

# Gordon & Associates *Outlook*

**Wood-Mode**  
FINE CUSTOM CABINETRY

**BROOKHAVEN**  
CABINETRY

*News, Ideas and Recognition for our Valued Territory Dealers*

May 2010, Spring Issue  
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## KBIS CHICAGO

The Kitchen & Bath Show was held April 16 -18, 2010 at the McCormick Center in Chicago Illinois.

Wood-Mode always has exciting new Design Themes to reveal and we are happy to share some of those with you here and on the next page.

Anytime you can present new options and looks to your clients it gives you a great advantage over the competition and a good reason to stay in contact with them.

### **Hudson Valley-** (Shown at 2009 but not yet released)

This is now a national ad.  
Providence Raised and Recessed doors.  
Walls-Amaretto finish on Maple.  
Bases-Plantation finish on maple.  
Both finishes are distressed crackle finishes  
New "X" Medallion Mullion and new Base Angled Sub Assembly.



## New Design Themes 2010

MORE KBIS  
HIGHLIGHTS**Woodland Meadows- all Brookhaven - above**

- 1) White hutch - Brookhaven new inset door called **Madison** which has beading around perimeter of door and drawer head. Finish is Vintage Lace (now available in Brookhaven @ 20% premium)
- 2) Credenza - Brookhaven new **Winter Haven** door which is simply Springfield Raised with a Winfield profiled edge around perimeter. Finish is Brown w/ Black glaze on maple.
- 3) Rustic Hutch- New wood species, **Knotty Alder**. Autumn with black glaze. Door- **Andover raised with square edge**. Note: Wood species and door style is N/C .

**Modern History- Left**

Wood-Mode Vanguard Plus quarter sawn walnut veneer on wall cabinet, white acrylic on base.

**Penthouse View- above**

Wood-Mode Sonoma Recessed with new "X" mullion profile. Finish is Gray Vintage w/Metallic Silver highlights on maple

**Southern Reserve - all WM - below**

- 1) Wide Hutch - **Georgetown** door Antique leather on maple which is a high end burnished furniture finish with a heavy rub for higher sheen, Gothic Chippendale mullion.
- 2) Shutter door - Eggshell on maple. This look lends itself to coastal areas.
- 3) Hutch with Tapered Feet - **Passage** door, Tavern on cherry, Same rubbed finish as Antique Leather. Decorative striped Inlay option on "A" drawer. The mullion is Chippendale. This finish will be used in a wine room in the future photo

**Expressions- below**

Due to European influence of textured, patterned laminates we are featuring Brookhaven Vista door with a "C" channel pull. The laminate is Smokey Pearwood.



## Congratulations to Roland Stock of Ed Lank Kitchens for 31 Years in the Kitchen & Bath Business.



Pictured from left to right: Brian Gordon (WM Rep), Roland Stock (former owner/retiree), Mike Ruddle (new owner)

Recently, a retirement celebration was held in honor of Roland Stock, long time owner of Ed Lank Kitchens.

Originally from Austin TX, Roland started out crafting guitars for a living before moving to Pennsylvania in 1979 and designing kitchens for Ed Lank.

He became a master kitchen designer with numerous award-winning Wood-Mode kitchens in Parade of Homes events, even carving some of his own kitchen features.

Roland was also featured in the Wood-Mode consumer DVD "For Your Home, For our Life" in a segment portraying the role of a designer with a retail husband and wife client.

He purchased the business from Ed in 1992 running it successfully until he sold it in 2008 to Mike Ruddle.

He stayed on until May, 2010 when he decided to retire and return to his love of writing and crafting guitars.

We wish Roland many years ahead of success and just enjoying life to the fullest.

## Recent Bulletin Highlights

### Enhancements to Wainscot Panels and Wall Hoods

Effective with orders receiving a ship week of 5/24/10 and beyond, the following enhancements will be made to Wainscot Panels and Wall Hoods receiving insert panels.

