing that focuses on her community involvement and commitment to excellence. Again, we are very proud for her and can't thank her enough for all her efforts.

LAST CHANCE TO REGISTER!



ADC's Dealer / Vendor Trip 2016 February 28 - March 6, 2016 at IBEROSTAR Paraiso Maya

Located right on the beach between Cancun and Playa del Carmen, on the Riviera Maya (Mexico), the IBEROSTAR Paraiso Maya hotel is a 5-star All-Inclusive accommodation with the best sports, gastronomy and entertainment

If you are interested in attending the 2016 trip, please complete the attached form and return to ADC via email: adc@adc.coop or fax: 609-235-1001

ADC Alert

GENERAL INFORMATION
August 2015

ADC 2015 RAC RETURNS
END OF SEASON - GOOD STOCK RETURNS
(Return Authorization request form attached)

Deadline For Return Authorization Request (form attached): Thursday, August 13th
DEADLINE FOR RETURN OF A/C: THURSDAY, AUGUST 20th

***RETURN PRIVILEGES APPLY ONLY TO THOSE MODELS ORDERED AT THE
NECO 2015 RAC SHOW AND FINANCED THROUGH CAPITAL SOLUTIONS.
Non-financed show orders DO NOT have return privileges
Inventory carried over from the prior year cannot be returned
REPACKS ARE NOT ACCEPTABLE AND WILL BE RETURNED TO DEALER***

You may return eligible RAC and Dehumidifiers to ADC subject to the following conditions:

All returns will be limited to 25% of the quantity purchased of each model purchased at the NECO Spring Show. Credit will be issued directly to dealer minus ADC charges. These units must be in good condition, as they must represent acceptable collateral to Capital Solutions. These returns will be photographed and stored until March 13th, 2016 at which time they will be resold to the same dealers who returned them if still in inventory.

Request for returns totaling less than 8 units will not be honored.

Dealers wishing to return their own units may do so by scheduling an appointment IN ADVANCE with our warehouse operations office, by calling (609) 235-1002. Returns are BY APPOINTMENT ONLY AND NO LATER THAN 1:30 PM BY AUGUST 20th.

Returns shipped via ADC Trucking Service will incur the regular ADC Trucking Fee, as well as any applicable charges for additional services or driver delay.

CREDIT FOR RETURNS WILL BE ISSUED TO EACH DEALER DIRECTLY LESS ADC CHARGES BY AUGUST 27th. WE STRONGLY RECOMMEND THAT PAYMENT TO CAPITAL SOLUTIONS BE MADE BY AUGUST 28th TO AVOID ANY ADDITIONAL FINANCE CHARGES.

Unless paid by August 28, 2015, these charges will start accruing interest. ADC A & B Charges, as well as any related interest charges, will be your responsibility.

PLEASE REMEMBER:

Models (marked with an * on line-up) qualify for the end of season returns. End of season returns will be charged the regular trucking fee.

ADC Alert

INVENTORY UPDATES August 2015

August 2015 EOMS

PLEASE CHECK YOUR OWNER'S EMAIL FOR THE MOST RECENT LISTING OF EOM'S.
Specials updates are emailed everyday to the Owner's email.

ORDER ALLOCATION:

Even though ADC has a policy of First come-first serve, we run into situations that calls for allocation of orders so more members can get merchandise. ADC does allocate such orders based on availability of the models.



Clearance Center (SDCC)
Have you checked out your clearance center lately?
Tremendous values on many discontinued models.
Limited quantities, first come basis.

NATIONWIDE PROMOTIONS

All Nationwide Promotions (rebates and consumer finance codes) are available to all ADC/NECO dealers on the Nationwide website: www.nationwidemember.com. This website is also password protected. If you do not have your username and password, please contact Arti or Laura @ 609-235-1000.

Brand Consumer Instant Rebates ******Limited to ADC Inventory******

Brand Consumer Instant Rebate information will no longer be listed in the Alert, but will be emailed directly to all Dealer Principals / Owners.



Member Focus



Mrs. G, Community Involvement & a Commitment to Excellence

Mrs. G TV & Appliances, a third generation family owned business, has developed an outstanding reputation over their 75 year history. The journey of Mrs. G TV and Appliances started in 1935, when Abe and Beatrice Greenberg opened their East State Street plumbing supply store called New Jersey Plumbing, in Trenton. The couple persevered through the hard times of World War II, and by the time the

returning soldiers settled down, it became clear that the store could no longer limit itself to plumbing supplies alone if long term success was to be its future. Their product offerings expanded and soon enough the store became the appliance destination of choice for the Trenton, New Jersey area.

Abe and Beatrice became known to their customers and their community as Mr. and Mrs. G. Beatrice, or Mrs. G, loved being on the floor with their customers while Abe, or Mr. G, was quite comfortable behind the register. Mrs. G became the face of the business and her style of personal service became a primary draw for customers. By the 1950s, the Greenbergs decided to capitalize on her appeal by giving their NJ store a new name, "Mrs. G TV & Appliances," and a new logo that included a drawing of Beatrice's face. Today the name and logo are local icons and are synonymous with quality appliances in New Jersey and Pennsylvania.

As it often does, growth brought challenges, and in 1972 decades of hard work was nearly wiped out when a gas line explosion leveled the store. But the Greenbergs' entrepreneurial spirit couldn't be stopped. In just a few days, they reopened the business in their warehouse and began shopping for another location. At the time, the Route 1 corridor was the fastest developing commercial strip in town and they saw it as a perfect spot for the new Mrs. G store. The Greenbergs knew this was a convenient location for their New Jersey customers and the proximity

of this new location to Pennsylvania presented the potential for expanding their business to a new market.

