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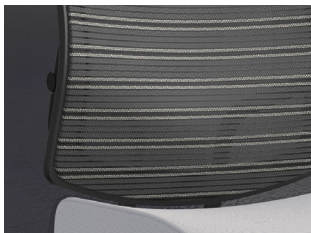
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The Business of Furniture

June 15, 2016

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As NeoCon enters its final day, 2016 is shaping up to be one of the strongest shows ever and more importantly, one of the most crucial in terms of trends that will change the workplace.

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The lawsuit matters because the deal to purchase DWR is a major piece of Herman Miller's plans to turn itself into a lifestyle brand with a reach that stretches far beyond office furniture.

36 The Mart Shows Off New Look at NeoCon

The MART's transformative renovation was designed to complement the creative energy and talent of its tenants and visitors.

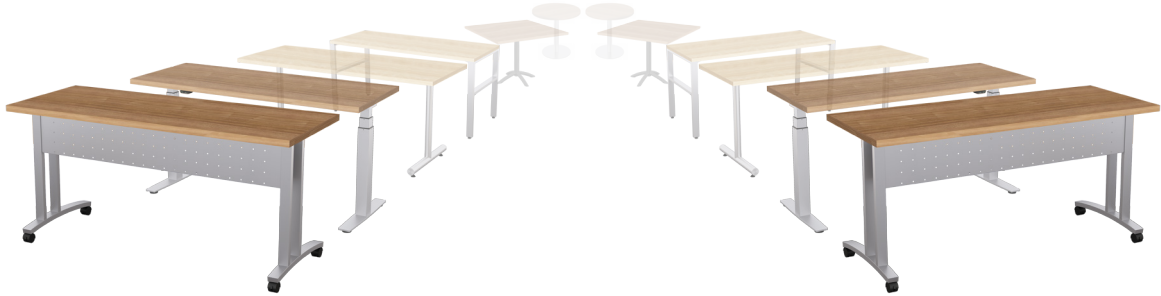
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ROB KIRKBRIDE, EDITOR-IN-CHIEF

MEANWHILE
IN CHICAGO...



HUTCH
BY JAMIE COSLEY



THE WEEK IN CONTRACT FURNISHINGS

BoF Upfront

NeoCon in Progress

Happening now: NeoCon

THE 48TH ANNUAL NEOCON IS STILL TAKING PLACE TODAY UNTIL 3:00PM. OUR INFORMAL POLL SUGGESTS IT WAS ONE OF THE BEST NEOCON'S EVER IN TERMS OF CLARITY OF PRODUCT AND DESIGN DIRECTION. WHAT'S ALSO TRUE IS THAT "RESIMERCIAL" IS HERE TO STAY.

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NeoCon in Full Swing in Chicago

AS NEOCON ENTERS ITS FINAL DAY, 2016 IS SHAPING UP TO BE ONE OF THE STRONGEST SHOWS EVER AND MORE IMPORTANTLY, ONE OF THE MOST CRUCIAL IN TERMS OF TRENDS THAT WILL CHANGE THE WORKPLACE.

WORDS BY ROB KIRKBRIDE

Excuse visitors to this year's NeoCon if they mistakenly believed they walked into a hip residential furniture store. NeoCon 2016 might be remembered as the year when the contract furnishings industry finally started building furniture for 20-something workers instead

of 40-somethings (or 50-somethings). While it is easy to find countless examples of lounge furniture, it is nearly impossible to find a cubicle in the Merchandise Mart showrooms.

Welcome to the West Elmification of the office furniture industry. Examples of hip and cool contract furniture that looked

more like it came from IKEA than Itoki were everywhere. And that's not a bad thing. The stuffy office furniture industry is finally getting its groove on by building products for the Amazon rather than the AARP crowd.

"They don't want to buy a table," said Jim Stelter, chief executive officer of Inscape, who is helping to build West Elm Workspaces into a formidable competitor in the industry. "They want to buy an experience."

As NeoCon enters its final day, 2016 is shaping up to be one of the strongest shows ever and more importantly, one of the most crucial in terms of trends





that will change the workplace. Trends like the move towards a more residential feel continue to expand. Products that improve the health and wellness of the industry continue to get more sophisticated. Technology is being integrated into furniture at a breakneck pace.

And it seems as if office furniture makers are taking more chances. Workrite Ergonomics is showing its Reveal prototype height-adjustable desk, which looks like a traditional desk when in the lowest position, but a sleek modern marvel when raised. The company worked with Gensler on

the prototype, said CEO Charlie Lawrence. “For the last 24 years, Workrite has focused on function. Now we are looking at style and design along with function,” he said.

Though “specialist” companies like Workrite and Stir that focus on one or a small number of categories continue to make strides, majors in the industry also are having a strong show. It seems as if the industry has spent the last year refining their offerings — making already good product lines and categories even better. One example is the HON Grove collection. In an industry with

a preponderance of oversized and overstuffed lounge products, HON Grove has great size and scale.

Other exhibitors continue to build on trends from past years. Focal Upright Furniture, now part of Safco, certainly did start the trend of perching chairs, basically seats with a stick used for leaning against while standing. Knoll is showing its new HiLo seat designed by Box Clever and other examples of the trend abound.

Knoll also joined the trend toward simple residential designs for the office with its stripped



down Rockwell Unscripted collection, which one showgoer said looks like it came from IKEA (but with a much higher price tag). We will let the market be the judge of Rockwell Unscripted.

DeskMakers introduced several new “distressed” laminates that give its height-adjustable furniture a much warmer feel. The company also showed it with raw steel legs — another trend found at NeoCon this year seen on West Elm Workplace’s Truss line.

Showrooms seemed to have taken on the look and feel of home furnishings stores. Teknion’s gorgeous space cer-

tainly has a homey feel, a departure from its stark look in the past. AIS promoted a chill loft look in its showroom, complete with baristas and folk music. And Neutral Posture’s showroom was about as sunny as could be, literally coated with Benjamin Moore’s “Sunshine” yellow paint.

While office furniture makers are definitely working to get more residential, the industry is finding that some traditionally residential companies are trying to break into the commercial market. Italian seating maker Calligaris, which has made residential furniture since the

1920s, is working hard to build its commercial business, including a NeoCon showroom. The company counts McDonald’s and AT&T as seating customers already.

Individual work pods are also the rage this year, “inspired” by Steelcase’s Brody introduction last year. Teknion showed off its Zones furniture collection by PearsonLloyd, which can be used to create small work or collaborative spaces. KI also showed its MyPlace collection that blurs the lines between lounge, work and personal space.

NeoCon 2016 also marks the return of the task chair with



some important introductions. Haworth's Fern chair, Neutral Posture's Icon and OM's Truly.™ are truly good, just to name a few.

Thankfully, a few companies also added some playful pieces to the NeoCon 2016 mix. Buzz-iSpace's BuzziJungle was a fun sculptural element in the lobby and in its showroom, and Clarus Whiteboard had fun with a ping-pong table made from its product. Speaking of jungles, plants and greenery were everywhere at NeoCon, though Vitra's jungle was the most dense.

After nearly 50 years of shows, it is amazing how excited the

industry still gets about NeoCon. "I'm so excited for the show to start," said Neutral Posture CEO Rebecca Boenigk.

KI Chairman and CEO Dick Resch is one of the few people in the industry who can say they have attended every NeoCon since its inception. Yet he still shows around visitors to his showroom with obvious pride. "I remember our first KI showroom at NeoCon," he said. "It was only as wide as these two columns. Now look at it."

My how things have changed since that first NeoCon. While the show was once dominated

by the industry's majors (all of whom still participate), it has become much more welcoming to smaller companies looking to break into the market. Companies like Stir and Koleksiyon, which started on temporary floors now occupy permanent showrooms. A seemingly endless stream of newcomers to the industry take their place on the lone remaining temporary floor, including those with new ideas like Metronaps, which was showing a pod designed, as the name suggests, for taking naps at work.

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Niels Diffrient
Designer



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Graphic: NYTimes

LAWSUIT AGAINST HERMAN MILLER ALLEGES DWR SALE NEVER HAPPENED

THE LAWSUIT MATTERS BECAUSE THE DEAL TO PURCHASE DWR IS A MAJOR PIECE OF HERMAN MILLER'S PLANS TO TURN ITSELF INTO A LIFESTYLE BRAND WITH A REACH THAT STRETCHES FAR BEYOND OFFICE FURNITURE.

WORDS BY ROB KIRKBRIDE

A Design Within Reach investor contends botched stock splits conducted by the high-design furniture retailer prior to its sale to Herman Miller disenfranchised him and others and could cause a Delaware court to rescind the deal as if it never happened.

Andrew Franklin, the lead plaintiff, said he owned 4.9 percent of DWR when the company diluted the shares, then “went dark.” Franklin and his co-plain-

tiff, Charles Almond, contend the stock splits squeezed out minor shareholders and made it impossible to know how much the company and shares were actually worth. They say that means the court should rule the \$154 million deal with Herman Miller never happened.

The lawsuit, which was filed in December 2014 in the Delaware Court of Chancery, claims DWR’s reverse stock split was unsuccessful, which means Herman Miller didn’t get 90 percent

of DWR’s stock needed for the acquisition to happen. Franklin said DWR’s directors, led by Glenn Krevlin, a hedge fund manager who bought the company in 2009, wanted to cut out minor shareholders, which led to the Herman Miller deal.

“We had our vote taken away from us twice,” Franklin said. “What we want is all the value that didn’t enure to us directly. This court isn’t like a trial court. It is a bench court. They can split the baby.”

Herman Miller does not comment on pending litigation, said spokeswoman Kimberly Oliver, but in court filings, the defendants denied the allegations made in the lawsuit and say “the plaintiffs have suffered no damages.” They also argued fixes made under provisions in Delaware law make the merger valid.

Franklin said those “fixes” simply prove the deal was never done properly.” He said the Delaware Court of Chancery is tough on companies doing stock splits in the state and a stickler on details. In a separate decision, the court threw out another company’s stock split because it did not adhere to the state’s corporate law. Since it is an equity court, it decides on questions of law, plus what is right and wrong as the court sees it.

Franklin is president of investment firm UTR, who initially bought the DWR stock because he saw value in the retailer and “always has loved design.” An art collector, Franklin said he grew up near a DWR, adding he sits at

a Saarinen table he bought from DWR. “I liked DWR because they brought design that was out of reach to the American general marketplace,” he said. “I realized they might be an interesting investment when I got far, far too many of those catalogs they were sending out.”

His mother would get five catalogs, and Franklin said he would get a couple more. “Clearly, no one was auditing that,” he said. “Obviously, there was something going on in the management side.”

When the economy imploded in 2008 and 2009, Franklin felt DWR was being “unfairly maligned” by the market because of its ties to the housing market, as a supplier to those filling out homes that weren’t being bought and sold at the time.

“The value wasn’t going away,” Franklin said. “I bought a lot of stock and offered to help. I talked to their creditors. The company had no debt, but it had a lot of fat. It was spending \$13 million on those catalogs, and they had a lot of bad real estate deals. It wasn’t rocket science.”

Franklin said he is frustrated because after the stock splits were made, he sent “years of emails” that DWR claims it never received. He said he showed up personally at Krevlin’s office and claims he wasn’t allowed to see him. “I think the capital structure itself is in question,” he said. “They don’t know what those little pieces of (stock) paper are worth.”

Franklin said he isn’t surprised

When the economy imploded in 2008 and 2009, Franklin felt DWR was being “unfairly maligned” by the market because of its ties to the housing market, as a supplier to those filling out homes that weren’t being bought and sold at the time.

Herman Miller has tried to keep the lawsuit quiet, but he is surprised the publicly traded company hasn’t disclosed the lawsuit to its investors, especially since Herman Miller claims to be a “paragon of corporate virtuosity.”

The lawsuit matters because the deal to purchase DWR is a major piece of Herman Miller’s plans to turn itself into a lifestyle brand with a reach that stretches far beyond office furniture. At the time of the acquisition, Herman Miller told investors with DWR, its consumer sales could hit \$500 million, more than seven times what it was at the time of the deal. In five years, the company told investors its consumer business sales could hit \$175 million with DWR as a prime driving force.

Herman Miller Chief Executive Officer Brian Walker called DWR “this little gem.” The company had “little experiments” going on in retail. It owns the Herman Miller store in Tokyo and sold retail through Posh in Hong Kong.

They were profitable, but they didn’t know the full extent of the brand’s potential.

Herman Miller’s largest retail partner was DWR, and Herman Miller was DWR’s highest selling brand. But it was a delicate dance between the two. DWR was on life support when John Edelman and John McPhee took an ownership stake in the retailer. The pair cut the number of DWR stores in half, yet doubled the sales. Sales of Herman Miller furniture grew so much it became a challenge for both the supplier and the retailer. Herman Miller didn’t want too much retail power in one company. DWR didn’t want to be known only for selling Herman Miller or rely too much on that relationship.

Herman Miller was meeting with Edelman and McPhee at least every six months for the past five years prior to the merger. Its executives watched DWR’s rise with interest. Edelman and McPhee had worked together for 22 years, beginning in the women’s shoes industry. When Edelman was called in to help with his family’s leather business, he asked McPhee to come with him. The pair grew Edelman Leather seven times the size it was before they arrived. At the same time, they learned the interior design business.

Edelman was always interested in furniture and is an avid collector. He has one of the top collections of Milo Baughman furniture in the world and has 25 original Eames Time Life Chairs in a warehouse. A friend



of a friend asked Edelman and McPhee if they would be interested in buying into DWR. The pair agreed and immediately set to work. No more knockoffs would be sold in DWR stores. The popular DWR catalogs would be brought back. The stores were “small, too many and too ugly,” McPhee said.

One of the first things they did was shutter stores. There were 68 of them at the time, each averaging about 2,500 square feet. McPhee began negotiating with landlords and bought out 30 “bad leases.” The headquarters was

moved from San Francisco to Stamford, Conn. By the second year, DWR was profitable.

The pair opened what they called a DWR “studio” in Stamford at the headquarters. All the company’s employees who work there have to walk through the studio to get to their offices. They merchandised products in a different way. The old stores looked like “Halloween candy dumped on the floor,” Edelman said. The new stores were centered around vignettes that showed how the product could be used. The Stamford store was 6,000 square feet,

which seemed huge at the time. Now it has grown to 7,700 square feet and seems small, McPhee said.

Signage became critical, and new locations scream the brand. Location became more important as well. Edelman said they located new stores around furniture and design districts. The old DWR shunned the A&D community. The new DWR embraced it. DWR staff now conducts more than 300 visits with residential furniture designers each week. Sales to the trade went from 2 percent to more than 27 percent.



