



# POWER

MARCH 2021 NEWSLETTER

summit 21

# DOUBLE DOWN



March 23-25

**5 REASONS**  
to attend this year's  
**AVB Summit**



Featuring a video  
with Michael Vancura

Thank you to  
**KONRAD  
KOZAN**  
for 40 years  
of service

**NKBA 2021**  
kitchen trends  
report

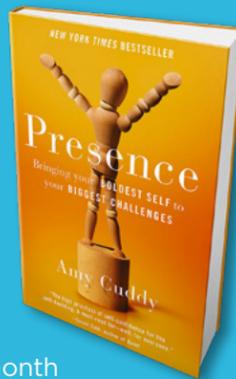
# From the Desk of our CEO Kim Yost

LADIES AND GENTLEMEN,

The theme for our March focus is

**Presence.** How do we continue to develop individual presence and **ultimately stand out.** Over the years I have had several CEO coaches who have all encouraged me to create my own personal brand and work on all the skills that maximize my personal and professional presence.

I know today that I could have had much greater career success, achieved more, earned more, and ultimately became more if I would have worked on my presence years earlier. When I did discover **the power of personal and professional presence** it propelled every aspect of my life like adding rocket fuel.



I have chosen two books this month to highlight because the theme is that important. One, **Presence** by Amy Cuddy and two, **Executive Presence** by Sylvia Ann Hewlett. Both of these books are must reads and will give you the missing links between merit and success. Why is it that so few achieve amazing career success and that so many just dream about it? Learn how to unlock your potential and realize your greatest level of presence both personally and professionally.

In Amy Cuddy's book, **Presence**, we learn the key to presence is to feel personally powerful. Even social power – being in a position to control situations – will not overcome personal powerlessness. Personal power requires knowing our values and being true to our values. It requires an alignment of the various parts of ourselves: our thoughts, our feelings, our behaviours. Cuddy calls this **“synchrony”**.

Personal power requires defeating the thoughts and assumptions that make us powerless. In her book, she teaches us several behaviours and habits to develop and perfect on our journey of recognizable presence.



Our second featured book is from Sylvia Ann Hewlett and is a game changer for those who seek the **ultimate executive presence.** Sylvia shares the power of three behavioral pillars, how you act (gravitas), how you speak (communication) and how you look (appearance).

To build on the first pillar, how you act (gravitas), she describes six key behaviours and traits.

**1) Confidence – “grace under fire”**

Most of us are like tea bags, we don't know how strong we are until we're in hot water.

**2) Decisiveness – “show teeth”**

Making difficult decisions is what decisive leaders do. It is not so much about rendering the right decision but about rendering a decision at a time when no one else dares.

**3) Integrity – “speaking truth”**

The higher you go in an organization, the more impressive you are when you demonstrate you have the spine to share your convictions.

**4) Emotional intelligence – “situational awareness”**

If you remember we devoted an entire month's theme to this trait. Emotional intelligence is important for building trust because demonstrating it shows you have not only self-awareness but also situational awareness.

**5) Reputation and standing – “pedigree”**

Building your personal brand, what you stand for and how you want to be perceived. Question what brand best describes who you are? i.e. Amazon, Apple, Mercedes, Ford, Disney

**6) Vision – “charisma”**

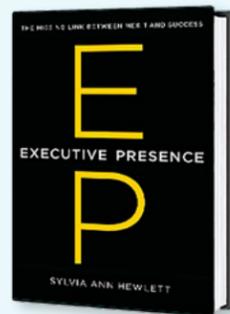
To communicate gravitas, it's critical you telegraph vision. We gravitate to those who display that they know where they are going – a rare and intoxicating certainty that most of us lack!

By developing your presence you give yourself a competitive advantage in the competition of life. Why not have the presence of a winner, one who is in total command of their future.

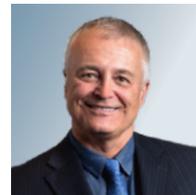
Ok, you one percenters, top graders, and high achievers, go out and stand out! Be bold, be different, shine like no other.

