



Charlotte Reporter

The Rotary Club of Charlotte

February 12, 2013

Charter Date December 1, 1916 Club 6006 District 7680
www.charlotterotary.org

A Visit from Electrolux and Jack Truong

By: John Galles



Rotarians were privileged to hear from Jack Truong, the Head of Major Appliances in North America for Electrolux. Truong joined Electrolux in 2011 after having served as the Vice President and General Manager of 3M Global Construction and Home Improvement Division from 2009 to 2011. Prior to that, he was the Vice President and General Manager of 3M Global Office Supplies Division from 2003 to 2009. And earlier in his career, he headed 3M Home Care Business for Europe, Middle East and North Africa from 1997 to 2001 and also held numerous research and development positions within

3M from 1989 to 1997. Truong has a Ph. D. in Chemical Engineering.

Electrolux moved its headquarters to Charlotte from Augusta, Georgia in 2010 bringing over 800 jobs to this community. Truong opened with a reference to the vacuum cleaner company that sold door-to-door many years ago. He said, "This is not your grandmother's vacuum cleaning company."

Electrolux is a global leader in home appliances and appliances for professional use, selling more than 40 million products to customers in 150 countries every year. The company focuses on innovations that are thoughtfully designed, based on extensive consumer insight to meet the real needs of consumers and professionals.

Electrolux products include refrigerators, dishwashers, washing machines, vacuum cleaners, cookers and air-conditioners sold under esteemed brands such as Electrolux, AEG, Eureka and Frigidaire. In 2011 Electrolux had sales of SEK 102 billion and 58,000 employees.

Truong also reminded his audience that the company started out as Frigidaire in the early 1900's and has been leading the market with innovations and design for over 90 years. "More and more consumers want the kitchen to be the center of their home," he said. "They want to cook at home, and they want to cook like a chef."

Electrolux makes an array of brands, chief among them Frigidaire appliances. Its line ranges from washing machines and ovens to smaller products like irons and vacuum cleaners. The 93-year-old company, based in Stockholm, has grown during the years by acquiring popular brands, including Tappan and Kelvinator, and it makes nearly all Kenmore cooking appliances.

Electrolux is building a new engineering and design center at the headquarters, backed by \$8.1 million worth of incentives, which should bring 200 more jobs. Late last year, Electrolux also completed a 70,000-square-foot expansion of its headquarters building, bringing the total square footage to 280,000.

There are eight Electrolux factories in the U.S., including one in Kinston and one in Anderson, S.C. The company has 8,900 employees in the U.S., Truong said. That's down from the 10,648 U.S. employees the company reported in 2007. Electrolux has moved factories from Iowa and Michigan to Mexico, and is also moving a plant from Quebec, Canada, to lower-wage Memphis, Tenn.

Electrolux is adapting to a changing market for appliances, one in which more people are renting or buying condos, and fewer new homes – a key driver of appliance purchases – are being built. And the new homes that are being built are smaller on average than they were before the recession. "People had tended to build bigger and bigger appliances," Truong said. "We had to adjust."

PROGRAM SCHEDULE

2012-2013

Program Chair: Ed Driggs

1Qtr Edwin Peacock

2Qtr Colleen Brannan

3Qtr Bob Freeman

4Qtr Bill Constangy

FEBRUARY 2013

19th **How I Got
Where I'm At**
Doug LaBrosse,
Tom Robertson

26th **Heath Morrison**
Superintendent, CMS

MARCH 2013

5th **Keith Larson**
Radio Host, 1110 WBT-AM

12th **Cecil Newton**
Cam Newton Foundation

12:30 Tuesday

Crowne Plaza – 201 S. McDowell Street

<https://www.facebook.com/groups/42974089870/>

Slimmer, smaller refrigerators, washers and dryers are popular. Refrigerators and freezers are being built with more shelves and better layout, to appeal to families that need to stay organized as adult children move back home. And freezers are growing in size, as people store more food.

“It’s all about making sure we follow consumer behavior,” Truong said.

In addition to the manufacturing side of the business, Truong also emphasizes the engineering and design work being done by Electrolux. “It’s a lot of high, high tech,” he said, pointing to the company’s role in developing more energy-efficient appliances and technologies such as induction cooking and flash-freezing.