They increased sales per square foot by 120 percent, and DWR went from negotiating leases with landlords to becoming one of the most courted retailers in its segment. While online is important and growing, the company focused on the consumer experience. Customers are given a bottle of water when they walk in the door. They are asked what they are looking for, not pressured on what the retailer wants to sell them. Design services and 3D renderings are offered. Highly motivated, highly trained salespeople fill the floors, most with

college degrees and all with a passion for furniture, which they know inside and out.

Edelman and McPhee also doubled the number of DWR's proprietary design collections to 50 and increased sales of the proprietary design, which are also much more profitable. DWR became a model for omni-channel retailing — selling products through stores, online, mobile devices, catalogs and other ways, all filled by one central warehouse.

The consumer market is attractive to Herman Miller because of its size. It is 10 times the size

of the domestic office furniture market and a lot less volatile. The company also is attracted to DWR because of its impressive track record and retail reach. Herman Miller found consumers need brick and mortar access to buy furniture, even if they end up buying it online.

Herman Miller also discovered it had a loyal group of consumers who actively seek out the brand, and those who know the brand have a high regard for it. The consumer segment can be separated into two silos — the lifestyle segment, which is worth \$5.5 billion, and the work side, worth \$6 billion.

To grow into this consumer segment, Herman Miller found it needed greater access to the consumer; an expanded product portfolio; increased consumer awareness; and enhanced operations. DWR checked off all of those boxes. DWR is a retailer that excels in the consumer experience, an area Herman Miller was lacking. **BoF**



River Drive Park: A 5,000 square foot outdoor green space along the riverfront connects tenants, visitors and pedestrians to the MART's main entry. It includes seating and shaded areas with dramatic views of the river and Chicago skyline.

THE MART SHOWS OFF NEW LOOK AT NEOCON

THE MART'S TRANSFORMATIVE RENOVATION WAS DESIGNED TO COMPLEMENT THE CREATIVE ENERGY AND TALENT OF ITS TENANTS AND VISITORS.

The Merchandise Mart, an architectural icon that continues to evolve with time to meet the changing needs of the showrooms and offices, is showing off a \$40 million renovation at NeoCon.

Management at theMART have been working the past three years on the renovation for its common areas that will be the most comprehensive upgrade to the spaces in more than 40 years. This transformation centers around The Grand Stair, a communal space connecting theMART's first and

second floors. It includes a large multi-purpose space atop The Grand Stair on the second floor, a modernized, urban food hall and an expanded riverfront park with alfresco seating. Attendees at the NeoCon 2016 are the first to experience the first- and second-floor layout and amenities, including a specially curated lounge furnished with products from theMART showrooms.

TheMART's transformative renovation was designed to complement the creative energy and talent of its tenants and visitors. Elements of the renovation include:

"TheMART's stature as an architectural icon, and its influence as the epicenter of Chicago's commerce and industry, is reflected in every aspect of the unique and functional design of The Grand Stair and theMART's other new communal space elements," said Myron Maurer, chief operating officer at theMART.

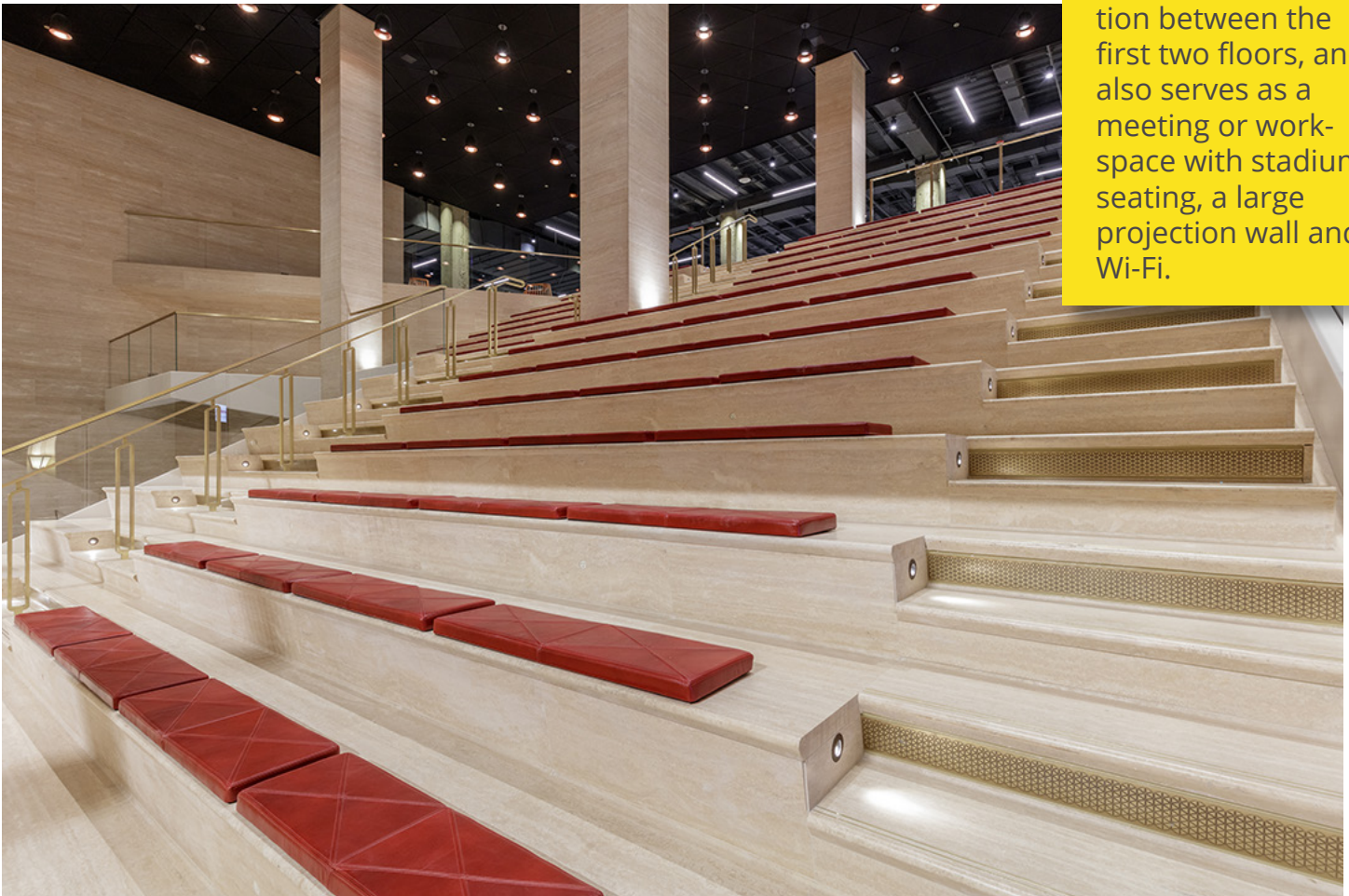
Vornado Realty Trust, the property's owner, engaged New York-based architecture, strategy and design firm A+I to lead the design process throughout the three-year capital improvements renovation project.

"Rather than creating a port of entrance and exit, the architectural features of theMART's new lobby allow for a new kind of engagement by slowing down the pace of passage," said Brad Zizmor, principal and co-Founder of A+I.

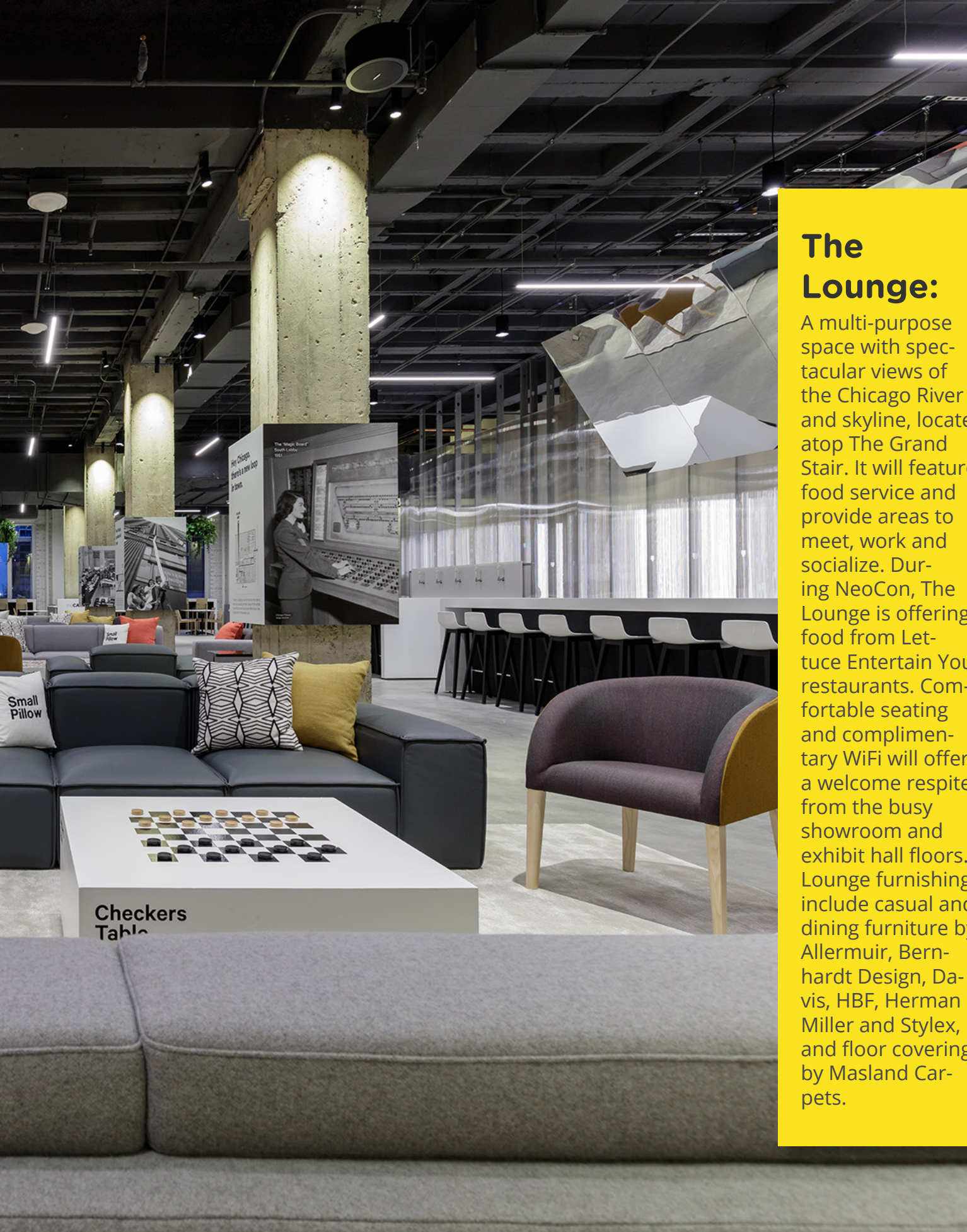


The Grand Stair:

A monumental new portal of the MART, the 50-foot wide majestic staircase creates a connection between the first two floors, and also serves as a meeting or work-space with stadium seating, a large projection wall and Wi-Fi.







The Lounge:

A multi-purpose space with spectacular views of the Chicago River and skyline, located atop The Grand Stair. It will feature food service and provide areas to meet, work and socialize. During NeoCon, The Lounge is offering food from Lettuce Entertain You restaurants. Comfortable seating and complimentary WiFi will offer a welcome respite from the busy showroom and exhibit hall floors. Lounge furnishings include casual and dining furniture by Allermuir, Bernhardt Design, Davis, HBF, Herman Miller and Stylex, and floor coverings by Masland Carpets.