Your CIO (Chief Irritation Officer),

Kim Yost  
CEO, Mega Group



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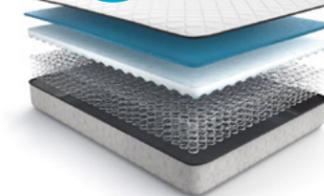
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# 5 REASONS to attend this year's AVB Summit



▶ PLAY VIDEO

by Michael Vancura



YOU ARE FACING NEW OBSTACLES EVERY DAY! FROM NEW GOVERNMENT RULES AND TARIFFS RESTRICTIONS TO UNPREDICTABLE CIRCUMSTANCES MOVING FORWARD IN THE FUTURE. YOUR BUSINESS DEMANDS NEW IDEAS AND APPROACHES TO ADAPT AND THRIVE IN THIS EVOLVING INDUSTRY.

The FIVE reasons why you must attend the AVB Summit will encourage you to take advantage of this pioneering event that unites members and vendors across the industry and will help you be ALL IN for 2021.

**JOIN US ON MARCH 23-25, 2021** from the comfort of your home for our virtual Summit.

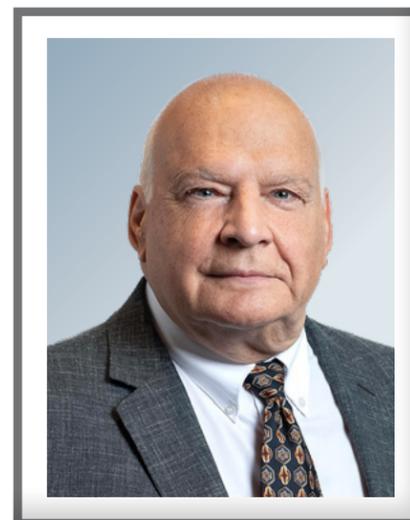
**MEGA IS HAPPY TO COVER THE REGISTRATION FEE OF 99\$ USD** for all Mega members to help you succeed and discover all the industry's leading tips.



## MEGA SPRING BUY FAIR

APPLIANCES - FURNITURE - BEDDING

March 23 - 25, 2021



# 40

years of service

## Konrad Kozan

by Michael Vancura

### Thank You From The Mega Board

After 40 wonderful years, Konrad Kozan will be retiring from the Board of Directors of Mega Group. From his humble days with Kozan Home Furnishing, he was able to bring a sound and an invaluable as well as insightful contribution to members, shareholders, and the management team.

From his wise experience and advice to attending regular events and conventions, Konrad was a big Mega supporter. An early adopter, he was an active participant in the Countrywide banner as well as the evolution to Brandsource. He is quoted:

"They've been helpful in every step of my success along the way". "Having a team at Mega that has merchandising and marketing people that support the independent retailer - that's really what made us successful."

While successfully growing his own retail business in Regina, Konrad was never too busy to share knowledge and help other retailers. Through those years he built lifelong friendships with retailers, vendors, and employees of Mega Group.

In the words of our Chairman of the Board, Richard Wall **"Konrad's knowledge and professional interaction with the Board will be greatly missed, however his humour and his social interaction and camaraderie with his fellow Board members will be irreplaceable."**

We wish Konrad a happy retirement! Konrad, may this next chapter bring you endless days with Colleen, Daniel, John, and the pursuit of other adventures. Thank you for your passion for Mega and the strong foundation you have helped build for us to grow on.

**You will always be a part of the Mega Group family!**

# Upholstery resources say their product will cost more!

Freight surcharges, price increases are a fact of life for retailers.

by Powell Slaughter, Furniture Today

Upholstery manufacturers, offshore and domestic alike, face cost pressures from transportation to raw materials to labor that necessitate charging more for their product.

Retailers had to deal with a couple of rounds of increases last year, often related to volatility in manufacturers' costs for inputs such as foam and plywood, as well as freight surcharges on container orders.

Foam, in particular, keeps going up on a near-monthly basis of late, but a major factor right now is skyrocketing costs for shipping, both on the water and on the road, largely driven by capacity restraints from equipment such as containers and chassis that's either short in supply or stuck in the wrong location.

Whether by surcharge or actual price increase, vendors say they need retailers to share more of that burden if manufacturers are to maintain anything approaching healthy margins.

Taking these rising costs on the vendor side overall, retailers can expect to see many of their suppliers instituting further price hikes if they haven't already.



Editor-in-Chief's PICK

## Transport Trouble

Ocean freight, raw materials and labor shortages all have contributed to cost increases over the past several months for Parker House, but freight is the major cost issue by far. [...]