Rotarians also showed appreciation for Electrolux contributing 1000 air conditioners last summer to Crisis Assistance Ministry.

Head Table: John zumBrunnen, Robert Freeman, Marilyn Bowler, Brad Cansler, Karen Bentley, Steve Meckler; Invocation: Alice Harrison
Visitors & Guests: Herb Harriss; Song: Chris Kemper; AV: Jessica Dupree; Photos: Bert Voswinkel

CLUB NEWS

➔ Two new members were introduced on Tuesday. **Ed Pickett** introduced **Todd Arnold**, president of Bridgewater Capital (residential mortgages). Contact Todd at tarnold@bridgewatercapital.com; **Bob Culbertson** introduced his daughter, **Laura Thomas**. Laura was a former member of the Monroe Rotary Club and is a consultant for Coleman Lew & Associates. Contact Laura at lthomas@colemanlew.com. Welcome!

➔ **Natalie English** contributed to an article on a facility Norfolk Southern will be building at the airport that will be used to transfer shipping containers between trains and trucks.

➔ Jolene Hjordemael, president of the Provisional Charlotte-for-Haiti Rotary Club, extended an invitation to give their club a try when you’re looking for a makeup. They would also appreciate leads on membership prospects. Meetings are held at 10 AM Saturday’s, Myers Park United Methodist Church; **Jill Santuccio** read this week’s Rotary table message: Rotary for high school is called INTERACT. These clubs give youth a chance to serve, meet new friends, and grow leadership skills.

➔ Sympathy is extended to **Buddy Chatfield** and family. Buddy’s mom, Ruth H. Chatfield, passed away January 31 and funeral services were held in Birmingham, Alabama.

CLUB VOLUNTEER OPPORTUNITIES

➔ Junior Achievement’s Biz City, 8:30 am to 1:30 pm on March 6, 2013. Registration is available at www.charlotterotary.org (click on our projects/junior achievement) and questions may be directed to committee chair Jay Westmoreland (jay.westmoreland@morganstanley.com).

➔ 1,176 dictionaries for third graders in selected schools in Charlotte will be delivered to the Rotary office within two weeks. Help is needed to apply the bookplates and to also deliver the dictionaries to schools.

APPROVE FOR MEMBERSHIP (comments/questions to the Rotary office by 2/19/13)

HEIDI FRANKSON

Charlotte Symphony
(Performing Arts, Music)

Sponsor: Terri DeBoo

Denise Hallett, Marilyn Bowler

PETE MARRIOTT

Trinity Retirement Solutions
(Investments, Administration)

Sponsor: Alan Simonini

Tod Thorne, Art Ringwald

JERMAINE HUSSER

Second Harvest Food Bank of Metrolina
(Social Services, Food Bank)

Sponsor: Mark Norman

Natalie English, RC of Charleston

LUTHER MOORE WILL BE DISTRICT GOVERNOR IN 138 DAYS!!

What does this mean?? It means club participation and support of Luther and the District events/functions will be really important. For starters, add two important dates to your calendar....

...June 14, 2013 - Installation Banquet, SMS Catering – 6:00 pm to 10:00 pm

...November 23, 2013 - Foundation Banquet, Charlotte Marriott Executive Park (Tyvola Rd.), 6:00 pm to 10:00 pm

Information and details for each event will follow.

Attendance	<u>02/12/2013</u>	<u>02/13/2012</u>	Membership	New Members: Frank Watson, Todd Arnold, Laura Thomas
Visitors & Guests	22	19	07/01/2012 316	
Club Members	183	171	02/05/2013 315	
Total Attendance	205	190	Net Increase -1	Resignations:
Percentage	64.3%			
Birthdays February 19 - 25		Anniversaries February 19 - 25		
19 Warren Kean	20 Brian Gibson	20 Terri and Mark DeBoo	23 Joy and Hunter Widener	
22 Lynn Wheeler	23 Kevin Pitts	24 Denise and Michael Hallett	25 Tina and Sam Ryburn	
25 Cynthia Marshall				