Checkers Table

Small Pillow
























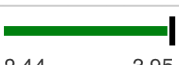




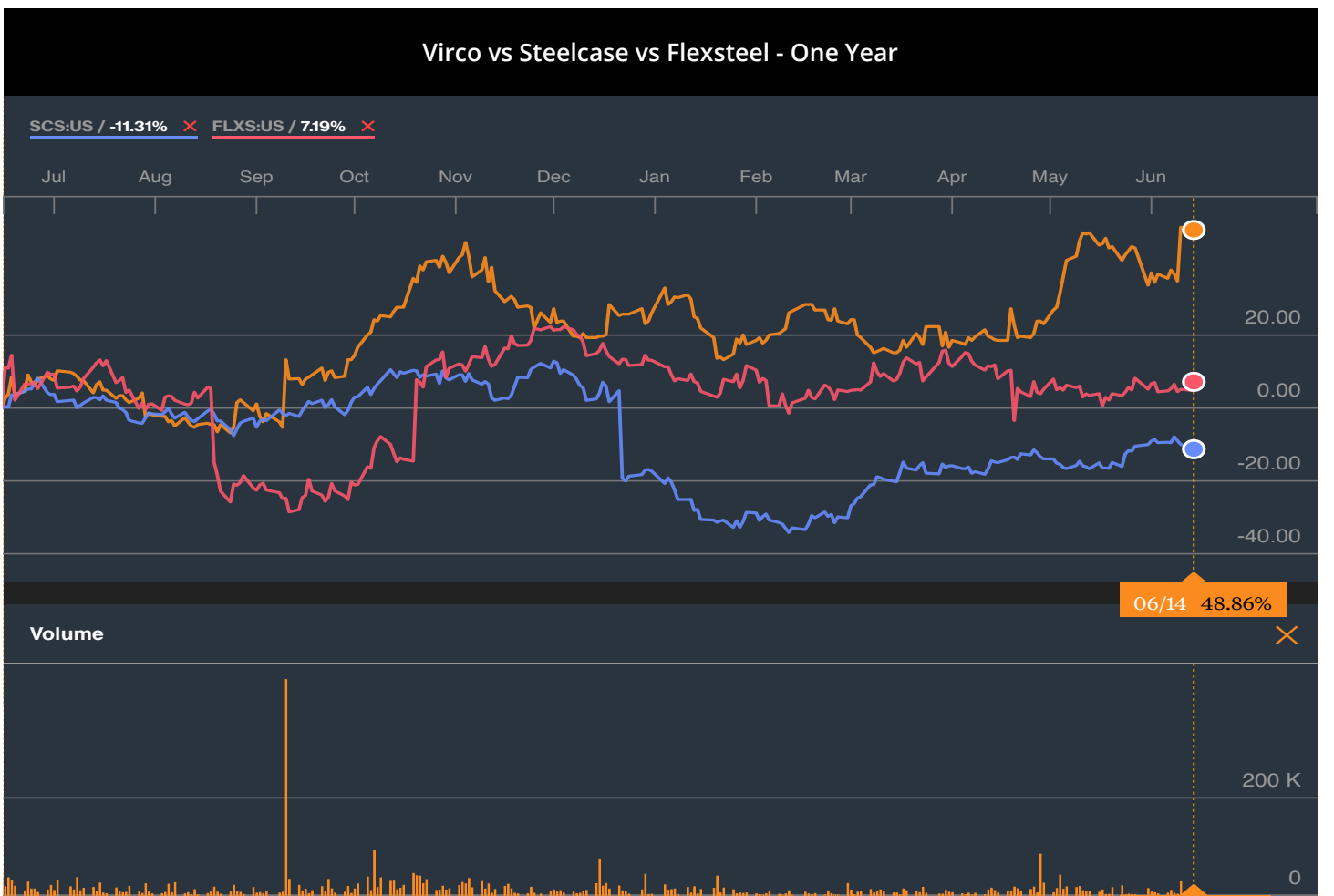
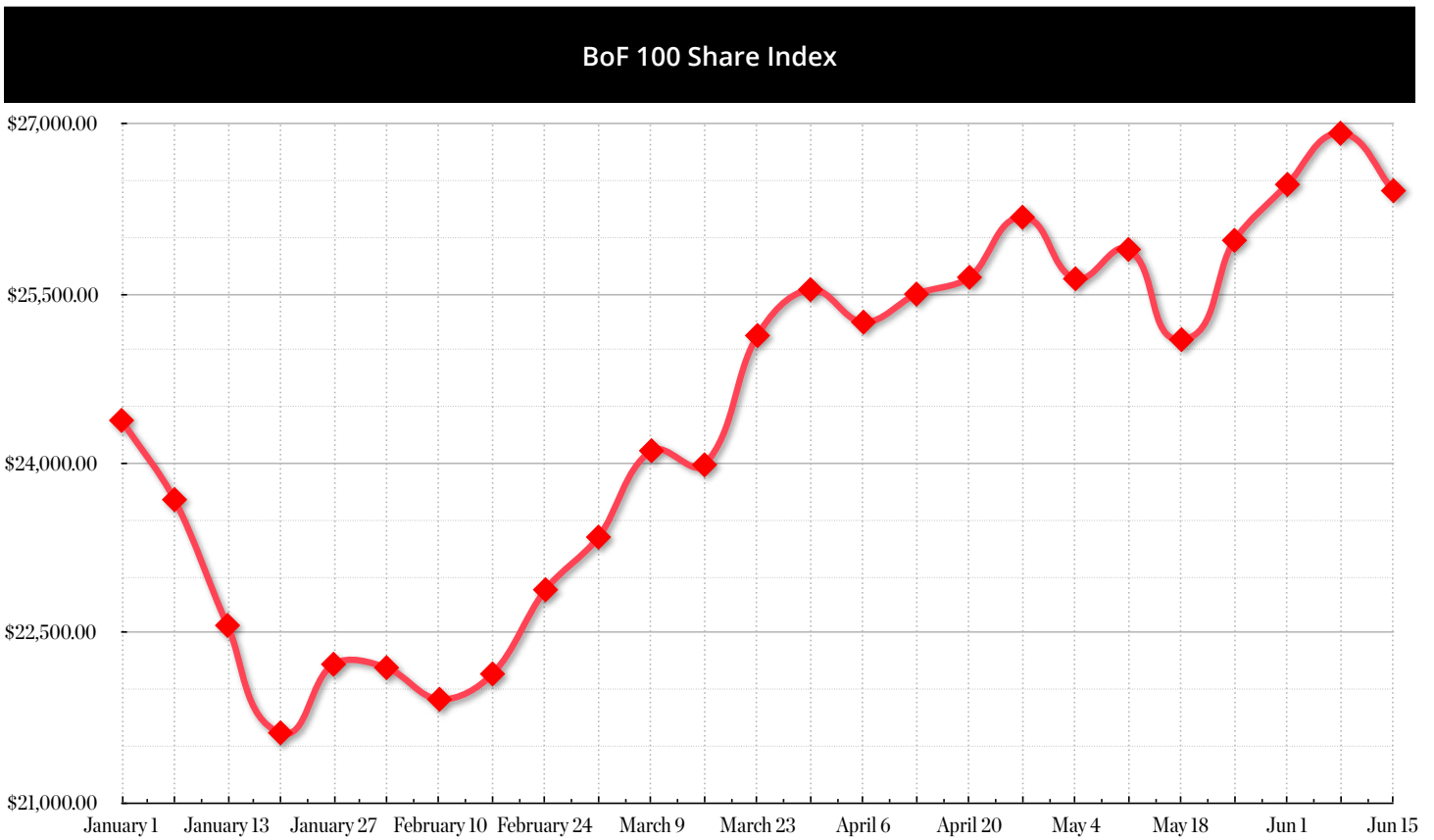
The Food Hall:

A reconfigured, reinvigorated and dramatically designed seating area with more natural light will engage visitors beyond dining and offer additional space for lounging, socializing and working.

On January 1, 2016 BoF hypothetically bought 100 shares of each of these companies at their closing price. The cost was \$24,379.54. Below are the current values.

	Total Value (USD)	Day Gain (USD)	Total Gain (USD)		
	26,412.06	↑ 117.51 +0.45%	↑ 2,015.87 +8.26%		
Symbol ▶	Last Price Time (ET)	2 Day Performance	%Change Day Change	Volume 30 Day Average	52 Week Range
DRTTF:US DIRTT Environmental Solutions	4.04 06/14/2016		-3.72% -0.16	2,744.00 4,192.57	 3.23 6.15
FLXS:US Flexsteel Industries Inc	41.69 06/14/2016		+2.21% 0.90	9,181.00 16,338.47	 27.25 48.67
MLHR:US Herman Miller Inc	31.43 06/14/2016		+0.10% 0.03	345,387.00 243,911.44	 22.60 32.73
HNI:US HNI Corp	46.48 06/14/2016		+1.22% 0.56	104,439.00 151,911.97	 29.84 53.75
INQ:CN Inscape Corp	3.10 06/13/2016		-1.59% -0.05	1,500.00 505.17	 2.71 3.74
TILE:US Interface Inc	16.79 06/14/2016		-2.67% -0.46	2.19 M 659,709.31	 13.70 27.17
KEQU:US Kewaunee Scientific Corp	16.58 06/13/2016		+1.22% 0.20	2,641.00 1,578.07	 15.50 18.35
KBAL:US Kimball International Inc	11.18 06/14/2016		0.00% 0.00	59,591.00 66,118.57	 9.22 12.99
KNL:US Knoll Inc	24.41 06/14/2016		+0.49% 0.12	233,424.00 263,051.09	 16.42 26.06
LEG:US Leggett & Platt Inc	49.45 06/14/2016		+0.12% 0.06	468,319.00 716,338.06	 36.64 51.28
SCS:US Steelcase Inc	15.73 06/14/2016		-0.19% -0.03	736,103.00 525,359.31	 11.67 20.37
VIRC:US Virco Manufacturing Corp	3.93 06/14/2016		-0.25% -0.01	2,947.00 9,306.77	 2.44 3.95

STOCK GRAPHS





Smartphone Storm: Why It's Alright that Your Employees Text at Work

Dear Stephen:

I'm a regional manager running a sales office with 14 people, and I'm having a bit of a problem with my employees. In my office I have mostly outside salespeople (you would call them manufactures reps), a couple of support people and some project managers. Half of the them are millennials and the other half are over 40. The problem is the same with everyone, no matter the age. They're always looking at their phones. Which seems to me to mean they're not working.

Initially the outside-salespeople would always tell me it was

a client or customer, so what could I say? Now, some people have two phones, so I don't know what to believe. Our company supplies one cell phone for everyone in outside sales for company use. We primarily use email with our clients, but everyone has a laptop in front of them, so it doesn't seem to me like there would be much reason for them to be on their phones.

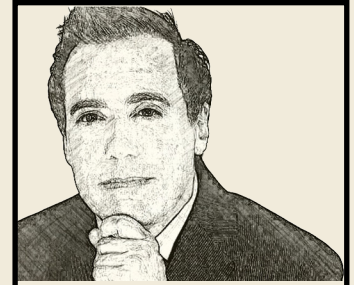
When I try to snoop, I feel like an old curmudgeon, but I always end up seeing the same thing on their screens: Facebook, Facebook, Facebook, a lot of texting and a smattering of dating apps. If I question anyone about stealing time from

work -- and I've tried -- they think all I should care about is their meeting their sales goals, which most of them are doing. I just feel like when they're on their smartphones, they're disengaged from the company that is paying them -- me. Am I right or is this crazy?

~ Tired of Technology Time Wasters

Tired of Technology Time Wasters,

I get this question every day from business owners on my Twitter (and I hope all of you who read this are following me on Twitter @WorkplaceGuru).



You can send your workplace questions to Stephen at: StephenSays@bellow.press.

Questions selected to be answered, will appear in this column. Please use the Subject: Stephen Says for all emails. Stephen Viscusi is a bestselling author, television personality, and CEO of The Viscusi Group, global executive recruiters located in New York. Follow Stephen on Twitter @WorkplaceGuru, Like Stephen on Facebook; and follow him on LinkedIn.

Here is your answer: Whether your employees are Millennials, Baby Boomers, or Gen Xers, this is an issue that has no age or generational barrier. Whether it's the 22-year-old on Facebook sharing a photo of what they ate for lunch, or the 40-year-old mom spying on her teen, or the 50-year-old divorcee trying to get a date on Tinder, technology has created a new distraction in the workplace. When I was a manager, the employers would feel paranoid that employees were stealing their time on a personal phone call from their desk. I bet you wish that was the only thing we had to worry about today.

As you clearly know, it's not just the social media. I'm told that employees are texting constantly, and many people who have a work phone still keep a personal phone so their bosses can't snoop -- data charges be damned. If they're a salesperson, a smartphone is part of their sales arsenal. They need it to stay in touch with customers and up to date on industry factors.

I take a different approach to thinking about technology today in the workplace, especially when it comes to salespeople. Try to adjust to the "Viscusi point of view" -- it might make you feel better.

I feel like I get twice the productivity out of my employees who are technology savvy, because they're literally working 24/7. The same person who is on their smartphone during the workday, whether it be to see if their son or daughter won their soccer match on Facebook, or that lonely sucker who is swiping right all day on Tinder, they're addicted to their phones. Guess what, when I send them an email at 9 at night, I know that same screen-head -- you know, those people who are always glued to their screens-- is going to see whatever pops up there next, and chances are, they'll answer. I bet you get 30 percent more out of your employees because they're constantly using their smartphones or computers, long after work hours.

The irony is, of course, that this is why employees complain so much about work/life balance. (Apparently not your employees). We now expect our employees to answer at all hours of the night because we know they have their phones on them. And still, those employers worry about the trivial amount of time their employees spend on social media during the day. They just haven't figured out yet that they're getting much more back after hours from someone who is

addicted to their phone, no matter what's on it.

I've learned that it's very little about the "content" that comes through, it's just the rush they get whenever they see the red bubble that they have a new message. If it's from one of your customers who can't sleep in the middle of the night and pops out a question, aren't you happy your phone-addicted salesperson just couldn't resist answering them? You win. And, believe me, your customer is thrilled to get 24/7 attention. You haven't lost productivity, you've actually gained it. Just don't tell your employees.

Here is one thing you should be talking to your people about, though: They should know to never ever pull out their smartphones while in front of a customer. It is one thing to do it on front of you at work, but to do it in front of a client is a huge no-no. Not only is it flat rude, but the client will feel that whatever is on the phone is more important than them. Please spend your energy pointing this out to your staff, and maybe all of us should point it out to our families at dinner! - **Stephen**

BoF

Navigating Digital Disruption

Part Two

Previously, we discussed the story of Netflix as one of the great stories of the transformation process that so many companies still need to consider for their own business models. It was recommended you view this video by Chris Bradley, partner, McKinsey's Strategic Practice, for additional background as to how this relates to your business:

WATCH THE VIDEO

For the B2B sales and marketing professional or leader intent on creating competitive advantage for their organization and team, understanding the role of digital technology as it relates to the development of prospects into customers is a critical component of equipping teams to optimize their effectiveness. In the past 20+ weeks, 6gates has discussed the impact of technology on sales effectiveness with the idea of ensuring technology is not adopted and implemented in

some sort of vacuum.

Bradley offers an interesting model for our continued evaluation: Foresight + Bold Moves = Winners.

Foresight is more nuanced than just having a crystal ball telling us what technologies are going to pop onto the digital disruption radar. Foresight is understanding the logarithmic history of technological advancement, along with comparing forecast developments with the work and process of finding and managing new customers like your best customers. Foresight has as much to do with the implications of new technology as with the technology itself, both from understanding how decision-makers will use the technology for buying, and how to leverage the technology for maximum benefit while selling.

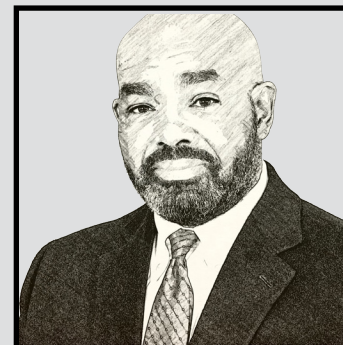
More time is invested in the video in understanding the Bold

Moves required to pair up with Foresight in order to win. Bradley suggests four areas for Bold Moves:

- Acuity
- Action
- Acceleration
- Adaptation

Acuity involves creating a plan for how to move from the model within which your business operates to a model leveraging the disruptive digital capabilities that might create strategic competitive advantage. It is during this stage the organization must challenge the accepted model of how money is made. As Netflix showed us, this is the time to throw out what we know and to look for what is and what will be. This is the analysis and planning stage.

Action speaks for itself. How is consensus reached on what is to be done? How will the organization and cus-



Al Everett is the founding partner of 6gates, LLC. 6gates helps you find, develop and retain more customers like your best customers.

Al can be reached at aeverett@6gates.com, and you can learn more about 6gates at www.6gates.com.

tomers be prepared to adapt to the transformation? How will the actions impact cash flow and the businesses' ability to continue to press forward during a disruptive time when the predictability of the past becomes a thing of the past? Many questions need to be considered during the Action phase of Bold Moves. Bold Moves are called that for a reason, which is why business history says we should act before we have to. Followers lose.

Acceleration deals with fear. The story is told of stalling problems with the light helicopters used in Vietnam. During a stall, the inclination is to pull back on the throttle in the hopes of avoiding a crash.

Training, however, is said to push the throttle forward, allowing the blades to rotate and for the helicopter to regain power and life-saving altitude. What fear said would save lives actually resulted in crashing; going against fear and counting on training saved the lives of those with the nerves to do so.

When the clouds of the transformation are their darkest is the very time to accelerate the Bold Moves. Pulling back leads to disaster. The acceleration period took

two full years at Netflix before stock prices returned to previous levels. And then, they took off.

Adaptation is the final Bold Move to pair with Foresight to create Winners. Adaptation is when the once-disruptive form or technology becomes the new normal for the organization. While we may grow nostalgic for the old Netflix, which of us really wants to go back to ordering a movie, waiting for it to arrive and then return-

ing it when all we have to do today is a couple of clicks of the remote? During Adaptation, the entire organization aligns its practices and processes to support the once-disruptive digital capability.

