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• People Make NeoCon Shine

• BIFMA Breakfast Outlines

Direction For Industry Group

Cover: Global showroom at NeoCon



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FEATURES

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< *Zones by Teknion, a series of furniture that transforms the office.*

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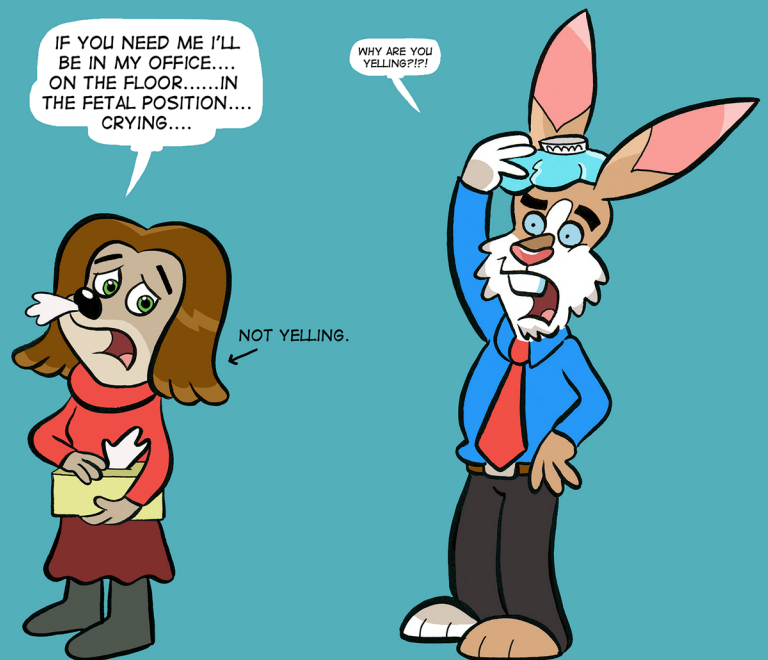
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Business of Furniture and *Workplaces* magazine are the go-to sources for keeping you informed about everything that is happening in the industry. From trends that affect your bottom line, to new products that will help your customers work better, to stories that will help you run a better, more informed company.
ROB KIRKBRIDE, EDITOR-IN-CHIEF

"THE NEOCON COLD"

THE RESULT OF SHAKING A MILLION HANDS, EATING FINGER FOODS FOR BREAKFAST, LUNCH, AND DINNER, CONSUMING WAY TOO MUCH ALCOHOL AND REFUSING TO SLEEP FOR DAYS. ALSO KNOWN AS THE WHAT THE HECK WAS I THINKING AND WHERE DID I PUT ALL OF THOSE LEADS??!?!?



HUTCH
BY JAMIE COSLEY



NeoCon

People Make NeoCon Shine

MANY WHO ATTEND NEOCON MISTAKENLY SEE IT AS A PRODUCT SHOW. I'VE BEEN TO ENOUGH OF THEM TO RECOGNIZE IT AS A PEOPLE SHOW. THE REAL VALUE OF NEOCON IS FOUND IN THE CONNECTIONS MADE, DINNERS SHARED AND FRIENDSHIPS REKINDLED.

fastcodesign.com

10 DESIGN IDEAS FOR THE PERK WORKERS ACTUALLY WANT: QUIET

Do expensive amenities like great food and game rooms really attract the best employees? That's been the conventional wisdom for the past decade. But more and more offices are rethinking what the most meaningful perks are—doing away with cafeterias for more vacation.



Ability to focus, not perks, is top concern for office employees

A global survey of more than 1,200 senior executives and non-management employees found that employees want office designs to foster the ability to concentrate, more than any other factor. Amenities like free food, for instance, are far less important, the research shows.

bdcnetwork.com

BIG NUMBER

34.6 MILLION

As the outlook for GDP growth slackens, the office sector will start feeling the pinch. That sums up a new forecast from the NAIOP Research Foundation, which anticipates a sharp drop in net absorption compared to 2015. The forecast predicts that the US office market will absorb approximately 34.6 million square feet of space in 2016, down from 62.1 million square feet last year.



