

## **Valley Oak Appliance Receives Dealer of the Year Accolade at Las Vegas Expo**

Valley Oak Appliance was named the 2017 BrandSource Dealer of the Year for the Pacific Rim Region this past August 28th at BrandSource's National Convention & Expo at Caesars Palace Hotel and Casino in Las Vegas, Nevada. Co-owner Lyn Hawkins and his son Tim, the store's general manager, were on hand to receive the honor at the buying group's annual awards ceremony. The event was followed by a luncheon the next day when they were joined by BrandSource's officers and executive staff in acknowledgement of the Hawkins' great success.

Valley Oak Appliance, located in Elk Grove, California, has been serving the Greater Sacramento area since 1990, when Jean and Lyn Hawkins founded their business out of their garage, which they used in the beginning of their service operation. In 1994, the venture became a Maytag Home Appliance center. When Whirlpool bought Maytag in 2006, they became a BrandSource dealer. Currently, Valley Oak Appliance has one location and 19 employees. The store's stellar reputation in the community keeps bringing customers back and a steady stream of referrals coming in. The Hawkins family also successfully leverages the power of BrandSource in how they merchandise and promote their store, while ensuring they are offering the best value in Elk Grove. The family has a vision for the future of their business and will not rest on past successes. They are currently looking at doubling the size of their store and adding new categories of products. The sky is truly the limit for this retail powerhouse!

The BrandSource Dealer of the Year awards are presented annually to a member who has shown continued support of BrandSource and its direct suppliers. The Dealer of the Year must have BrandSource store identification and support the group by attending regional meetings as well as national events such as the Convention and Summit. The 16 winners, which are selected by each region's membership, demonstrate a continued commitment to excellence in the retail industry and to the BrandSource name.

Please congratulate the owners of Valley Oak Appliance on their well-deserved honor!