There is power in learning to navigate digital disruption, to turn a threat into a tool to create advantages in the marketplace. At 6gates, we look for these disruptive technologies that mesh with our end-to-end point of view on the sales process.

Properly matched, they create advantage, effectiveness, performance and happy customers and teams.

Everyone is for change, until we are the ones who have to deal with it or make it happen. Change is going to happen anyway, whether we embrace it or try to fight it. Embracing change is not easy, just worth it. That is why:

Foresight + Bold Moves = Winners.

BoF

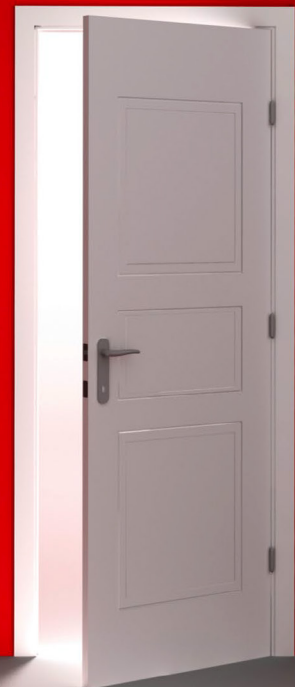


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Humanscale's Party at Moe's



Sit-On-It Seating 20th Anniversary Party



Recording artist Beth McCarthy, a finalist in the UK's *The Voice*, entertained at Bellow Press' launch party at the Muzo showroom

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You could color on the furniture in the izzy showroom.

June 13, 2016



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Steelcase CEO Jim Keane gets ready for live streaming on Facebook.

June 13, 2016





Interface's From something negative comes something positive, event.

June 13, 2016



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Getting around town is easy thanks to Allseating's shuttles.

June 13, 2016



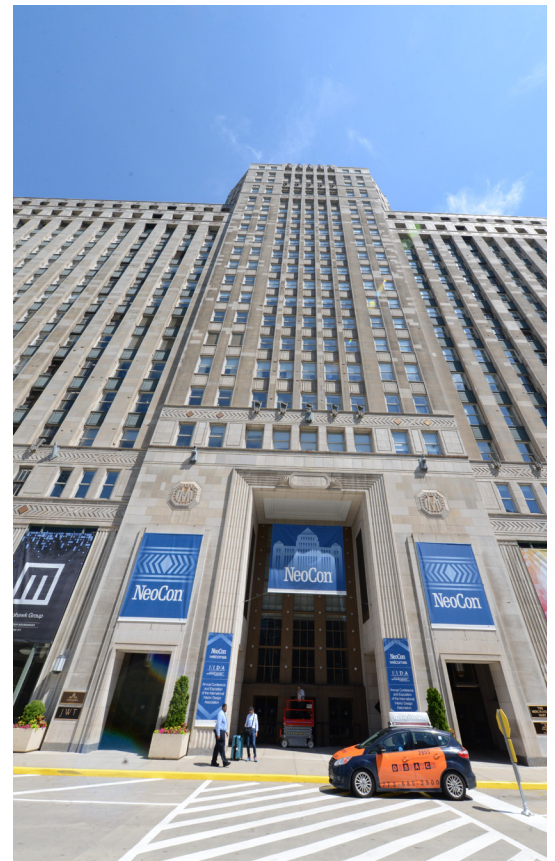
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Working on advanced ping-pong skills at Clarus Glassboards.

June 13, 2016







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October 25-29, 2016



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www.orgatec.com

CINCINNATI, OHIO

EDSPACES

November 2-4, 2016



EDspaces is the gathering place for architects, facility planners, designers, administrators and dealers to learn about trends and experience the latest products and services to enhance student learning.

www.ed-spaces.com

PHILADELPHIA, PENNSYLVANIA

NeoCon East

November 9-10, 2016



NeoCon East NeoCon East, now entering its 14th year, continues to be the best place on the East Coast for the A&D community to see and specify the latest products and services across a wide spectrum of vertical markets. More than 250 innovative companies will showcase hot new products, visionary designs and cutting edge resources for the commercial interiors market.

www.neoconeast.com

LAS VEGAS, NV

National Ergonomics Conference & ErgoExpo

November 15-18, 2016



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www.ergoexpo.com

TORONTO, CANADA

IIDEXCanada 2016

November 30 - December 1, 2016



IIDEXCanada is a 2 day event being held at the Metro Toronto Convention Centre North Building in Toronto, Canada. This event showcases product from 15,000 interior designers, architects, landscape architects, lighting designers, industrial designers, facility managers, developers, and business executives.

www.iidexcanada.com

CHICAGO, ILLINOIS

NeoCon - Chicago

June 12-14, 2017



NeoCon is the largest commercial interiors show in North America, taking place at The Merchandise Mart in Chicago since 1969. The three-day event attracts nearly 50,000 design professionals and showcases more than 700 leading companies. The show launches thousands of new products and covers a spectrum of vertical markets.

www.neocon.com

EVENTS

EVENT	DATE & LOCATION
<p>HOTEC DESIGN Crafted specifically for hospitality design professionals, HOTE Design brings designers, hoteliers, architects, management companies, purchasing firms and more face-to-face with innovative suppliers for three days of one-to-one meetings and creative exchange. We welcome domestic and international buyers and vendors, offering expansive exposure and a truly global perspective. http://www.hotecglobal.com/design</p>	<p>Jun 20, 2016 - Jun 23, 2016 Naples, Florida</p>
<p>DWELL ON DESIGN Last year, over 30,000 people attended this 3-day modern home show where you can see cutting-edge products, hear from design industry leaders, and interact with thousands of experts in the field of design and beyond. http://la.dwellondesign.com/</p>	<p>Jun 24, 2016 - Jun 24, 2016 Los Angeles, California</p>
<p>BITAC PURCHASING & DESIGN EAST 2016 http://www.bitac.net/Event/PurchasingDesign/East/2016</p>	<p>Jul 17, 2016 - Jul 19, 2016 Hollywood, Florida</p>
<p>GLOBAL 2016 BITAC Meet with the most influential international movers and shakers from EMEA, North and South America, Caribbean, Asia and more to expand your business globally without leaving North America. http://www.bitac.net/Event/Global/2016</p>	<p>Aug 28, 2016 - Aug 30, 2016 Cancún, Quintana Roo, Mexico</p>
<p>ICFF MIAMI - INTERNATIONAL CONTEMPORARY FURNITURE FAIR, MIAMI North America's platform for global design brings what's best and what's next to the thriving luxury hotbed of the Americas. http://www.icffmiami.com/</p>	<p>Oct 5, 2016 - Oct 6, 2016 Miami Beach Convention Center</p>
<p>LODGING CONFERENCE The Lodging Conference is one of the top hotel industry events in the world. Over the past 21 years, tens of thousands of high-powered hotel owners and executives from around the globe have participated. The event has been sold out for the last five years with attendance of 1600+ in 2015. http://www.lodgingconference.com/</p>	<p>Oct 6, 2016 - Oct 9, 2016 Phoenix, Arizona</p>
<p>ORGATEC As the industry's leading international trade fair for modern working environments, ORGATEC presents the whole world of work. You can look forward to new perspectives, inspiring concepts and market-leading solutions relating to all aspects of work. http://www.orgatec.com</p>	<p>Oct 25, 2016 - Oct 29, 2016 Cologne, Germany</p>
<p>EDSPACES EDspaces is the gathering place for architects, facility planners, designers, administrators and dealers to learn about trends and experience the latest products and services to enhance student learning. http://www.ed-spaces.com</p>	<p>Nov 2, 2016 - Nov 4, 2016 Cincinnati, Ohio</p>
<p>NEOCON EAST The premier design expo and conference for commercial interiors on the East Coast. http://www.neoconeast.com</p>	<p>Nov 9, 2016 - Nov 10, 2016 Philadelphia, Pennsylvania</p>
<p>NATIONAL ERGONOMICS CONFERENCE & ERGOEXPO Since 1994, the National Ergonomics Conference & ErgoExpo has been the best place to learn how to build an ergonomics program or maximize an existing program — on any budget, for any industry. http://www.ergoexpo.com</p>	<p>Nov 15, 2016 - Nov 18, 2016 Las Vegas, Nevada</p>
<p>IIDEXCANADA IIDEXCanada is a 2 day event being held from 30th November to the 1st December 2016 at the Metro Toronto Convention Centre North Building in Toronto, Canada. This event showcases product from 15,000 interior designers, architects, landscape architects, lighting designers, industrial designers, facility managers, developers, and business executives. http://www.iidexcanada.com</p>	<p>Nov 30 - Dec 1, 2016 Toronto, Canada</p>
<p>DESIGN AND CONSTRUCTION WEEK The NAHB International Builders' Show® (IBS) is the largest annual light construction show in the world—with miles and miles of the latest and most advanced building products and services ever assembled. http://www.designandconstructionweek.com/</p>	<p>Jan 10, 2017 - Jan 12, 2017 Orlando, Florida</p>
<p>SURFACES 2017 On The Cutting Edge of the floor covering, stone and tile industry, The International Surface Event- SURFACES - is four impressive days of the newest products, hands-on demos, inspiring trends, key manufacturers, industry suppliers, along with unmatched education and networking. http://www.tisewest.com</p>	<p>Jan 17, 2017 - Jan 20, 2017 Las Vegas, Nevada</p>
<p>BITAC LUXURY BITAC® Luxury draws hoteliers in the 4 and 5 star market seeking to furnish, design, and renovate their properties. http://www.bitac.net/Event/Luxury/2017</p>	<p>Mar 5, 2017 - Mar 7, 2017 Dana Point, California</p>
<p>INTERNATIONAL FURNITURE FAIR SINGAPORE / FURNITURE SHOW (IFFS/AFS) 2017 The events – The IFFS/AFS and The Décor Show – feature a comprehensive range of furniture, furnishing, decorative accessories, interiors and fittings by a diverse portfolio of quality exhibitors, and attracts a healthy and well-represented attendance of trade buyers and visitors. http://www.iffs.com.sg</p>	<p>Mar 9, 2017 - Mar 12, 2017 Singapore</p>

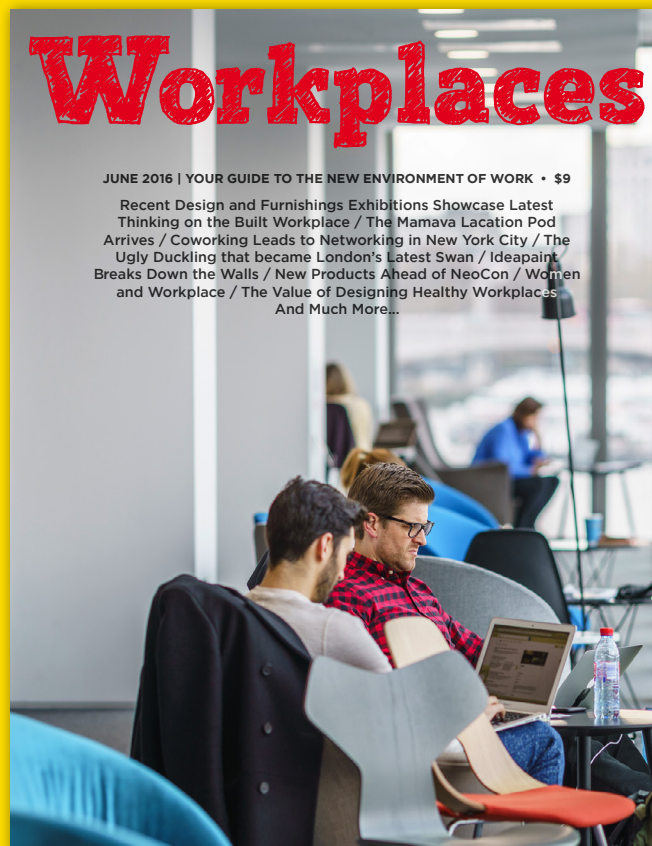
Workplaces 2016 | June

The question on everyone's mind is: What workplace trends will radically transform businesses in 2016 and beyond?

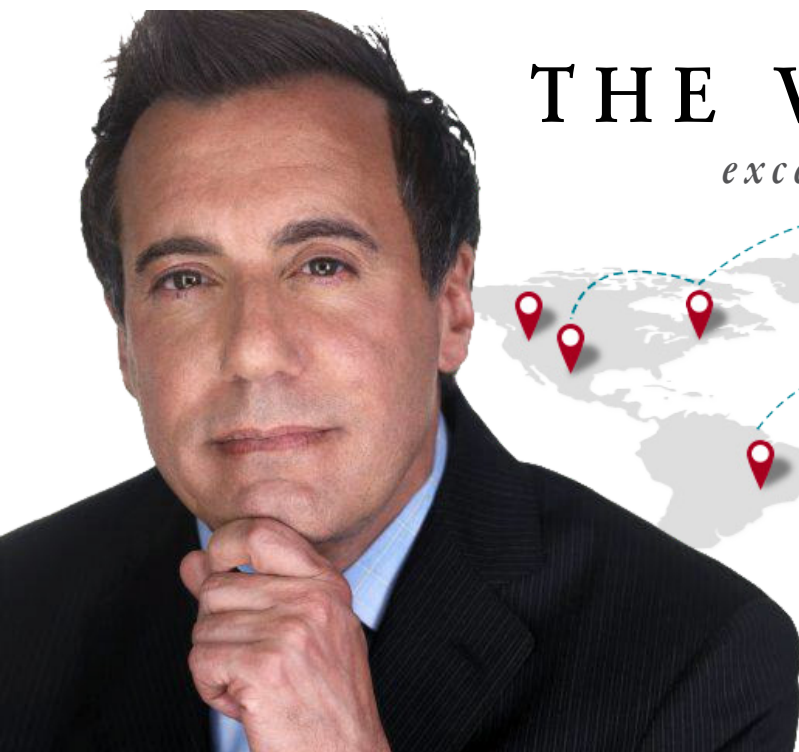
At *Workplaces Magazine* we're helping to assist our readers in transforming their businesses by identifying emerging workplace trends and technologies. In our fifth issue we continue the exploration of how coworking leads to networking, women in the workplace and the latest products being introduced at NeoCon.