- DESIGN GROUP 42 Devoncourt and Regent door styles will receive the profile on the inside edge of the frame to match the door style ordered. These door styles previously received the interior profile from Hallmark.
- DESIGN GROUP 84 Barcelona, Grand Tour, Regency and Wyndham door styles will receive the profile on the inside edge of the frame to match the door style ordered. These door styles previously received the interior profile from Embassy.
- BROOKHAVEN Andover and Edgemont door styles will receive the profile on the inside edge of the frame to match the door style ordered (Andover will be identical to Edgemont and will not receive the Andover vein lines). These door styles previously received the interior profile from Winfield.
- ARCHED AND ANGLED WAINSCOT PANELS A new code (PWSA) has been added for ordering Arched and Angled Wainscot Panels. These panels will be priced at \$68.00 per square foot plus the appropriate number of door style premiums. Although a code and pricing have been added to aid in planning, all Arched and Angled Wainscot Panels (PWSA) still require a completely dimensioned and detailed drawing be sent for factory approval prior to ordering.

*Bulletin WM-2010-13*

### Brookhaven Announces Lifetime Warranty

Brookhaven's Lifetime Limited Warranty becomes effective with orders scheduled for Ship Week of 4-26-10.

This warranty provides you with an *exceptionally strong selling tool*. Use it to your *competitive selling advantage*, giving customers *one more reason to buy*, while *increasing your opportunity to close more sales*.

*Read Bulletin WM-2010-15 for more details.*



### Vent-A-Hood Liner Price Reductions

#### PRICE REDUCTIONS

We are pleased to announce that Vent-A-Hood has reduced the prices on liners available for our Shelf Hood series (HWSS, HWSC, HWSW) and we are passing this savings on to you. This price reduction will pertain to the options OSVS, OSVD and OSVT and will take effect immediately.

#### VENT-A-HOOD LINER AVAILABILITY

The price manuals incorrectly specify that the 54" wide x 21" deep versions of the Elliptical Arched Hood (HWP) and Circular Arched Hood (HWC) are available with the choice of a 600 CFM Liner (OVLN) or a 900 CFM Liner (OVLN). The only available option for a Vent-A-Hood Liner in the 54" wide x 21" deep versions of these hoods is the 900 CFM Liner (OVLN).

*Bulletin WM-2010-14*

## Echelon Custom Homes of Delaware Wins Acclaim at Regal Awards

The Delaware Association of Home Builders held their 18th annual Regal Awards ceremony on Friday, May 7th and it turned out to be a great night for Echelon Custom Homes.

They were awarded **“Best Custom Home in Delaware”** for the second year in a row.

That same home won **“Best Kitchen Design by a Custom Builder”** with, of course, Wood-Mode cabinetry as it’s focus. This is the third year in a row that Echelon has taken home this coveted award.

Matty Adler of Echelon Custom Homes was the designer for this home and was also awarded **“Best Design Selection Coordinator for a Custom Builder.”**

The fortunate clients who now get to enjoy this beautiful home for years to come are Dave & Roberta Robinson.



The perimeter of the kitchen was done in Esperanto Raised Panel, Maple wood in Cottage Lace finish with a brown undercoat and matte light distressing.

The island is done in Esperanto Raised Panel, Cherry wood with Antique Sienna finish.

The countertops lend a beautiful contrast in White Diamond Granite.

Appliances are Wolf and Sub Zero.