Transportation costs for ocean shipping and related surcharges can make a sofa that had retailed for \$599 go for \$699, according to Manwah USA CEO Guy Ray.



*Guy Ray*  
CEO, Manwah USA

"NOT ONLY HAS OCEAN SHIPPING'S COST INCREASED SO SIGNIFICANTLY, BUT THERE'S ALSO A SHORTAGE OF IT," HE SAID. "OUR SUPPLY CHAIN HASN'T BEEN IMPACTED

TO THE DEGREE I HEAR FROM OTHERS; WE POUR OUR OWN FOAM, MAKE OUR OWN MECHANISMS AND MOTORS. WE CAN CONTROL MOST ASPECTS OF OUR BUSINESS, BUT WE CANNOT CONTROL THE FREIGHT. TRANSPORTATION ALONE HAS MOVED PRICE POINTS."

He said that inputs such as material and labor contribute to cost increases, but even taken together, they have had nowhere near the impact at Manwah as have transportation and shipping costs.

Leather Italia's peak-season surcharges and container rates for ocean freight both have risen upwards of 30% compared with a year ago, said CEO Michael Campbell. Plus, raw materials are averaging 25% ahead of last year, and while Leather Italia's China factory is absorbing a lot of that to mitigate the number of what retailers pay, it is nowhere near to covering the costs.



*Michael Campbell*  
CEO, Leather Italia

"FREIGHT COST HAS AN EFFECT THAT OUR INDUSTRY JUST CANNOT CONTROL, AND IT IS AT AN INCREASED HEIGHT THAT HAS NOT BEEN SEEN BEFORE," CAMPBELL SAID. "OUR GOAL IS TO MEASURE EVERY SHIPMENT AND EVALUATE SPOT RATES AND DIFFERENT PORTS OF ENTRY IN ORDER TO MEASURE ANY REALISTIC ADVANTAGE FOR OUR RETAIL PARTNERS." [...]

## On the Domestic Front

Logistical costs skyrocketed for domestic manufacturers, with some citing shipping - both inbound to production facilities and out to retailers - as their largest area of expense increase.



*Peter Zolferino*  
CEO, Omnia Leather

"TRANSPORTATION IS THE NO. 1 EXPENSE FOR US AT THIS POINT," SAID OMNIA LEATHER CEO PETER ZOLFERINO. "WE'RE BRINGING IN LEATHER FROM ITALY, SOUTH AMERICA AND NORTH CAROLINA, AND OUR FREIGHT COSTS HAVE DOUBLED.

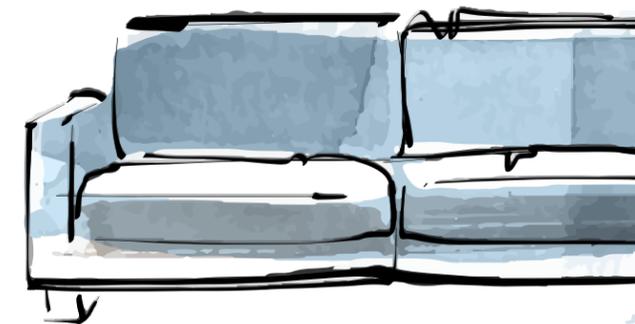
"Labor is No. 2," he continued. "We're in Southern California, so we had the minimum wage go up 7% last year. We're looking to hire more skilled workers, and it's definitely an employee market. Our labor this year is up 12% from a year ago. It's the nature of the beast right now."

Raw materials, particularly plywood, are major cost impacts at motion manufacturer Homestretch.



*Skipper Holliman*  
CEO, Homestretch

"THE BIGGEST PERCENTAGE INCREASES ARE CERTAINLY IN PLYWOOD FOR FRAMES," CEO SKIPPER HOLLIMAN SAID. "THOSE ARE UP 60% COMPARED WITH A YEAR AGO. WE'VE ALSO HAD MULTIPLE INCREASES IN FOAM, AND THAT'S UP IN THE 15% TO 20% RANGE, DEPENDING ON WHO YOU'RE BUYING FROM."



Homestretch also imports kits and mechanisms.