Read the June issue today at:

<http://bellow.press>



EVENT	DATE & LOCATION
GLOBALSHOP GlobalShop is the world's largest annual show for retail design and shopper marketing featuring the industry's most comprehensive array of store fixturing companies and in-store solutions. http://www.globalshop.org	Mar 28, 2017 - Mar 30, 2017 Las Vegas, Nevada
ISALONI/COSMIT - SALONE INTERNAZIONALE DEL MOBILE The eyes of the world will be on the 56th edition of the Salone del Mobile. Milano: a fascinating and evolving platform showcasing products and services of the highest quality. http://salonemilano.it/en-us/	Apr 4, 2017 - Apr 9, 2017 Milan, Italy
AIA 2017 CONVENTION The national AIA Convention 2017 expects approximately 20,000 convention attendees, representing decision makers from across the building industry. Planning engaging activities to showcase Central Florida to attendees is planned. http://www.aiaorlando.com/2017	April 26, 2017 - April 29, 2017 Orlando, Florida
HD EXPO HD Expo is the premier trade show and hospitality conference for its industry. http://www.hdexpo.com/	May 3, 2017 - May 5, 2017 Las Vegas, Nevada
LIGHTFAIR INTERNATIONAL 2017 As the world's largest annual architectural and commercial lighting trade show and conference, LFI blends continuing education courses with innovative products ranging from high-end design to cutting-edge technology. http://www.lightfair.com/	May 7, 2017 - May 11, 2017 Philadelphia, Pennsylvania
NEOCON 2017 The premier, global platform for connecting, learning and conducting business in commercial interiors. http://www.neocon.com	June 12, 2017 - June 14, 2017 Chicago, Illinois



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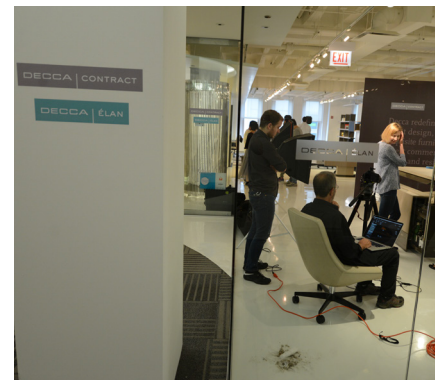
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BoF Workplaces

The Business of Furniture & Workplaces Magazine



NeoCon 2016

First, let's thank the weather gods for providing what was great weather - at least until the end of Tuesday. Wednesday is anyone's guess but there is a chance of a few stray thunderstorms - never a good thing when trying to get out of Chicago.

But inside the Mart and the other showroom buildings nearby, things were rock'in. There were massive crowds on Monday in every showroom, which actually made it hard to see many of the new products. At most showrooms the drinks were flowing by 3 so naturally everyone was in a festive mood pretty early. By 5 more parties, many offsite began and those were jam packed as well. The Humanscale and SitOnIt parties were crazy crowded (see elsewhere).

Parties and office furniture - a perfect combination.

@NeoCon®



What You Should See on the Last Day of NeoCon

Worry no more. The Business of Furniture team was hard at work over the last two days scouring showrooms high and low for the coolest, most innovative and generally awesome products at NeoCon. **BoF Staff Reporting**



Allsteel has a hit on its hands with Reflect, a lounge product that adds a bit of style to the winged-back privacy lounge category.



Steelcase's B-Free Lounge



Ki's new Doni chair, designed by Giancarlo Piretti.

So it's Wednesday at NeoCon, you are sick of looking at the same old furniture, and you want to see some cool stuff on the day when it is actually copacetic to do so. With hundreds of showrooms to choose from, where does a curious industry insider start?

Worry no more. The Business of Furniture team was hard at work over the last two days scouring showrooms high and low for the coolest, most innovative and generally awesome products at NeoCon. To be sure, this is not a comprehensive list (so don't phone Below Press complaining that your product didn't make it), but it gives you a few places to start.

Before you yawn when we mention a plastic shell chair in this list, take a peek at KI's new Doni chair, designed by Giancarlo Piretti. Piretti does it again for KI, creating one of the most comfortable, cool chairs in its category. We like it because it is available as a guest, multi-purpose stacker, tandem, fixed or task seat. Designers will love it because it combines two colors through a two-shot injection molding process (think school or corporate colors). The flex in the back and well-designed seat pan make it a damn comfortable sit. See it at 1181.

Many companies have launched lounge furniture designed to add a little privacy to the open office, with varying levels of success. Allsteel has a hit on its hands with Reflect, a lounge

product that adds a bit of style to the winged-back privacy lounge category. You can't see one of the best features of Reflect, the swivel base that allows you to turn away from noisy situations in an office or swivel toward your co-worker to create a semi-private meeting area. It is a beautiful oasis of calm in chaotic offices. Find Reflect at 1120.

Mid-century furniture is all the rage, but takes expertise to get it right. Jasper Furniture returns to its roots with its new Bourne collection of mid-century inspired furniture. Jasper nailed it with Bourne, a collection of seating, tables and credenzas that would make the Mad Men proud. The company's attention to detail and manufacturing know-how shines through as well. It has some of the most beautiful lines of any product launched at NeoCon 2016. Check out Bourne at 3-111.

It was a big year for really good seating at NeoCon 2016. Haworth's Fern is worth a look, but we like OM's new Truly.[™] chair. It is the company's best chair to date and marks a real turning point for OM because it adds some



OM's new Truly.[™] chair



National's Kozmic collection of lounge-like furniture



Kimball's Canopy



Neutral Posture's Icon



Humanscale's Diffrient lounge concept is a follow-up to Diffrient's classic Jefferson Chair

real design chops to a company that already makes really good seating products. More than two years in the making, Truly.™ is truly good and reason enough to visit them on the seventh floor. We think OM could be another in a growing line of great California-based office furniture makers. OM is in booth 7-4072.

Neutral Posture is another company that continues to refine its seating designs. Its new Icon seat is another step in the right direction for this scrappy Texas firm. Most importantly, Icon is a great sit, comfortable, stylish and robustly built. Designers are going to love the ability to remove the seat cover and replace it when it wears out or the color or pattern gets passé. The seat cushion simply pops off, and the cover can be removed and replaced in minutes. Brilliant. See Icon at 10-153.

We are thrilled that Humanscale went ahead with its Diffrient lounge concept, a spectacular

follow-up on Niels Diffrient's classic Jefferson chair. A lot has been made about the benefits of standing while working, but Diffrient and Humanscale also know about the health benefits of working in a lounge position. The new Diffrient lounge is a prototype, created from the sketches and research from the late designer's studio. It is a remarkable tribute to Diffrient who is sorely missed by the industry. Check out Diffrient's legacy at 351.

The big guys have some interesting products, too. We like how Steelcase's B-Free Lounge rounds out its offering of personal workspaces and lounge products. It is one of Steelcase's most successful European products, and it is finally coming to the North American market. The B-Free Lounge is a simple product that has two screens and cubes to sit on. The pieces all fit together with magnets, making it easy to configure. Note to industry: It doesn't have to



Focus from SurfaceWorks

be complicated to be great. B-Free can be seen at 300.

Height-adjustable tables are a dime a dozen, so we were surprised to find Focus from SurfaceWorks in the mix at NeoCon. What makes it special is a soft urethane edge that doesn't cut into your arms when resting them against the table and a kidney-shape front surface. It also has a cool raised lip on the rear of the table that prevents stuff from falling or sliding off the back. Sometimes it's the little things that count. Focus is at 7-4093.

Let's head across the street for a stop at National to see its radically different Kozmic collection of lounge-like furniture. Good for airports, higher education settings or cool corporate offices, Kozmic makes the cut because of its modularity, unique shape and variety of applications in which it shines. It's the kind

of product you are going to love or hate, but National deserves credit for taking a chance on such a different product. Kudos to National for Kozmic. National's showroom is at 325 N. Wells St., suite 110.

We will stay across the street with Canopy from Kimball. Canopy is a simple, curved divider that makes life on a bench or height-adjustable table a whole lot more comfortable and beautiful. And it sure beats looking at or listening to your noisy neighbor across the way. We like the way it uses a curve at the top, which gives the worker just a bit more privacy than they would find in a traditional open office. Canopy can be seen at 325 N. Wells St., suite 100. **BoF**

-Rob Kirkbride, Todd Hardy and Melissa Skolnick contributed to this report.





Jasper Furniture returns to its roots with its new Bourne collection of mid-century inspired furniture.

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TECHNOLOGY

Configura announces dates, location and keynote presenters of 9th annual CET Designer User Conference

➤ The ninth annual CET Designer User Conference will be Oct. 18-19 at DeVos Place in Grand Rapids, Mich.



Durst



Clark

“Our users especially love Grand Rapids,” said Tracy Lanning, Configura vice president of global customer experience. “It’s where Configura’s U.S. office is based, and our major manufacturer customers are headquartered in West Michigan. The city has a vibrant arts culture, and its architecture is gorgeous.”

Color expert Laura Guido Clark will be the keynote speaker of the conference that’s expected to draw hundreds of design professionals and office furniture manufacturers. International Association of Interior Designers CEO Cheryl Durst also will speak at the conference.

Clark, principal of Laura Guido Clark Design based in Berkeley, Calif., specializes in the skin of products — their colors, materials and finishes. Her expertise extends from manufacturing work for such clients as Toyota, Samsung, LG and Hewlett-Packard to textiles and pattern design for FLOR, HBF, Pallas and Uncommon. In 2011, she founded Project Color Corps, a nonprofit organization dedicated to painting urban neighborhoods with color and pattern to convey messages of optimism and hope.

Durst, is the executive vice president and CEO of the International Interior Design Association (IIDA) where she leads the board and members of the organization. Part of the IIDA team since 1997, Durst started her career in sales at Knoll and in marketing at The Washington Design Center in Washington, D.C. She is a sought-after speaker on the future of design and the value of design as a social, cultural and economic force. Durst is the creator and curator of IIDA’s innovative What Clients Want publications that examine the designer-client relationships. Interior Design magazine describes her as “an ambassador for innovation and expansion, and a visionary strategist.”

A pre-conference welcome event for attendees will be the evening of Oct. 17.

In conjunction with the CET Designer User Conference, Configura also will host a developer conference. “The goal is to bring designers and developers together, so they can talk with each other about what’s possible with the software,” said Nicklas Dagersten, chief product officer. “Their conversations will be the start of new ideas and features for CET Designer.”

Both conferences also will include breakout sessions and tracks specific to space planning and design, IT and software development. Full conference programming will be announced soon. During NeoCon (June 13-17), Configura kick-starts conference registration with an early bird special: \$400 per person for the first 50 designers and dealer representatives who sign up to attend the conference (after June 17 it is \$450 per person). The cost for manufacturer representa-

tives is \$750 per person. Attendees can sign up at Configura's NeoCon booth 7-4129 or online at www.configura.com/userconference, where you'll also find User Conference details and registration information. Space at the conference is limited to the first 350 registrants. People with questions can contact Configura at (866) -922-2200 or hello@configura.com.

ASSOCIATIONS

IIDA Announces 2016 Chapter Award Winners

➤ IIDA Southern California Chapter was recognized as Large Chapter of the Year and IIDA Mid-America Chapter was acknowledged as Small Chapter of the Year by the International Interior Design Association (IIDA).



“Our local IIDA Chapters boast enormously creative and dedicated interior design professionals who host events, market the association, engage local communities, attract new members and further the profession in profound and innovative ways. The Chapter Awards give us the opportunity to recognize the IIDA Chapters who truly go above and beyond to further the mission of IIDA,” said Cheryl Durst, IIDA executive vice president and CEO.

The recipients of the IIDA 2016 Chapter Awards are:

- Chapter of the Year – Large : Southern California Chapter
- Chapter of the Year – Small : Mid-America Chapter
- Graphics: Mid-America Chapter
- Honorable Mention: Rocky Mountain Chapter
- Chapter Advocacy & GRA Activities: Pennsylvania/New Jersey/Delaware Chapter
- Honorable Mention: Intermountain Chapter
- Programs & Forum Educational Activities: Chapter: Texas/Oklahoma Chapter
- Honorable Mention: Mid-America Chapter
- Programs & Forum Educational Activities: City Center: Texas/Oklahoma Chapter
- Honorable Mention: Northern Pacific Chapter
- Membership Marketing Communications: Southern California
- Honorable Mention: Northern Pacific Chapter
- Chapter Leadership Development: Texas/Oklahoma Chapter
- Honorable Mention :Rocky Mountain Chapter

Chapter of the Year honorees were announced at the IIDA annual meeting on June 12.

MANUFACTURER

National Office Furniture Launches Redesigned NationalOfficeFurniture.com Site

➤ National Office Furniture, a unit of Kimball International, Inc., has launched a newly designed website with a fresh look, new capabilities and responsive design.

Product images are showcased throughout the site, while individual product pages highlight product features and customer installations. Guests can choose to view single product images or entire room scenes, each of which have been updated to have a consistent and pleasing color palette.

National gathered feedback from customers, determined top priority features and made those elements the foundation of the redesign. The site has been overhauled to include new functionality, improved navigation and seating upholstery filtering options. NationalOfficeFurniture.com also includes a combined Revit/CAD symbol library, which features preview images, search functionality and vignette typicals.

The site automatically adjusts in size for horizontal or vertical viewing on a phone or tablet and various sized computer monitors.

ASSOCIATIONS, ARCHITECTURE

IIDA Announce Perkins+Will Winners of 43rd Annual Interior Design Competition

➊ Perkins+Will in Chicago, Ill., has been named the Best of Competition winner of the 43rd annual Interior Design Competition for its project, the Newell Rubbermaid Design Center in Kalamazoo, Mich. The competition recognizes outstanding, innovative interior design/interior architecture projects.

“The Newell Rubbermaid Design Center, designed by Perkins+Will, illustrates the evolution to a less formal workplace while maintaining a level of sophistication and professionalism, engaging employees with spaces that inspire the imagination and facilitate collaboration,” said Cheryl S. Durst, IIDA Executive Vice President and CEO.

“Perkins+Will succeeded in designing a creative work environment that supports the product development of the company, creates a sense of place, and honors the legacy of craftsmanship in the region,” said Scott Hierlinger, Nelson design director and one of the contest judges. “The design of the Newell Rubbermaid Design Center is restrained and beautiful, exemplifying the ethos that less is truly more.”

CAREERS

Kimball Office Announces Personnel Addition

➊ Julia Glazer has joined Kimball Office as an architecture and design program manager based in New York. Glazer comes to Kimball Office with more than 25 years of sales and marketing experience. She has worked in the graphic design, architecture and design communities in a number of professional capacities.



Glazer

Most recently, Glazer was with Teknion as a senior architecture and design market manager. In this role she advised the design community on products and services to add value to interiors projects. Her focus is on sustainable, innovative and flexible solutions applied to interiors projects in the private and/or public sectors. Glazer holds a bachelor's of art degree from St. Lawrence University in art history and Spanish and a master of arts degree from NYU in arts administration.



Rohland

Tara Rohland joins Kimball Office as an A&D program manager, located in Washington, D.C. Rohland is a market-focused professional experienced in all phases of sales and marketing for both corporate and government facilities. She comes to Kimball Office from Arc Com where she was a territory manager in Washington, D.C. She was also an independent sales executive for D.C. and surrounding areas. Rohland has

a bachelor of arts degree from Carolina University in the College of Arts and Sciences. Her major was sciences recreational therapy and her minor was geriatric studies/psychology.