Matty Adler of  
Echelon Custom Homes

## 2009 Dealer Award Winners

### Kenwood Kitchens

**Masters Club (Top 25 dealer total sales) #4 National Rank**

**Wood-Mode Platinum Award (Top 25 Wood-Mode Sales) #8 National Rank**

**Brookhaven Platinum Award (Top 25 Brookhaven Sales) #4 National Rank**

### Lewisburg Builders Supply

**Wood-Mode Certificate of Merit (\$300,000 - \$449,999)**

### Ed Lank Kitchens

**Brookhaven Gold Award (\$750,000 +)**

### Kris' Kitchens & Design Build Group

**Brookhaven Gold Award (\$750,000 +)**

### Bay Kitchens

**Brookhaven Certificate of Merit**

### Triangle Building Supplies

**Brookhaven Certificate of Merit**

### Design House Kitchens

**Brookhaven Certificate of Merit**

### Beautiful Kitchens

**Brookhaven Certificate of Merit**

### Bel Air Kitchens Plus

**Brookhaven Certificate of Merit**



## Top 10 Dealers as of April 30, 2010

Wood-Mode and Brookhaven Combined YTD

	<b>Dealer</b>	<b>Location</b>	<b>Amount Needed to move up one place</b>
<b>1</b>	Kenwood Kitchens, Inc.	Baltimore, MD	
<b>2</b>	Kris Kitchens Design & Build Group	Baldwin, PA	\$539,764
<b>3</b>	Triangle Building Supply	Bellefonte, PA	\$124,649
<b>4</b>	Colonial Cabinet Corp.	McMurray, PA	\$82,946
<b>5</b>	Ed Lank Kitchens	Lemoyne, PA	\$94
<b>6</b>	Eastern Millwork	Easton MD	\$50,686
<b>7</b>	Beautiful Kitchens	Hollywood, MD	\$14,106
<b>8</b>	Creative Kitchens & Floors, Inc.	Seaford, DE	\$10,873
<b>9</b>	Showcase Kitchen & Bath Studio	Pittsburgh, PA	\$6,757
<b>10</b>	Schurman's Kitchens	Sewickley, PA	\$3,704

### Wood-Mode Price Increase DG42/DG84 No Increase on Mouldings & Trim Catalog Items

#### PRICE ADJUSTMENT

Design Group 42 and Design Group 84 Product offerings only will increase 3% across the board, with selected exclusions noted below. The increase will become effective with orders faxed or postmarked from the dealer on and after June 22, 2010. Orders faxed or postmarked on or before Monday, June 21, 2010 will be acknowledged at current pricing.

#### EXCLUSIONS FROM PRICE INCREASE

All items in the Mouldings & Trim Price Manual No increase on Special Width, Height or Depth Modifications No increase on Panels including Appliance Panels

#### NO INCREASE ON BROOKHAVEN

Since the Mouldings & Trim Catalog items will not be included in this Wood-Mode price adjustment, Brookhaven pricing will not be affected.

## New Ad Campaigns for May & June



**May/June Ad Campaign for Architechural Digest and Veranda magazine featuring the new Hudson Valley Design Theme.**



**May Ad Campaign for Elle Decor magazine featuring the Linear Solutions Design Theme.**

## Reduced Lead Times Announced for Brookhaven I & II E-Orders

As WM explained in their August 2009 bulletin, another means of staying competitive in this challenging market is to have their products available at a competitive delivery cycle. At that time, they announced the very popular earlier delivery time for Brookhaven I "qualified orders". Now they've announced the following:

### **BROOKHAVEN I AND BROOKHAVEN II** **1 – 3 WEEKS LESS DELIVERY TIME**

This welcome addition is a result of Wood-Mode's continuing efforts to improve their processes from order writing through certain manufacturing and logistics.

It is important to note that this earlier delivery cycle applies to orders for Brookhaven I and II products only and the following qualifications:

- The Brookhaven order must be written using Pricing Kit software and be an e-order received at Wood-Mode via the SMART website.
- All Brookhaven products ordered for a "qualified" shorter delivery schedule must be from the current Brookhaven Price Manual.
- The grace period for change orders to be made at no charge will be 3 days from "date typed" listed on your acknowledgement.
- The dealer should not have orders on Credit Hold.
- Unless noted otherwise all qualified Brookhaven orders will be scheduled for "early delivery".

We hope this makes all of your current and future Brookhaven I and II Sales opportunities more competitive.  
*(taken from WM Bulletin WM-2010-08 from Jan. 2010.)*

### **IF YOU WOULD LIKE HELP OR TRAINING WITH E-ORDER PLEASE CONTACT GORDON & ASSOCIATES**

**We will be conducting Price Kit training meetings in  
Baltimore and Pittsburg.**

Dates and locations to be announced shortly.  
Please contact us if you are interested in attending.  
We can't emphasize enough the benefits that using Price Kit can add to your business and efficiency.

**GORDON & ASSOCIATES, INC.**  
REPRESENTING WOOD-MODE AND BROOKHAVEN CABINETRY

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