"If you're in a situation where you have to have a container, that's double what the normal rate is to get it here," Holliman said. "If it's a shipment we can do without right now, we can wait some weeks and not pay as much, but if you have to have it, you have to pay." [...]

## Bottom Line

Whether through freight surcharges and temporary increases related to raw material cost spikes or actual increases in catalog prices, retailers had best be prepared to pay more this year for the goods they sell.

"We had a significant price increase in fall around 5%," said Manwah's Ray, and that's on top of consistently passing along a portion of freight surcharges in recent months. Another 5% increase for both MW Home and Cheers goods will take effect in March.

"We've still borne the brunt of most of these cost increases we've had," Ray said. "For the most part, I think our customers trust us that what we're telling them is true, is legitimate and necessary. Even with these price increases our margins are shrinking dramatically." [...]

Ray at Manwah said price increases are unavoidable in the current environment, especially if retailers expect manufacturers to maintain quality levels.

"It's not a money grab; these increases are out of necessity," he said. "We aren't gaining one point of margin, and we aren't going to re-engineer product to hit a lower price point. We're not decreasing the amount of steel, the amount of wood in the frames. We haven't done one thing to lower the integrity of the product to save on price."

[read more](#)

# The Sleep Expert

by Tania Dionne

BRANDSOURCE  
Sleep



Dear members,

There are 5 easy steps to:  
Sleep, recover and perform.

As previously seen in the newsletter  
here are the 5 steps.

Step 1: Pick your pillow

Step 2: Pick your comfort

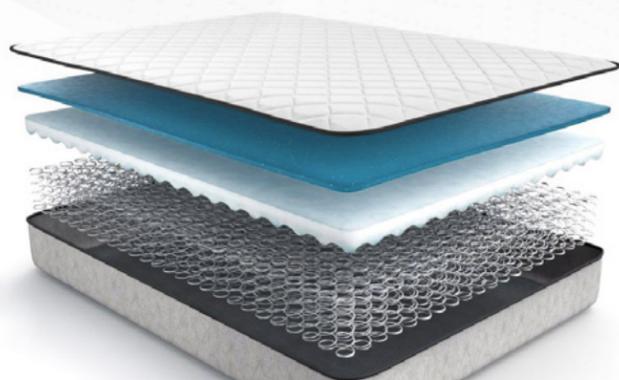
**Step 3: Pick your Technology**

Step 4: Pick your adjustable base /  
foundation

Step 5: Pick your accessories

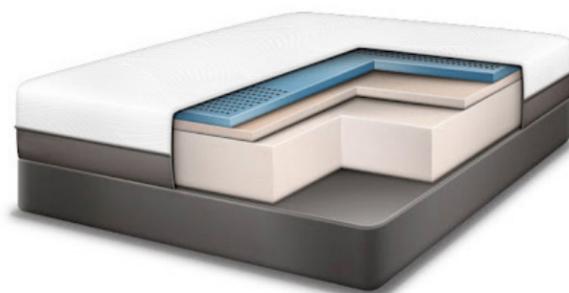
Today we are talking about technology  
and materials used in mattresses.

## 3 TECHNOLOGY



### MEMORY FOAM also called Visco elastic foam.

This material conforms to your body while dispersing your weight evenly however, this material is heat activated and can make you feeling hot. The material also has a slower response. To diminish the hot factor, most company now have a coolant infused in the foam like gel in most cases. But if you are someone who get cold during the night, this is for you.

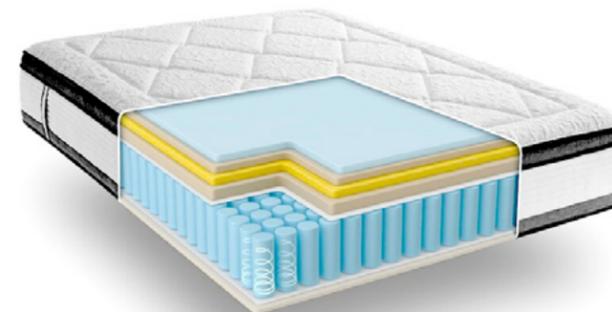


### INNERSPRING

This is the oldest technology available today. This coil technology can be seen continuous, attached or individual. Attached coils tend to be bouncier and less stable. Individual coils are more stable and can give you and independence of feels from your partner. The more coils a mattress has, the more the weight is evenly distributed and therefore you get more support and less motion transfer. Newer on the market, are nano coils. Often used to replace a foam layer, those coils also increase the overall coil count in a mattress. Make sure to know the base coils cage count separate from the nano coils because the total count of coils does include this number. As a reference a 700 total coil that has 150 nano coils is in fact a 550 coils cage. The support will be quite different than a real 700 cage.