In 2000, Mrs. G recruited her granddaughter, Debbie Schaeffer, to succeed her in running the business. Schaeffer made her mark on the business very quickly, with the decision to add luxury appliance brands to the store, as well as a full selection of Serta mattresses in the Mrs. Gzzzz Sleep Center. In the years since, the 20,000 square foot showroom became a shopping destination for discerning appliance shoppers, with over 70 brands on display, featuring a Sub-Zero Wolf Living Kitchen and eight fully functional kitchen displays for

events hosted by both Mrs. G's and various local organizations and businesses.

Schaeffer uses the same philosophy for running the business as her grandparents did. She and her team focus on taking care of the customer, having a great selection of brands in the showroom and keeping with the long tradition of supporting the community and local charities. The business practices with which she has operated Mrs. G have influenced other independent retailers at the local, state and national levels.

Mrs. G joined the Nationwide Marketing Group in 2012. As a member of the Appliance

Dealer Cooperative (ADC) and the NECO Alliance division, Mrs. G has leveraged the group's \$15 Billion in annual buying power to further solidify their position in their local markets as the appliance retailer of choice.

Nationwide's 360° Marketing Program has helped maximize the company's television marketing investment, reaching

more potential customers than ever before. The sales team at Mrs. G continues to earn rave reviews from their customers and are known as the most knowledgeable and well-trained experts in their diverse category selections. When asked about the company's strategy for keeping their team on the cutting edge, Schaeffer shared, "We continue to encourage our staff to use the training modules in the Nationwide Learning Center to insure their knowledge of our products exceed our customers expectations."



Mrs G

Life. Better.

guests to touch, feel, and even cook on. Mrs. G's impressive brand selection, featuring Miele, Viking, Thermador, Bosch, GE, Monogram, Whirlpool, Electrolux, Jenn-Air, Samsung and many more are a key component of the wide consumer appeal that has become a hallmark of the business. The offering of outdoor kitchens and entertainment spaces sets Mrs. G apart from the competition and is anchored by a great selection of grills and accessories from Viking, Lynx, Wolf and Weber. The showroom has also become a popular venue for community & professional



In 2014, it was time to relocate the business once again, this time to a new showroom about one half mile south of the previous location. With teamwork and great planning, the store has remained open during the move and construction. When the new showroom is completed this summer, the new Mrs. G Experience Center will be a 25,000 square foot state-of-the-art showroom featuring live kitchens for demonstrations and cooking classes, as well as warehouse space for better access to inventory and on-site sales.

The new Mrs. G showroom has been designed to be a clean, fresh, bright and easy-to-navigate experience center, where great lighting, music, taste and smell are all incorporated into the guest experience. This digitally connected showroom will also take full advantage of Nationwide's exclusive digital signage system, MemberNet TV Plus. The new store design strategically integrates MemberNet TV throughout, allowing guests to experience up-to-date product and entertainment content, as well as custom pieces specific to Mrs. G.

Recently, Schaeffer was asked about her company's continuing plan to Prepare for Share. She stated, "At the last PrimeTime, I was shocked to see how much business Sears does in appliances in our market, and near our store. As they continue to lose share, I'm focusing on the local level to determine how I can best capture those customers." She added, "It all starts with our customers. We must exceed their expectations before, during and after the sale, giving our customers the opportunity to become our brand ambassadors. The Mrs. G vision and culture must be firmly in place, with our team working together and enjoying their work. We also know how important giving back to our community is, and we plan to continue to do so in many ways."

The future is bright for Mrs. G, as they continue a legacy of great customer service that covers over three quarters of a century. In 2015, and after a decade as the CEO and president of Mrs. G, Schaeffer knew it was time to revamp and update the store's image to reflect its promise

to the community and have a look that was recognizable to current and new customers. With the help of a brand consultant, Schaeffer unveiled a new Mrs. G personality logo with her own image, while keeping a part of the traditional design. She chose the colors yellow and black because they communicate the energy and warmth of the promise she and her team are committed to providing their customers daily: Life. Better. When the new showroom opens later this year, just like her grandmother did when she first opened Mrs. G in 1935, Schaeffer will be at the front of the store greeting customers.

"As the CEO and president, I like being present in the store," says Schaeffer. "I use the same philosophy of my grandparents, my desk is in the front of the store where I can greet customers and I will continue Mrs. G's long tradition of supporting our local community and organizations."

Appliance Dealers Cooperative Dealer-Vendor Trip 2016

IBEROSTAR PARAISO MAYA Riviera Maya, Mexico

February 28 - March 6, 2016

ATTENDANCE LIMITED TO 30 DEALERS

This is a preliminary registration.
Fax (609-235-1001) or Email (adc@adc.coop) this completed form to ADC by Fri, Aug 28th. You will receive an email from Sterling Events at a later date to complete your registration.



Cost per couple: \$3,950.00 (offer limited to dealer principals only).

What's Included: Contractually negotiated double occupancy all-inclusive hotel accommodations and roundtrip coach air transportation for two. Ground transportation to and from the Cancun airport.

Not Included: *non-inclusive* personal recreational activities, incidentals and items of a personal nature.



- \$1,450.00 *non-refundable* deposit billed Sept. 2, 2015*
- \$2,500.00 balance due by November 1, 2015 (balance is non-refundable after this date)

Please indicate payment method for this trip:

- Bill my store \$1,250.00 monthly starting October 1, 2015
- Bill me in full on November 1, 2015

Please Note That Any Balance Due On November 1, 2015 Will Be Billed In Full
***Cancellation Policy: All cancellations will incur penalties after October 1, 2015.**

Passenger 1: _____

Passenger 2: _____

STORE NAME - #

DATE

EMAIL ADDRESS

SIGNATURE