CAREERS

Workrite Ergonomics Announces New Director of Sales, Phil Cloutier

➤ Phil Cloutier has joined Workrite Ergonomics to provide strategic sales leadership and develop its expanding portfolio of customer and end user accounts.

Cloutier holds a bachelor's of science in business administration with a concentration in marketing, and master's of business administration with concentration in management from Bryant University in Smithfield, R.I. He has more than 15 years of management experience and has held executive management positions with a variety of companies, including six years at Herman Miller's Strategic Business Group and, most recently, four years with Bretford Manufacturing in Franklin Park, Ill.

"I'm confident that Phil will play a key role in providing and implementing high quality solutions for our customers and providing strategic leadership for our ever expanding sales organization," said Charlie Lawrence, president of Workrite.



CAREERS

OFFICEWORKS Adds Three New Associates

➤ Peter Burns brings more than 20 years of experience from both the manufacturing and dealership sides of the business to his position as managing director. His focus will be overseeing the activities and productivity of the furniture sales team, architectural products group and customer service departments.



Burns

Murray

Schneider

As senior vice president, Kevin Murray brings 25-plus years of "in the trenches experience" running office furniture projects. He is a team leader who has successfully completed projects across the United States. His priority is bringing together a well-planned, task-driven project with full accountability for each team member.

Steve Schneider joins Officeworks as vice president of business development after spending the 19 years in marketing, development and sales for a large construction management firm. His responsibilities include creating new project opportunities, marketing the Officeworks brand, managing marketing/business development expenditures and participating in industry organizations.

SEEKING BUSINESS DEVELOPMENT MANAGER - KANSAS CITY, MO

BUSINESS DEVELOPMENT

S.P. Richards serves a critical role in the office products industry supply chain.

S.P. RICHARDS CO.™

S.P. Richards, a division of Genuine Parts Company, is an industry leading office furniture provider seeking an exceptional Furniture Business Development Manager for the Kansas City and St. Louis market.

S.P. Richards offers over 5,000 office furniture items in stock for next day delivery, over 15,000 office furniture items delivered within 10-14 business days and over 1 million special order office furniture items available.

The ideal candidate will have 5 or more years of office furniture experience calling on independent dealers for multiple product lines.

Having experience working with GIZA is a plus.

This position requires 60% or more travel within the Kansas City and St. Louis markets and is a base salary plus annual bonus and a company vehicle.

Please inquire at:

<http://www.jobs.genpt.com>

job search 198661 in Kansas City, MO.

EOE M/F/D/V

We give our resellers inventory, logistics, sales and marketing to support their business customers; our vendor partners marketing and distribution expertise to promote and sell their products; and industry system providers the data and online content to empower our mutual customers to operate efficiently and profitably.

We also provide challenging and rewarding careers for thousands of talented employees.

FLEXSTEEL COMMERCIAL OFFICE – MINNESOTA, NORTH DAKOTA, AND SOUTH DAKOTA

REPRESENTATION / REPS WANTED

Seeking an experienced independent sales representative group.



LOCATIONS:

- Minnesota
- North Dakota
- South Dakota

Flexsteel Commercial Office is part of Flexsteel Contract, and has been furnishing commercial offices in a range of styles since acquiring DMI Office furniture in 2003. Building on DMI's strength in traditional case goods and leveraging the vast resources of Flexsteel Industries, Inc., we offer a broad portfolio of case goods selections as well as a full offering of quick-ship and semi-custom soft seating for lobby, lounge, café, work, conference, and collaborative spaces. We are seeking an experienced independent sales representative group for our Minnesota, North Dakota, and South Dakota territories. Qualified candidates must have experience developing selling relationships with dealers, calling on and presenting to A&D firms, purchasing firms, property owners, management companies, as well as managing all aspects of the purchase experience.

If you are a multi-line rep looking to add a premium furniture line, please contact:

Jim Hlavin, National Sales Manager

JHlavin@flexsteel.com

Please visit us at

<http://www.flexsteel.com/for-contract/commercial-office>

LOOKING FOR INDEPENDENT REPS IN EVERY MARKET IN US / CANADA

REPRESENTATION / REPS WANTED

The company's success is the result of professionalism, enthusiasm and everyday commitment of the people who work with us.

Dani Leather is building a Brand and a Sales Team. We are looking for talented Independent Reps/ Groups with great relationships, solid line packages. Textile or leather experience is a plus.

What we offer:

- The Best Quality Italian Leather Hides in the Industry
- The Most Competitive Price Point / Value in the Market
- The Quickest Delivery available from our Eastern U.S Distribution Center
- Unsurpassed Customer Service and Support
- The Coolest Leather Company you could ever work with

What you bring:

- Great Relationships in:
 - A/D
 - Marine
 - Aviation
 - Motor Coach
 - Furniture Manufacturers
 - Hospitality



Your talents include:

- A Solid Work Ethic
- Sales Calls
- Engaging, Entertaining Presentations
- Meticulous Follow Up Skills

We are looking for Great Representation in every Market in the U.S and Canada.

Contact Us:

Sales@danileatherusa.com

Don't know Dani Leather yet?

You know Dani Leather, you just don't know it...

<http://www.danileatherusa.com>

REPS AND DEALERS WANTED



Innovation in Working Environments

Take advantage of this great opportunity!

TREMAIN is an international company with over 50 years of experience providing solutions in working environments and one of the major and fastest growing manufacturers of office furniture in Mexico.

We are looking for highly motivated, well established and service driven independent **reps and dealers** with strong experience in the contract market for office furniture systems.



We provide competitive prices, excellent design and service support, amazing quality on innovative product lines and a fast turn around delivery time.



If interested please contact us at
855.312.7770 or visit our web site
tremain.com.mx

TREMAIN®

INDEPENDENT SALES REPRESENTATIVE WANTED

REPRESENTATION / REPS WANTED

New York and New Jersey Territory

NUCRAFT

Nucraft is seeking an existing independent rep group or individuals interested in starting an independent rep group in the New York/New Jersey territory. Ideal candidates should have proven success in developing relationships within the A&D community, highly motivated, strong sales skills, and knowledge of wood products.

Nucraft is an independent, family-owned, leading manufacturer of meeting tables and private office casegoods.

Email resume to:

bkeller@nucraft.com

SIXINCH – SEEKING INDEPENDENT REP GROUPS

REPRESENTATION / REPS WANTED

Integrate Your Space



SIXINCH North America is looking for independent representation in the following market areas: all Canadian Provinces, Mexico, Las Vegas/Reno, Miami, Philadelphia/Southern New Jersey, and Kansas City/St. Louis.

We are an international designer and manufacturer of coated and upholstered soft seating, solar activated site furniture, as well as many additional products such as occasional tables and the Bothy, micro-architecture for the open office.

Come see us at NeoCon booth 7-7068. Please contact Emily Williams at 574-538-2417 ext. 1287 to schedule an appointment.

www.sixinch.us

LOOKING TO GROW MY REP FIRM, SF BAY AREA

LOOKING TO REP

Successful mid-market SF Bay Area rep firm looking to add intelligent, hard working and ambitious sales person.

Established mid-market rep firm in the SF Bay Area is looking to add an independent rep. This salesperson would receive compensation on a limited number of already established accounts & receive extremely high commissions on all dealers our firm is not calling on or selling to. I would entertain an employee, but would prefer independent.

If in the industry but can't work with our firm because of conflicts, perhaps you know a hard working salesperson with no office furniture experience that would be interested in part time to full time growth.

Contact:

al@finelinesnw.com

SEEKING INDEPENDENT SALES REPS/REP GROUPS

REPRESENTATION / REPS WANTED

Chicago, Western US

Studio Wise (www.studiowisedesign.com) is a Grand Rapids design & production company with a compelling, proven, and expanding product collection which has established an enthusiastic following with designers. Our Fuse and POP lines are at home in a multitude of environments including hospitality, office, healthcare, and education; and are a perfect complement to the portfolio of a dynamic representative who has strong relationships in the A&D community.

Please inquire to:

sales@studiowisedesign.com
or 616.437.4167.



studio wise

SEEKING INDEPENDENT REP GROUPS

REPRESENTATION / REPS WANTED

fluidconcepts is a leading innovative designer, marketer and manufacturer of contemporary and alternative office furnishings

fluid | inline

Fluidconcepts is seeking exceptional independent reps to partner with to bring our products to market which include laminate case goods and storage, open plan systems, benching and height adjustable tables, reception stations and easily customized solutions and products. Our products are desired by mid-market and aligned dealers seeking value priced solutions that are exceptionally and expertly manufactured. The product lines can be viewed at www.fluidconcepts.ca and www.inlinegroup.ca.

We are seeking rep groups for Florida, Georgia, South & Central Texas and Colorado.

If interested in these or other territories, Please send your resume/credentials to:

davidk@fluidgroup.com

INDEPENDENT SALES REP WANTED

REPRESENTATION / REPS WANTED

Southern California - San Diego and Orange County area

BERNHARDT | design

Bernhardt Design is currently seeking independent sales representation in the San Diego and Orange County, California area. Ideal candidates are dynamic, self-motivated and relationship-oriented sales people with at least 3-5 years of proven success within the A&D community.

Bernhardt Design is a leading manufacturer of design-driven seating, tables, casegoods and textiles for commercial, hospitality, healthcare and institutional interiors and offers a competitive benefits and compensation package.

E-mail resume:

meganmcphee@bernhardt.com

RIGHTANGLE SEEKING LOUISIANA REPRESENTATIVE

REPRESENTATION / REPS WANTED

RightAngle is seeking an experienced, highly motivated rep to market our product line to dealers in the state of Louisiana.

 rightangle™

RightAngle Ergonomic Products is a leading manufacturer of height adjustable workstations. Our goal is to create products ergonomic in design, yet attractive and user friendly, plus provide the best service and highest quality products to our customers.

Visit our website www.raproducts.com to learn more about RightAngle Products.

If you are interested in this exciting opportunity, contact Shelley Montgomery at 800.298.4351 x 121. or via email:

shelley@raproducts.com

One ad buy. One subscription.

BoF Workplaces  BELLOW PRESS

At **Bellow.press** we deliver a platform to reach facility managers, specifiers, interior designers, reps and dealers who seek insightful, strategic coverage of the contract furnishings industry as a front-and-center concern. We cover the industry from a strategic point of view, concentrating on quality analysis and independently written articles, helping you understand the business better.

Our competitive edge lies within its highly targeted and fully paid subscriber base - you're investing to reach an extremely qualified audience. It's more affordable on a per-page basis than broad interior design based monthly publications, and it's more affordable on a CPM basis than in-market publications. Better yet, none of your media buy is wasted: we pinpoint the industry professionals who are specifically focused on contract furnishings.

- Target the audience you want
- Increase brand awareness
- Put your brand next to great content
- Shorten the link between discovery and purchase

  Download 2016 Media Kit

SAN DIEGO TERRITORY MANAGER

SALES

Great Opportunity in San Diego!



Ergonomic Comfort Design (ECD), is a leading Manufacturer of ergonomic, guest, collaborative, lounge and conference seating products. We are seeking a sales professional to represent our products in San Diego County. San Diego County is one of our premier territories with many Fortune 500 companies standardized on our products. Continued growth provides significant income potential for the right individual. This is an employee position with competitive base salary, bonuses, Health Insurance and profit sharing plan.

Desired skills and experience:

- Successful sales background in office seating or office furniture.
- Proven business development skills.
- Consultative selling skills and aptitude for solving customer problems and recommending appropriate product solutions.
- Strong written and verbal communication skills.
- Located within San Diego County, no relocation available.
- Knowledge of the contract furniture industry in the Southern California market including key commercial furniture dealers, designers and architects preferred but will consider the right individual.

Please send a cover letter and resume to:

david@ecdonline.net

ECD website:

<http://www.ecdonline.net>

FURNITURE ACCOUNT EXECUTIVE

SALES

Come work for the fastest and most convenient solution for workplace essentials!!

At Essendant Inc., it is our intention to be the fastest and most convenient solution for workplace essentials. To do this, we need exceptionally talented, bright, innovative and driven employees. If you would like to be part of the team that helps

unlock the potential of our customer-partners and those they serve, this is your chance to be involved. Essendant Inc. is a leading national wholesale distributor of workplace essentials, with consolidated net sales of \$5.3 billion. Essendant stocks a broad assortment of over 160,000 products, including technology products, traditional office products, office furniture, janitorial and breakroom supplies, industrial supplies, and automotive aftermarket tools and equipment.

Comprehensive Benefits Package

At Essendant, we offer our employees a wide-range of Medical and Dental options, as well as Dependent Care Reimbursement Accounts and Flexible Spending Accounts. Work/life balance is encouraged and we support that with Paid Vacations/PTO and Paid Holidays. We promote growth by assisting with Tuition Reimbursement. Our employees' futures are important to us; therefore we offer a 401(k) plan, Life Insurance, AD&D and more.



Primary Purpose

This position is responsible for the development and maintenance of dealer relationships. These responsibilities include acquiring new business, expanding existing business growth, and maintaining the satisfaction and stability of the business dealers. The AE manages assigned accounts and focuses on providing dealers with the solutions, products, and resources to enable growth and operational efficiency.

Education/Experience

- Bachelor's degree in Business or similar field
- Minimum five years outside sales experience or similar

We offer an exciting and challenging environment that encourages independent thinking, problem solving, and growth. We believe in giving back to our communities as well as others in need. We embrace diversity and believe our employees create a sustainable competitive advantage. We adhere to the high standards of Our Guiding Actions and Our Values.

WE ARE BEYOND ESSENTIAL

Please contact: Alesia Waldron at:

awaldron@essendant.com

PRODUCT SPECIALIST

DEALER GROUPS

INDEAL is a purchasing organization which adds value to dealers and suppliers in the contract office furniture industry.



INDEAL, the largest Dealer Buying Group in the contract furniture industry in North America, is looking for an experienced, self-motivated, self-directed individual to join our team as a Product Specialist. The successful candidate will be responsible for all activities related to establishing and maintaining a detailed product strategy for INDEAL that correctly positions INDEAL products against competitive products. This person will support our dealer-member sales staff in design related areas, assist in quotes, and product research.

The Product Specialist will be responsible for:

- Staying abreast of trends in the marketplace to ensure the product's competitive position.
- Familiarizing themselves with standard concepts, practices, and procedures within the office furniture industry.
- Analyzing brand performance, brand competitiveness, and product trends in the marketplace and develops strategies for assigned brands based on research and analysis.
- Demonstrating the ability to effectively present analytical reporting, product features and benefits to promote new and existing product sales to clients.