### HYBRIDS

Hybrids are the best of both worlds. Some people are convinced that every mattress need coils, but they also want better foam. Hybrid mattress is the answer to that. This technology can have the 'traditional' look of a mattress but can also look like a specialty bed. This option will bring the retail price higher because of the higher end materials used inside.



### LATEX

Made from petroleum or plant base, latex is a great element to have in a mattress if you like a quick response. Latex provides a comfortable night sleep because it keeps the pressure off the shoulders and hips. After the main components, we can now investigate more specific technologies that vendors will use.

### BEDDING: BED LINEN, BED MATTRESSES & FILLED PRODUCTS

With an exquisitely silky handfeel and natural sheen, luxurious bed linen containing TENCEL™ Lyocell fibers produced by Micro technology gently envelop your body, enhancing your quality of sleep. TENCEL™ Lyocell fibers exhibit a smooth surface area, ensuring natural comfort for sensitive skin. Compared to other filling materials for duvets, such as cotton, TENCEL™ Lyocell cellulosic fibers absorb moisture more efficiently to help your body feel pleasantly cool and dry for a comfortable night's sleep.

CertiPUR-US® is a certification program administered by a not-for-profit organization.



### CertiPUR-US certified foams are:

- Made without ozone depleters
- Made without PBDEs, TDCPP or TCEP ("Tris") flame retardants
- Made without mercury, lead, and other heavy metals
- Made without formaldehyde
- Made without phthalates regulated by the Consumer Product Safety Commission
- Low VOC (Volatile Organic Compound) emissions for indoor air quality (less than 0.5 parts per million)

[read more](#)

And finally, even if it is not a technology, Bed in a box (BIB) needs to be addressed. You need to know that the average time a bed can be in the said box is 6 months. The foam is not designed to be compressed longer that. BIB is either all foam or with some innerspring. They are not very high in volume because of the box dimensions they need to fit in. The best advantage of BIB is that there are "UPS able" meaning they can ship via National carriers, they can fit in almost any car and therefore driving the dealer's cost down on fuel, staff, insurance, and maintenance.

**Come back next month for step #4.**

[read more](#)



# NKBA 2021 kitchen trends report

by Sandy Mahoney

**The Kitchen Bath show is the largest appliance show in North America. It is an opportunity for vendors to showcase their new innovations and product line-ups in an inspirational way to store owners, designers, and builders.**

This year, KBIS went virtual. Each of the vendors created virtual booths as well as training sessions that people were able to attend. Here are some of the trends that were identified.

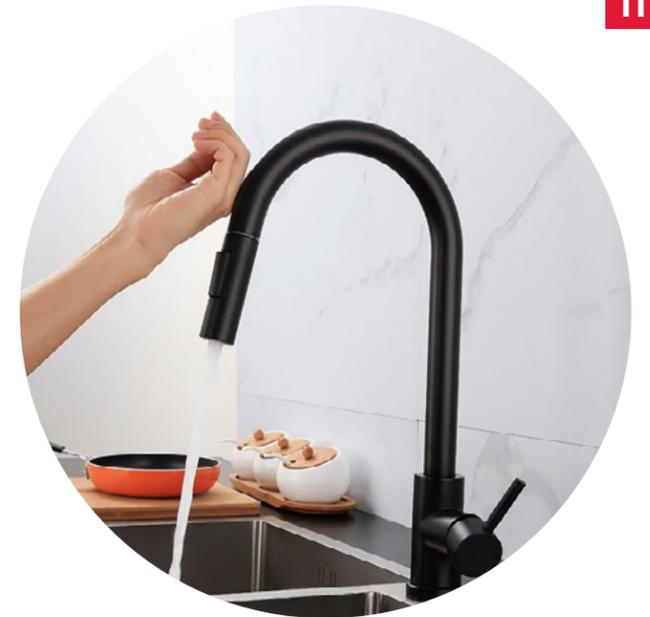
As homeowners spend more time at home, kitchens are getting larger, the volume of outdoor living projects is increasing significantly and there is a need for easy-to-clean surfaces, flexible living spaces and seamless technology integration for added convenience and peace of mind.