What Is The Role Of A Workplace After A Tragedy?

It's a safe bet that Monday-morning watercooler talk included shock and disbelief over the tragedy that took place in the Orlando nightclub Pulse. Unfortunately the topic isn't new, as shootings have become more common. And while employees will talk, when should workplace leadership enter the conversation?

fastcompany.com



SENSOR TECHNOLOGY CAN IMPROVE OFFICE DESIGN AND CREATE HAPPIER EMPLOYEES, SAYS HAWORTH

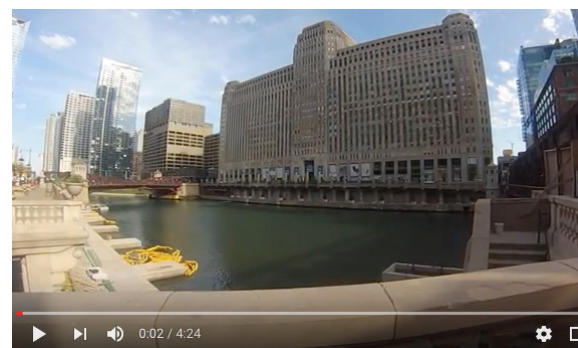
Haworth white papers: sophisticated sensors could contribute to a healthier and happier workforce by tracking the way offices are used and adjusting them automatically, according to new research by US furniture giant Haworth. Used properly, the technology could turn offices into places that employees choose to be in for their overall wellbeing, says Haworth's Enabling the Organic Workspace: Emerging Technologies that Focus on People, Not Just Space white paper.

dezeen.com

US SMALL BUSINESS OWNERS STILL CLING TO 'OFFICE BASICS', CLAIMS STUDY

Small businesses still rely heavily on the traditional working environment, according to the 2016 Business Survey from office equipment maker Brother. The report says these businesses are open to adopting next-generation cloud based and mobile technology, but they're also 'holding on to' what it calls office basics such as printers, scanners and faxes. Over half (58 percent) of small businesses' daily work tasks still require a physical office presence and 91 percent of small business owners currently have a printer, scanner, copier or fax machine within their work space. The need for these devices is confirmed in the data showing 43 percent of this same group use a printer, on average, 10 or more times per day.

workplaceinsight.net



VIDEO: So far, the best video we've seen done for NeoCon 2016

Is tech addiction making us far more stressed at work?

We are the distracted generations, wasting hours a day checking irrelevant emails and intrusive social media accounts. And this "always on" culture - exacerbated by the smartphone - is actually making us more stressed and less productive, according to some reports.

bbc.com



BIFMA Breakfast Outlines Direction For Industry Trade Group

BIFMA EXECUTIVE DIRECTOR TOM REARDON OUTLINED HOW THE GROUP CAN BE MORE RELEVANT, INCLUDING PARTICIPATION IN ITS REVAMPED STATISTICS PROGRAM. **WORDS BY ROB KIRKBRIDE**

The office furniture industry is increasingly global, driven by creative forces that are changing the way people work. So it is fitting the industry's trade organization, BIFMA, elected its first Canadian president, Sylvain Garneau of Groupe Lacasse, at its annual membership meeting in Chicago.

As chief executive officer of

a state-of-the-art manufacturing company based just outside Montreal, Garneau represents the changing face of the industry and the world of work. He also understands the importance of creating a trade group that is intimately connected and presents a united force to the world when it comes to data sharing and environmental concerns.

"Ever since I've been in this

business (office furniture industry), which is not that long ago, I wanted to meet other people in the industry," Garneau told those gathered in the Wolf Point Ballroom at the Holiday Inn Merchandise Mart last week just before NeoCon came to a close. "I was from the railroad industry, and I can tell you, the trade show events were much more boring. I'm very honored to be the first



BIFMA, elected its first Canadian president, Sylvain Garneau of Groupe Lacasse (right). Dan Tuohy (left)

Canadian president of BIFMA, and I'm going to take this role very seriously and give it my best."