The position offers flexible hours and the ability to work from home.

A minimum of three years of experience in the office furniture industry and a dealership is required, as well as the ability to work in a fast-paced, team oriented environment. A Bachelor's degree in Interior Design with experience within the office furniture industry is preferred.

Communication skills:

- Strong presentation skills; in person and on the phone
- Proficiency with suite of Microsoft Office products including Microsoft Outlook. Ability to learn new programs, such as ZOHO.
- Responsible for managing the customer information with our online digital product library. Must be able to ensure that all necessary information needed to provide technical support to end-users of the organization's products is available.

We offer a competitive compensation package.

Reply in confidence to Jim Heilborn:

jheilborn@indeal.org

FURNITURE ESTIMATOR

DEALER STAFF

Exciting Opportunity with growing New England Furniture Dealer!



ROBERT H LORD Co.

New England based Education and Commercial furniture dealership seeks experienced estimator.

Ideal candidate must be detail oriented, organized and capable of handling multiple bids simultaneously. Must have a positive, professional attitude with strong analytical skills.

Educational and/or Commercial Furniture estimating experience preferred. Full vacation and benefits package.

Send us your resume via e-mail to:

rorbromay@rhlco.com

SENIOR ACCOUNT EXECUTIVE

SALES

Fast Growing SF Bay Area Dealership Needs Established Sales Hunters - Highest Commissions Paid!



Are you someone with an undeniable passion for sales? Are you a fearless hunter with the ability to communicate and connect with all levels of organizations? Do you like inbound leads weekly? Someone with the energy and experience to develop new relationships and close business opportunities? If so, we would like to talk to you about Senior Account Executive opportunities at MCI Workplace Solutions.

MCI Workplace Solutions is a full service office furniture dealership offering top tier manufacturers and a full menu of value added services. Centrally located in the Bay Area, MCI offers employees a beautiful new office/showroom and a dynamic fun working environment!

Required traits for this position are:

- Demonstrate initiative by prospecting and closing sales leads within variety of commercial markets.
- Consistently exceed customer expectations by adding real value at each phase of the sale, by being accountable to customers, and by making and keeping commitments.

- Provide a consultative approach to selling by working to understand the customer's critical business needs and by delivering appropriate solutions with a sense of purpose and urgency.

Candidate Profile:

- Personality: Self-motivated, resourceful, quick study, relationship driven, multi-tasker, strong work ethic, high energy, positive, assertive, detail oriented, strategic, team player, persistent, resilient.
- Motivations: Long term career, growth, recognition, money, affiliation, achievement, freedom, security.

Desired Skills and Experience

- Established track record of sales performance and exceeding sales goals
- Bachelor's degree or equivalent industry experience
- 5+ years' sales/business experience, preferably related to the contract furniture industry

Serious inquiries please contact MCI Workplace Solutions at jobs@mciworkplace.com

PRODUCT MANAGER

MARKETING & MANAGEMENT

Are you a Product Manager who enjoys driving results?



This role for Mayline® manages significant growth impact for the company. As an integral part of the marketing team, this individual will lead market insight, new product development, competitive analysis, sourcing, pricing, marketing communication, and a targeted sales channel approach throughout the life-cycle for specific product lines. The role will require strong partnering with cross-functional teams and an individual who enjoys uncovering 'what can be'. Ideal candidate will be building upon a strong business and financial acumen background, with IP/legal exposure. S/he will be an individual who thrives in accountability, goal setting and achieving of same. Chosen candidate will enjoy contributing to team objectives while laser focused on individual contributions. This position will report to the Director of Product Management and will be located in Sheboygan, WI.

Responsibilities

- **Product life-cycle management:** turning insight into action, NPD, product/category roadmap, budget and forecasting, margin maintenance/growth, promotion & distribution.

- **Competitive Landscape:** competitive analysis, price comparisons, positioning, sales channel optimization.
- **Sourcing:** in partnership with the sourcing team, proactive accelerating time-to-market, managing margin targets, and reducing supply disruption.
- **Teaming:** partnership with multiple cross-functional teams to meet objectives (engineering, sourcing, customer service, finance, sales, inside sales, marketing communication/creative, logistics, etc.)
- **Other:** initiatives as relevant to meet Mayline growth objectives.

Requirements

- Bachelor's Degree in Business, Product Marketing, Engineering or related field is required. MBA is preferred.
- 2+ years of prior experience in a product management role. CPG exposure or past experience a plus.
- Highly driven, project management skills, good business/financial acumen.
- Adept at analysis, with intuition and ability to leverage technology and tools for efficiency of analysis and output. Microsoft Office Suite adept (Excel and PowerPoint in particular). Intermediate Excel skills required.
- Global sourcing, intellectual property, legal exposure preferred.
- Excellent oral and written communication skills.

All qualified applicants may apply in person or online at:

<http://www.mayline.com/employment.html>

Equal Opportunity Employer: Minorities, Women, Veterans, Disabilities

SEEKING DYNAMIC MARKETING MANAGER

MARKETING & MANAGEMENT

Are you tired of being just another cog in the corporate wheel with little recognition and no appreciation for your hard work?



Are you working at a place where people just go through the motions like zombies waiting until the end of the day? Apply now and learn what it's like to be part of a growing organization and dynamic team that appreciates you for you!

Based on our growth, we are seeking a fantastic Marketing Manager to be responsible for the overall brand presence and image of our organization in the marketplace. They will oversee the graphics, digital, social media and PR for the company. They will direct their team to ensure that all marketing objectives, activities, communications and expenditures are executed in line with the overall vision of the company.

Position Requirements:

- Bachelor's Degree from a 4-year college or University (Degree in Marketing) or equivalent experience, MBA is a strong plus
- Minimum 5 years of marketing/brand management experience
- Demonstrated a strong critical thinking ability
- Extensive experience in project management
- Strong analytical skills
- Superior attention to details
- Working knowledge of all major social media programs along with advertising plan experience on each platform (Facebook, Twitter, Instagram, etc.)

In return for your hard work and dedication, we offer great pay and benefits (401k, Medical, Dental, Vision, Life, Short Term Disability), on the job training, pay for performance, opportunities for promotion, free catered meals, fun activities, family oriented events, onsite fitness room, a lovely office environment and most importantly a talented team of people who value pride, teamwork, trust, passion, respect and integrity.

For immediate consideration, apply online at:

<https://www.ofminc.com/employment.asp>

We are an Equal Opportunity Employer M/F/D/V.

SITONIT & IDEON SALES REP POSITION (LOS ANGELES)

SALES

Join the SitOnIt and IDEON Sales Team!



Exemplis, manufacturer of SitOnIt and IDEON seating, is seeking an experienced, enthusiastic and highly motivated salesperson to be a part of our Southern California Sales Team. This position will be responsible for developing commercial, education, healthcare and government business through:

- Building successful partnerships with assigned dealers

- Building relationships and influencing specifications within assigned target A&D firms
- Business development activities within assigned target vertical market end users

A minimum of 3-5 years successful industry sales experience is preferred. We offer a competitive compensation package including salary plus bonus, expenses, medical, dental, vision and 401(K).

Territory:

West LA, DTLA, Valley, South Bay

*Can reside anywhere within the territory

Company URL:

www.sitonit.net, www.ideondesign.com

Please submit your resume to:

skim@exemplis.com

CONTRACT DESIGNER

DESIGNER / SPACE PLANNER

Contract Designer for a Cayman Islands Steelcase Dealer



Need a contract Designer that can work from home or office. Candidate will need Steelcase design back ground in Design and proficient in CET.

Please email resume to:

Randy.buck@workplace.ky

One ad buy. One subscription.



At **Bellow.press** we deliver a platform to reach facility managers, specifiers, interior designers, reps and dealers who seek insightful, strategic coverage of the contract furnishings industry as a front-and-center concern. We cover the industry from a strategic point of view, concentrating on quality analysis and independently written articles, helping you understand the business better.

Our competitive edge lies within its highly targeted and fully paid subscriber base - you're investing to reach an extremely qualified audience. It's more affordable on a per-page basis than broad interior design based monthly publications, and it's more affordable on a CPM basis than in-market publications. Better yet, none of your media buy is wasted: we pinpoint the industry professionals who are specifically focused on contract furnishings.

- Target the audience you want
- Increase brand awareness
- Put your brand next to great content
- Shorten the link between discovery and purchase

[Download 2016 Media Kit](#)

MARKET MANAGER FOR OC & SD COUNTIES WANTED

SALES

Come join our winning team and grow with us!



Office Design Studio, leading importer/distributor of mid-market, quality built, contemporary designed, aggressively priced systems furniture, benching and high-end seating is looking for experienced Market Manager for Orange and San Diego counties. The ideal candidate must be highly motivated, outgoing and energetic in order to help us to continue growing sales in So. Cal.

Qualifications/Responsibilities:

- 5+ years in contract furniture industry
- Must have recognition in dealer and A&D community
- Have a proven track record and excellent market knowledge of the territory
- Demonstrate success in marketing and selling to dealers and A&D community
- Increase ODS brand awareness and interest among dealers and designers
- Actively engage with and communicate ODS programs, products and services to dealership principals, sales reps and designers
- Ensure adequate market coverage by assessing existing dealers' capacity to grow and identify new dealer candidates suitable for ODS offering
- Meet and exceed set sales goals
- Must be able to travel to grow the business, demonstrate products and make presentations
- Must be able to learn and utilize CRM – Customer Relationship Management software on a daily basis

Compensation package included: competitive base salary + commission, monthly, quarterly, annual bonuses upon exceeding sales goals, phone, car and health insurance allowance.

Please submit your resume and inquiries to Art Voronkov:
art@officedesignstudio.com

SALES ASSOCIATE POSITIONS

REP SALES

Exciting opportunity for you!

Stemle & Associates, Inc., an established multi-line manufacture sales representative organization, is seeking two sales as-

sociates, one to cover Central and Northern Indiana territory and the other to cover the Central and Southern Ohio territory. These individuals should be eager to establish new business relationships in addition to maintaining and expanding current accounts. Applicants should be self-starters, motivated, team oriented, and have strong communication skills. Some overnight travel will be required to effectively maintain and grow the territory. Qualified candidates should have a minimum of 3 years experience in the Healthcare, Education and Contract Markets. To learn more about us, visit our website at www.stemle.com.

If you are looking for a new and exciting career and want to join a growing, high energy, and fast paced company, please email your resume to:

corporateoffice@stemle.com

TERRITORY ACCOUNT MANAGER – NEBRASKA & IOWA

SALES

Grow with an innovative healthcare manufacturer.

WIELAND

WIELAND is a leading provider of patient room and lounge seating products to healthcare facilities across the country. We are seeking a sales professional to represent our healthcare products in Nebraska and Iowa. Our continued growth provides an excellent career opportunity for the right individual. This is an employee position with full benefits.

Desired skills and experience:

- Successful sales background in healthcare furniture or medical equipment.
- Proven business development skills.
- Consultative selling skills and aptitude for solving customer problems and recommending appropriate product solutions.
- Strong written and verbal communication skills.
- Based in the Omaha area.

Knowledge of the contract furniture industry in the Nebraska and Iowa market including the key commercial furniture dealers, healthcare designers and medical centers is preferred.

Please send a cover letter and resume to Stan Schneider at

sschneider@wielandhealthcare.com

Wieland website:

<http://www.wielandhealthcare.com>

PROJECT DESIGNER, OFFICE FURNITURE

DESIGNER / SPACE PLANNER

Join our growing team!



To further build and develop our furniture planning team, Alfred Williams & Company is looking for a Project Designer, Furniture for our Nashville, TN office.

Personal and Interpersonal Skills

- Self-starter who is highly motivated, flexible, and able to multi-task
- Professional manner, dress, and verbal/written communication skills
- Works well in a cross-functional team environment, exhibiting exceptional communication skills
- Able to prioritize tasks and meet deadlines on multiple projects simultaneously

Responsibilities and Technical Skills

- Skilled and efficient in input of furniture layouts and space plans into AutoCAD via CAP and zAxis
- Basic use of Kiosk and AIM (Asset Inventory Management)
- Proficient in the use of software such as Microsoft Word, Excel, Powerpoint, and Adobe Acrobat Professional
- Development of color and material presentations, both electronic and physical
- Advanced knowledge of AWC's product offerings and product positioning
- Communicate with vendors to determine pricing, discounts, etc.
- Set up and maintain project files per design and company standards
- Field verification and measurement of site conditions
- Experience in space planning, typical development, and systems furniture layout
- Product take-off, specification of systems and conventional products
- Compile detailed inventory of existing product (stored or on-site) & record information with minimal assistance
- Development of installation drawings
- Basic understanding of Building Codes, ADA requirements, and Electrical/Data requirements applied to a project
- Check all drawings and specifications for 100% accuracy
- Assist to define the scope of a project, assess customer

needs and program design applications

- Active and thoughtful participation in client interactions and programming sessions

Experience and Education

- Graduate of a four-year program or equivalent work experience with a 2 year degree with a Bachelor's/Associates Degree in Interior Design
- A minimum of (2) years practical experience in commercial furniture design and planning

Alfred Williams offers market competitive compensation packages and benefits. Alfred Williams & Company is the exclusive Herman Miller dealer in North Carolina, South Carolina, and Nashville, TN. Founded 1867, Alfred Williams & Company serves corporations, healthcare organizations, educational institutions, as well as government and non-for-profit entities across the nation. Besides our extensive network of selected furniture manufacturers in all our markets, Alfred Williams & Company serves North Carolina and South Carolina as a premier provider for interior construction needs, as one of two exclusive distributors of DIRT Environmental Solutions. Alfred Williams & Company is headquartered in Raleigh, NC with offices in Durham, NC, Greensboro, NC, Charlotte, NC, Columbia, SC, Greenville, SC, Mt. Pleasant, SC, and Nashville, TN.

Please visit www.alfredwilliams.com for more information.

TERRITORY MANAGER – SAN FRANCISCO BAY AREA

SALES MANAGEMENT

Increasing health and productivity with adjustable task seating since 1990

ergoCentric

ergoCentric Seating Systems, an industry leader in ergonomic seating and accessories, is looking for a full time Territory Manager for the San Francisco Bay market. The successful candidate will also have responsibility for our healthCentric line, a unique brand of healthcare furniture.

The successful candidate will be expected to:

- Have experience in the office furniture industry, particularly in the area of ergonomics and/or healthcare. A proven track record in relationship management, territory growth, and new business acquisition is a must.
- Be a self-starter, possess excellent communication skills, and have the ability to work independently
- Drive sales growth, achieving gross margin targets and new business through selling of ergoCentric's ergonomic seating, height adjustable tables and healthcare products across a wide variety of customers including but not limited to: local and federal government, healthcare systems,

ergonomic and contract furniture dealers.

