

# Danny Vegh's Expands

## RETAILER OPENS FIFTH STORE, BUT FIRST OUTSIDE OHIO

Since taking over the helm of Danny Vegh's Billiards & Home from her father in 2001, Kathy Vegh has grown the retail operation from a single-store enterprise in Cleveland, Ohio, to a small chain with four stores throughout the state. Now, Vegh is crossing state lines and opening up her fifth store in Milwaukee, Wis. — scheduled to open in the first week of October, just in time for the holiday selling season.

The 4,400-square-foot store is located in the upscale Bayshore Town Center in the Glendale suburb, between a Trader Joe's specialty foods store and a Charming Charlies fashion accessory boutique. The new store will be similar to the 4,200-square-foot store that Vegh opened up in spring 2010 the Crocker Park shopping center in Westlake, Ohio, which also showcases traditionally masculine products in a female-friendly environment.

"It is common that purchases made in our stores are male-initiated, female approved," Vegh says, "and our store design allows for both parties to achieve their end goals. The way in which we merchandise is completely unique in the industry and has won us several national design awards." Indeed, Danny Vegh's has been recognized with design awards from *Billiard Retailer* for its Mayfield Heights store in 2005 and its Westlake store in 2010. For several years, Vegh has written columns for *Billiard Retailer* and was recently profiled in the magazine's feature "4 Under 40," which paid tribute to young visionaries in the billiard industry. Danny Vegh's has also been a top-10 Brunswick dealer from 2006 to 2010.

"Milwaukee is the perfect destination for a Danny Vegh's store, and we're really excited to be entering the market with our unique concept," says Vegh. "This is a city that places a major emphasis on the same 'work hard, play hard' philosophy that we've modeled our business on for 48 years. It's a community that prioritizes quality time spent with family and friends. Similar to the Ohio markets, the people of Wisconsin appreciate the personal touch of a family business like Danny Vegh's."

Along with the new store, Vegh has unveiled a name change to Danny Vegh's Home Entertainment. Although the new company logo includes a subtle graphic of a billiard ball, the name change reflects Vegh's goal to not be seen as only a billiard and



**Kathy Vegh is opening a new store in Milwaukee and debuting a redesigned logo with a broader focus on home entertainment.**

gameroom retailer. In response to market conditions, Danny Vegh's has expanded its product selection over the years to include casual furniture and home theater seating, as well as to focus more on the interior design aspect of home entertainment.

As it has done recently in the Ohio market, Danny Vegh's has selected a couple of well-established, complimentary businesses to partner with for the Milwaukee store. They include Sherwin-Williams Paint Company and Techteriors of Wisconsin, which specializes in audio/video equipment for home theater and home automation.

The Milwaukee store will employ four salespeople, including a store manager, and at least four installers. Vegh also plans to hire a BCA certified instructor.

Now 77, Danny Vegh was a young man when he fled to America during the 1956 Hungarian revolution. He went on to become the national ranking singles and doubles table tennis champion and eventually founded Danny Vegh's in 1963. "I can't believe that my company is celebrating its 48th birthday, and now to see my dream continue to another state makes me feel so proud and blessed to live in this country."

## BCA Show Moves to Chicago in 2012

The Billiard Congress of America is moving its annual expo from Las Vegas to Chicago in 2012 in an effort to revitalize the dwindling trade show. In addition to a new venue, the association is rebranding the show with a new name, logo and tagline. Formerly called the International Billiard & Home Recreation Expo, the event is now titled Summit 2012: Redefining the Billiard Business ... Together.

Summit 2012 is being designed to encourage new product innovation and promote product training and education. In addition, organizers hope to invigorate the industry through more social



functions. One way organizers hope to bring the industry together is by holding the event in a more intimate venue without all of the distractions Las Vegas is known for. Along those lines, Summit 2012 will be held at the 500-room Renaissance Schaumburg Convention Center Hotel, which is about 12 miles from O'Hare International Airport and about 30 miles from Chicago's Magnificent Mile.

Summit 2012 will be held Wednesday, July 18 through Friday, July 20. The dates partially overlap with the International Casual Furniture & Accessories Market, which will be held at The Merchandise Mart in Chicago July 17-19. The BCA hopes many casual furniture retailers will see this as an opportunity to attend both shows while they're in Chicago.