**Kitchens get larger, COVID-19 has a lasting impact on design.**

Aesthetically, design preferences in the kitchen will continue to be more contemporary and transitional in style, with added influence of a new leading trend of “natural/organic.” This combination feels more European in style and scale, with clean lines, minimal detailing, the warmth and texture of natural finishes, and larger windows to bring the feeling of the outdoors inside. The influence of natural/organic catapulted into the top three design styles respondents expect to increase in popularity in the kitchen and bath over the next three years. This is a significant shift from the 2019 study, where this same design style ranked 10th. Conversely, traditional design, which consistently had been one of the top three kitchen styles for more than a decade, is now anticipated to be one of the least popular.

“We expect designs for the kitchen to continue trending toward a more modern, organic feel that is both streamlined and adaptable,” said Bill Darcy, NKBA CEO.

“The kitchen has long been the heart of the home. But especially during the pandemic, it has emerged as the most prominent, multitasking room as well. We see this continuing with more open-space concepts, an extension into multi-season outdoor living spaces, larger kitchen island hubs and increased functionality and storage to allow homeowners to cook, eat, work, home-school and play, all in the same vicinity.”



## Emerging kitchen trends

### Appliances

- Gas and induction cooking methods are nearly equal in popularity, with induction expected to replace traditional glass electric cooktops
- Ventilation hoods will become the new decorative focal point in the kitchen

### Technology

- Dedicated device-charging/viewing
- Seamless video communication
- Emergency power for the refrigerator

### Faucets

- Matte and brushed finishes in stainless steel or black
- Motion-control/hands-free or touch/tap

### Surfaces

- Quartz, particularly in lighter colors, will continue to be the driving material for countertops
- Large-scale backsplashes featuring a solid slab or long subway tile
- Mixing complementary colors and materials on perimeter countertops and islands



# NEW MEGA MEMBER

by Michael Stork

In the 1940's, Hanover, Ontario was known as Ontario's furniture industry capital, largely because of the lumber from its hardwood forests. With experience from this industry, the Schmidt family opened a shopping centre in 1949 that not only sold home furnishings, but also pianos, groceries, hardware, and appliances. As the years progressed, hardware and groceries were switched out for televisions and broadloom, and eventually large appliances were dropped to focus primarily on furniture.

The family business grew over the years, as did the retail space. Eventually warehouse space was converted into additional retail space, and multiple Smitty's locations were opened in Southwestern Ontario. Today, Smitty's employs over 50 employees, some now representing the family's fourth generation.



The original store location continues in Hanover, 70 years later, with a second store operating an hour down the road in Kitchener, Ontario.

While Smitty's offerings over the years have largely focused on quality Canadian made furniture, an analysis of their market showed an opportunity to grow into the appliances market. Smitty's consulted with the Mega selling Group to determine a suitable vendor partner, choose a comprehensive product mix, and set aside space in the retail store to showcase this new appliance segment. Plans are underway for a Spring 2021 appliance centre launch in Hanover, bringing Smitty's back full circle to their origins as an appliance dealer.

**Please join in welcoming the Smitty's family to our Mega group community.**

**Smitty's**  
FINE  
FURNITURE

Welcome to our  
**New Mega Members**

**Krazy Krazy**, Timmins, ON

**End of the Roll**, Milton, ON

**XLNC Furniture & Mattress**, Calgary, AB



## Terry's Tips

by Terry Helliker



### Top 5 reasons you should be using a Facebook Business Manager Account

Using Facebook Business Manager will help you manage ad accounts, multiple pages if needed and all the people who work on them, including agencies and employees. It will also give you more functionality and make your life a whole lot easier.

**1** If you have multiple locations, you can manage all your pages.

**2** Give access to employees and agencies for your page and assign permissions using Asset Groups.



**5** Manage Facebook Shop.

**3** Manage Ad Accounts, assign partners, assign employees, control billing, add assets and view reports for up to 5 ad accounts.