- When dealing with existing customers, you excel at up-selling, maintaining accounts and resolving technical problems.
- You will be expected to demonstrate a deep understanding of all products and assist decisions makers in selecting products that are best suited to their current and future needs. You will be a technical resource to the marketplace.
- Educate and train key contacts including ergonomists, health & safety representatives, facilities managers, procurement specialists, dealer principals on product lines.

As we are experiencing significant success with our unique products, we are searching for a candidate on the upswing of their career with ambition for personal and professional growth.

Interested parties can send their cover letter and resume to Ken Hammond at:

Ken.hammond@ergocentric.com

REGIONAL SALES MANAGER

SALES

**American Seating = Collaboration. Innovation.
Engagement. Results.**



Will implement and manage American Seating sales, marketing and distribution objectives for IL, IN, KY, MI, OH, and WI using a relationship driven sales approach for new and existing customers. Will identify and interpret customer requirements and provide technical/consultative assistance to customers in the selection, application, installation, and operation of products. Position will preferably be based in Illinois. Persons applying should have proven experience in sales management of direct sales staff and/or independent representatives. Bachelor's degree with 5 - 7 years experience preferably in the furniture market with sales to higher education.

Submit resume with salary requirements to:

denise.mulder@amseco.com

REGIONAL SALES MANAGER - WESTERN REGION

SALES

**Grow with an innovative healthcare
manufacturer.**

WIELAND

WIELAND is a leading manufacturer of patient room seating and lounge products to healthcare facilities across the country. We are seeking a Regional Sales Manager to oversee the development of our western states. This includes the management of approximately twenty Healthcare Account Managers located throughout the states west of the Mississippi River. This is an employee position with full benefits.

DESIRED SKILLS & EXPERIENCE:

- Successful sales management or sales background in healthcare furniture or medical equipment.
- Proven business development skills.
- Possess leadership and coaching skills to ensure all Healthcare Account Managers are trained and achieving market share goals.
- Strong analytical skills and the ability to effectively manage data to define trends, establish strategies and to build business cases for territory adjustments and improvements.
- Skilled in utilizing technology based solutions to improve project management and close rates.
- Experienced in managing sales territory restructuring, hiring, training and the development of a growing sales team.

QUALIFICATIONS:

Bachelor's degree or a minimum of five years of sales management experience in the healthcare or the contract furniture market.

Please EMAIL a cover letter and resume to

Jobs@SauderMfg.com

Wieland website:

<http://www.wielandhealthcare.com>

An Equal Opportunity Employer

MARKET MANAGER - NEW YORK CITY

SALES MANAGEMENT

**Dauphin is a leading provider of consultative
seating solutions for corporate, education,
hospitality, and healthcare markets.**

DAUPHIN

Dauphin, the German office furniture maker with manufacturing in Boonton NJ, seeks a Market Manager to work from our Chelsea, NYC showroom.

Primary responsibilities include developing relationships with endusers, the design community and dealers; assessing opportunities and presenting appropriate Dauphin collabora-

tive furniture solutions; assisting in the specification of our products; providing samples, pricing and /or demonstrations as requested. You are expected to engage with the design community through involvement with industry organizations and attendance at industry events.

Desired Skills and Experience

The ideal candidate should be a self-starter who is experienced in selling consultative furniture solutions, is able to multi-task, has good written and verbal communication skills and is adept at using PDA tablets to present branded PowerPoint presentations. Proficiency in Microsoft Office Suite expected. You should have a 4-year college degree and minimum 5 years' experience selling into the NYC commercial interiors market.

This position reports directly to the Regional Business Manager. Dauphin offers a competitive salary, incentive plan and attractive benefits.

For consideration, please email a cover letter and resume to susan.weinberg@dauphin.com

SALES, SALES SUPPORT, MARKETING

SALES

Come Grow with us here Los Angeles

We have recently expanded and are looking for qualified candidates for the following positions:

- Office Furniture Sales Rep / Sales & Marketing Support
- Office & Industrial Relocation Sales Rep

We are a full service Business Furniture Dealership located in Commerce, California. Our Services include but are not limited to; Business Furniture Sales, O&I Relocation, Project Management, CAD Services, Space Planning, IT Disconnect/reconnect, Storage & Liquidation.

FMI Systems is an extremely professional, quality oriented organization which seeks to hire only the best in their chosen fields. The candidate will need to be a motivated with a hunter mentality, while maintaining a polished image that is in line with the company's mission & values. We are looking for people to grow with. Respected relationships with key accounts are valuable to our consideration.

Sales position requirements:

- Reliable Transportation*3-5 years sales experience
- At least 2 years Outside Sales experience
- Knowledge of the Furniture and/or Relocation Industry but willing to train the right candidate.
- Salary/Compensation based on experience.

Please send resume & References and/or questions to:

info@fmisystems.com

Attn: Robert Gordon

SEEKING ACCOUNT MANAGER

SALES

We're looking for people who want to join an innovative, industry-leading organization; people who live and breathe customer service, even if you never meet the customers.



Lane Office, New York City's exclusive DIRT (Doing It Right This Time) distribution partner and preeminent Knoll furniture vendor is seeking a dependable, energetic, and reliable Account Manager to fulfill the roll of DIRT Champion.

DIRTT is a clean-tech construction company that uses video game technology to build manufactured interior construction rapidly, sustainably and cost effectively.

Lane Office recently relocated to West 38th Street in New York. Lane occupies 2 floors in a recently renovated building, with easy access to Penn Station, Port Authority and numerous subway lines.

Responsibilities & Requirements:

- Single point of contact for all client requirements
- Identify and develop opportunities to provide services to customers
- Build and maintain long-term client relationships
- Forecast and track key accounts
- Develop as a trusted advisor for all industry contacts
- Ability to read construction drawings and floor plans
- Dedication to learning DIRT capabilities and project execution procedures, a must
- Excellent listening, negotiating, time management and presentation skills
- Excellent verbal and written skills
- Self-sufficient

Successful candidate will be self-starters, possess an energetic personality, have the ability to work independently, as well as with a team with a proactive approach and an eagerness to learn. Excellent written and oral communication skills are a must.

Lane Office is the industry leader in compensation – offering full benefits and a 75% match to employee 401K contributions.

To inquire further, please contact Daniel Hickey at:
dh@laneoffice.com.

A & D MARKET DEVELOPER AND TEXTILE REP.

SALES

If you are looking for a career, not a job and prefer fast paced, dynamic environments then look no further!



Orange Thread, a dynamic and fast growing commercial furniture and textiles rep firm seeks a dedicated, service-oriented professional to join our team as an A & D Liaison and Textile Sales Rep. covering Washington and Oregon.

As a sales representative you will be responsible for establishing, our brand within the A & D community.

Ideal candidates will be high-energy, self-motivated individuals with:

- BS/BA degree
- A craving to win and a need to excel
- 3+ years of sales or commercial interior design industry experience,
- Strong interest in interior design and integrating state-of-the-art furniture, technology and architectural products to create world-class work spaces
- Finely honed attention to detail orientation and ability to multi-task
- Charismatic presentation and communication skills
- Unique ability to establish and build long-lasting relationships with clients
- Avid networking skills utilizing technology and social networking to build relationships
- Strong technical proficiency in MS Outlook, MS Office, and CRM software (preferred)

Orange Thread offers a highly competitive compensation and benefits package including medical, dental, paid time off and paid holidays.

We are an Equal Opportunity Employer

Please email your resume to:

Michelle@workpointe.com

SITONIT & IDEON SALES POSITION (SAN FRANCISCO BAY)

SALES

Join the Northern California SitOnIt and IDEON Sales Team!

Exemplis™

Exemplis, manufacturer of SitOnIt and IDEON seating, is seeking an experienced, enthusiastic and highly motivated salesperson to be a part of our Northern California Sales Team. This opening is in the San Francisco Bay Area and will be responsible for developing commercial, education, healthcare and government business through

- Building successful partnerships with assigned dealers
- Building relationships and influencing specifications within assigned target A&D firms
- Business development activities within assigned target vertical market end users
- A minimum of 3-5 years successful industry sales experience is preferred.

We offer a competitive compensation package including salary plus bonus, expenses, medical, dental, vision.

Company URL:

<http://www.sitonit.net>, <http://www.ideondesign.com>

Please apply directly on the career site or submit resume to: skim@exemplis.com

TERRITORY MANAGER - KANSAS/MISSOURI

SALES

Opportunity to build your network by joining a growing Kansas City firm

Surfacetech

WE CARE ABOUT YOUR SUCCESS

Surfacetech has an immediate opening for a territory manager in the Kansas/Missouri markets. The ideal candidate must be a motivated, outgoing team player.

Responsibilities:

- Increase awareness and interest among dealers, designers and end-users of our product
- Ensure appropriate market coverage by assessing existing dealers capacity to grow and identifying new dealer candidates
- Pitch in on team efforts such as quote responses, sales order entry, sample and literature requests, online form submission response and warranty claims

- Help with planning, sales mapping, budgeting, marketing collateral and product development

Surfacetech offers a full benefits package includes salary + commission, 401K with company match, healthcare, dental, vision and auto/cell phone allowances.

Please e-mail your résumé and salary history to:
larrys@surfacetech.com

PROJECT MANAGER

PROJECT MANAGEMENT

Join our growing team!



At Alfred Williams & Company, our Project Managers plan, direct, and coordinate part of the lifecycle of workspace design installation projects. With deadlines to meet, clients to support, and a dispersed field teams to manage, this role requires a high level of organization and time management. We are currently looking for Project Managers in our Nashville, TN and Raleigh, NC office.

ESSENTIAL FUNCTIONS

- Work alongside Sales, Coordination, and Design teams on project timeframes, scope, and blue prints
- Adjust staffing needs and other resources requirements throughout project lifecycle
- Act as point of contact for client during on-site installation phase
- Assist clients with the development of project bids, documentation, and procurement of products and services
- Contribute to on-going internal set of standards and knowledge base
- Represent AWC with other vendors at the client site
- Attend punch-list walk-throughs with client
- Ensure all project stakeholders have current knowledge of project status, assignments, etc.
- Close out final aspects of project
- Manage and track project budget and schedule
- Attend regularly scheduled team, departmental, and company meetings at a variety of locations

MINIMUM QUALIFICATIONS - REQUIRED

- 3+ years of related experience in installation project management, FF&E, or light construction project management
- Experience managing people and leading widely dispersed field teams/crews
- Focus on customer focus and creating extraordinary client

experiences

- Understanding of reading blueprints, architectural, and CAD drawings
- Strong attention to detail
- Balance priorities and manage time
- Training in construction worksite safety
- Proven experience with project management, communications management, and time management tools

PREFERRED QUALIFICATIONS

- PMP, CAPM, LEED, or other related certification
- OSHA or other related safety trainings or certificates
- Knowledge of Herman Miller product lines or other systems office furniture EDUCATION, TRAINING, OR CERTIFICATIONS
- High school diploma, GED, or equivalent
- Associates, Bachelors, or equivalent degree, preferably in a related field

E-mail your resume to:

agifford@alfredwilliams.com

WORK REMOTELY FOR AIS!

DESIGN/SPECIFIER REPRESENTATIVE

AIS is a rapidly growing company. As we continue to expand we have remote positions available throughout the country in our design specification department.



The Design Services Representative is responsible for providing exceptional design services for our dealers. This position is an initial client contact for pre-sale furniture design and specification and will work in conjunction with all AIS' departments to achieve phenomenal customer satisfaction. Below are some of the essential skills:

Required Skills

- AutoCad, 20/20 Technologies & Project Matrix proficient
- AIS product and design experience
- Microsoft Office Suite Proficiency
- Strong interpersonal and communication skill, both oral and written.
- Must have proficiency in reading architectural and engineering documents.
- Building code requirement knowledge.
- Spatial design ability and skills

- Knowledge of interior detailing, materials and finishes.

AIS offers a friendly and casual workplace with competitive salary and benefits program. Benefits include medical and dental, 401K, FSA, and a bonus program. We are looking for someone with a great work ethic and enthusiasm for working in a fast-paced environment as we continue our strong growth in the marketplace.

Interested? Contact:

hrdept@ais-inc.com

MARKETING SPECIALIST FOR CLARIDGE PRODUCTS

SALES AND MARKETING

We have a great past, join us in building a greater future!



Claridge Products is looking for a motivated individual to establish and develop our marketing program. Areas of responsibility will be to perform market research, competitive analysis, guide website administration, promote our brands, direct social media strategy, issue email blasts, coordinate trade shows and any other necessary marketing functions.

REQUIRED:

- Bachelor degree in Marketing
- Prior marketing experience
- Excellent communication skills
- Excellent organization skills
- Proficient in Microsoft Office
- Proficient in Adobe products
- Demonstrated creative abilities
- Ability to travel occasionally

Send resume to:

resumes@claridgeproducts.com

*We are an EEO/AAP Employer

SERVICE IS OUR PLEASURE AND BEING A MARKET LEADER

DESIGNER

Since 1929... C|W|C is the creative force behind some of the most prestigious offices throughout the Southeast.



Come join our team and enjoy these benefits!

- Bi weekly pay
- PTO (Paid Time Off)
- Day off for your birthday
- Paid Holidays
- Flexible work schedule
- Paid Life Insurance, Short term & Long term disability
- Medical/Dental/Vision
- Flexible/Dependent Care Spending Accounts
- 401(k) with Co. match

Position Description:

This position provides design services to C|W|C sales staff and clients. These services include furniture specifications, development of AutoCAD furniture plans using CAP 20/20 software, space planning, client meetings, site inventory/ measurement verifications, fabric/ finish selections, presentation boards and furniture installation documents. Designer works as part of the Design Team interacting with various departments to ensure successful project implementation and exceptional client experience.

Education/Experience/Skill Requirements:

- Bachelor's Degree in Interior Design from FIDER/CIDA accredited program
- Advanced AutoCAD skills
- Must be extremely detail oriented
- Ability to work effectively as a member of a team
- Must possess a positive attitude and a sense of urgency
- Healthcare design experience a plus

Please forward resume to:

hr@c-w-c.com

OUTSIDE SALES/NEW BUSINESS DEVELOPMENT EXECUTIVE

SALES

Come join the new PREMIERE Allsteel dealer in
sunny Jacksonville, FL!



Jacksonville, FL Allsteel dealership is looking for an experienced outside sales/new business development executive accustomed to working in a fast-paced, team-centric environment. We need a self-starter who likes working with a variety of people/personalities, and enjoys having FUN throughout the process!! The perfect candidate was born prospecting for clients, loves delivering sales results and is highly skilled at identifying and strategically developing new business and growth opportunities within all vertical markets we service. Industry experience such as manufacturer or dealer sales/support is a plus. Base salary plus generous commission structure with no income cap and excellent benefits.

Apply in confidence or for further information to:

Casey Moore, casey@officecreations.net