**4** Link Instagram account and assign permissions.



To learn more about Facebook Business Manager visit [Business.Facebook.com](https://Business.Facebook.com)



Should you have any questions or comments related to Facebook Business Manager, please feel free to reach out to me by email at, [thelliker@megagroup.ca](mailto:thelliker@megagroup.ca)

# The 2021 State of Reviews

by Podium

Reviews can be make-or-break for any business, and that has never been truer than it is in 2021. But what do customers care about most? Is it simply just a good star rating? Is it worth your time to respond to reviews? And what makes customers more likely to leave reviews?



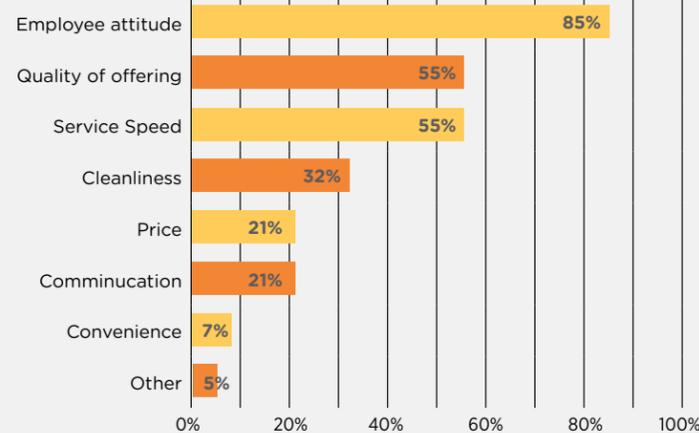
When consumers do leave reviews, having a negative experience with employees is the leading motivation to leave a negative review.



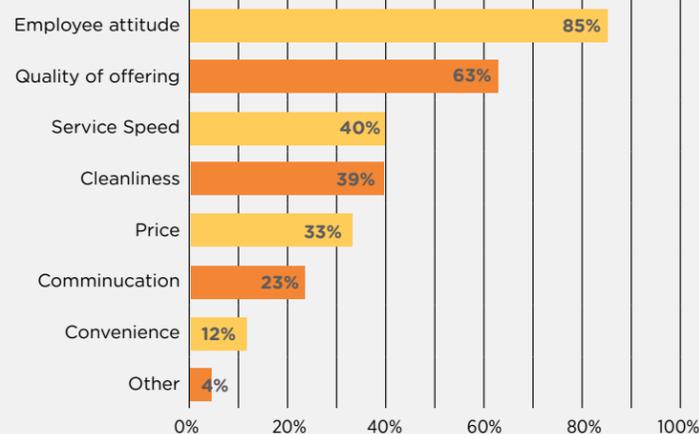
**85%** of consumers say that **employee attitude** is the most likely motivation for a consumer to leave a one-star review.

Having a positive experience with employees is also the leading motivation to leave a positive review.

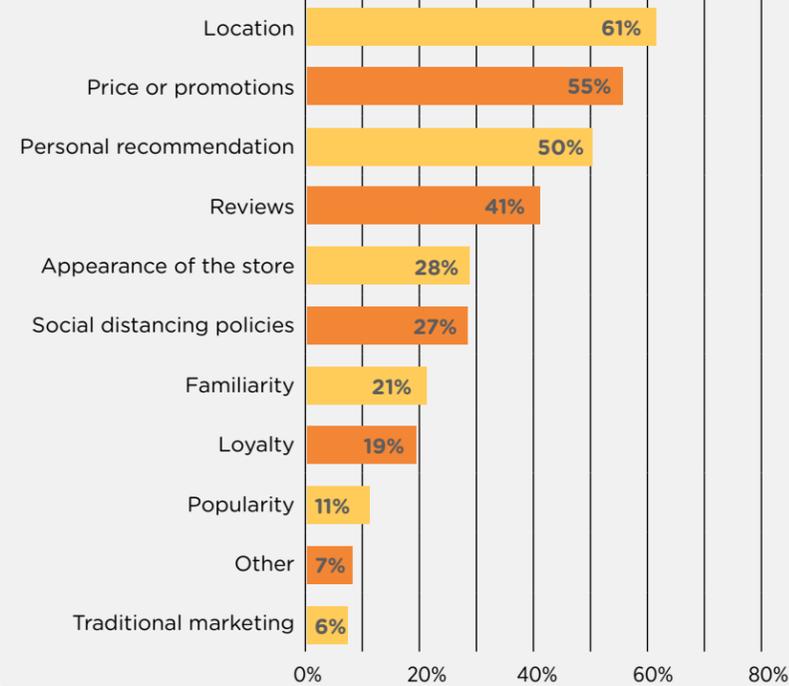
Which three of the following experiences being negative would make you most likely to leave a 1-star review:



Which three following experiences being positive would make you most likely to leave a 5-star review:



What characteristics are most important when choosing a local business? (select three)



The top characteristics consumers say are most important when choosing a local business are:



Reviews are **2x more likely** to be an important factor in choosing a local business than loyalty, and **7.4x more likely** to be an important factor than traditional marketing.

**41%** of consumers say that text is their preferred way to communicate, vs. 18% who prefer email.

**48%** of consumers say that they **have received a text** from a business asking them to leave a review.

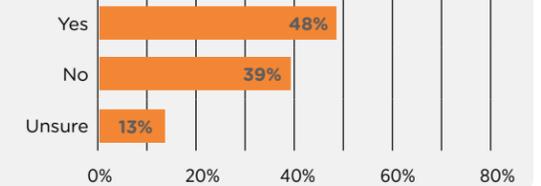
Most consumers have read a review in the last week.

**23%** have read an online review in the last day.

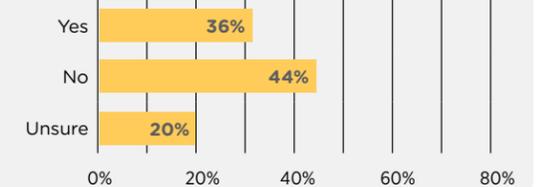
**65%** have read an online review in the last week.

**85%** have read an online review in the last month.

Have you ever received a text from a business asking you to leave them a review?

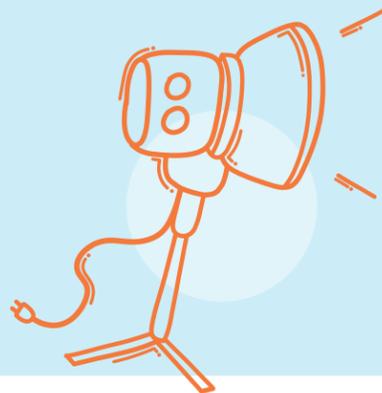


If yes, have you ever left a review for a business that sent you a text asking for one?



We surveyed 2,376 people (1,543 consumers, 455 SMB owners/managers, 378 enterprise business leaders) to better understand the role reviews play in 2021. Learn what we found in our 2021 State of Reviews report.

[read more](#)



# VENDOR SPOTLIGHT

**NEW feature!**



## ABOUT REDMAN DISTRIBUTING

Since the early 90's, Redman Distributing has specialized in residential range hood ventilation, built-in wine/beverage, cooking equipment, outdoor grills & kitchens and compact appliances. They are proudly aligned with select "Best In Class" manufacturers to provide distribution, marketing, sales, and service for our exclusive dealer network. Redman Distributing is the #1 provider of Mid to High End Range Hoods in Eastern Canada.



*Vent-A-Hood*



## NEW APPROVED VENDOR



**NAPOLEON IS A FAMILY-OWNED CANADIAN BUSINESS.** We aim to energize our customers every day by delivering sustainable, quality, and innovative products and services that they love and believe in.



**DECOR-REST**  
FURNITURE LTD

TOGETHER, WE FURNISH HOMES WITH LOVE  
BECOME A DECOR-REST GALLERY

Decor-Rest has everything you need. We make it easy for you to retail. We provide fabric display units, leather swatches, wall decals, freestanding banner, wood & nail studs samples, hang tags, inside story chair, AutoCAD floor plan of your space, professionally photographed room settings great for marketing use, social media, websites and even more!



WE ARE EXCITED AND INTERESTED IN BEING YOUR PARTNER.  
Please contact Ankush Gupta, VP Sales & Business Development at [ankush@decor-rest.com](mailto:ankush@decor-rest.com)  
or contact your Decor-Rest Sales Representative

Head Office: 511 Chrislea Road, Woodbridge (Toronto) Ontario CANADA Tel 905 856 5956

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