The BIFMA annual meeting, a crack-of-dawn breakfast gathering on the last day of NeoCon, brings together the industry's executives to talk about how the trade organization is working on behalf of member companies, highlights from the last year and an agenda for work it is doing in 2016.

BIFMA certainly has been busy as it tries to be more representative of the markets it serves. The

group is unique in that it is not dominated by the largest companies. Although Steelcase, Herman Miller, Haworth and HNI executives have certainly volunteered to serve in leadership roles on the BIFMA board, they serve alongside executives from mid- and small-sized firms. Garneau takes over board leadership from Dan Tuohy, chief executive of Tuohy Furniture.

Over the past year, the organization had several important successes, especially as it relates to protecting the environment. The United States Green Build-

ing Council steering committee approved the level certification program as a "USGVC Approved Program" for LEED credits. The EPA issued interim recommendations for the greening of federal purchases that include the level program as well. The level program has existed for seven years and implementation has plateaued with 64 brands now using the environmental reporting and labeling program.

As an organization, BIFMA membership now tops 300, with 39 new members. The group's 360 Leadership Conference in



BIFMA Executive Director Tom Reardon

Austin, Texas, drew 193 attendees from 96 companies. BIFMA held several summits and industry meetings that brought together politicians and leaders. Garneau called on BIFMA to challenge itself. He asked members gathered in Chicago: “As an association, how can BIFMA be more relevant?”

BIFMA Executive Director Tom Reardon outlined how the group can be more relevant, including participation in its revamped statistics program. BIFMA has spent two years developing a broader, more comprehensive statistics program for the industry that adds new categories never tracked and a deeper dive into the numbers.

Initial findings will come out in the next few weeks.

He implored members to participate. Only those that participate will have access to the statistics. “Member participation is critical,” he said. “Our goal is to minimize that unknown piece (of data that was missing in the past).”

Todd Heiser of Gensler was the featured speaker at the membership meeting, and he outlined metatrends for 2025 from the prominent design firm. He also praised the office furniture industry for its work.

“I can’t remember a time in the last five years where I was so blown away by furniture manufacturers,” he said. “Thank you.

You do unbelievable work, and you make our projects better. You are often the least thanked, most commoditized (part of the commercial industry).”

Not surprisingly, work in the future will include more technology, more choice, added focus on wellness and engagement and a rise in corporate campuses. Products are going to get smarter and at the same time, a focus on craft will return.

Since the meeting was held as NeoCon wrapped up in Chicago, the Merchandise Mart updated executives on highlights of the show. Byron Morton, vice president of leasing at MMPI, used the cycling term “forever forward” to describe work on NeoCon. “We



Byron Morton, vice president of leasing at MMPI



Todd Heiser of Gensler

at the Mart work very hard every year to keep the show fresh and going forward,” he said.

Morton said MMPI made many changes to the show and the Merchandise Mart itself. The new registration system eased lines on opening day. He said the consolidation of the seventh and eighth floors onto the seventh was a “tremendous success.” “I want to thank all of you for your

passion about the workplace,” he said. “I want to thank all of you for making it easy for all of us to give a damn.”

The next major BIFMA event will be the 360 Leadership Conference, scheduled for Jan 23-25, at The Vinoy in St. Petersburg, Fla. The group has many smaller gatherings throughout the year.

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People Make NeoCon Shine

THE REAL VALUE OF NEOCON IS FOUND IN THE CONNECTIONS MADE, DINNERS SHARED AND FRIENDSHIPS REKINDLED.

WORDS BY ROB KIRKBRIDE

Many who attend NeoCon mistakenly see it as a product show. I've been to enough of them to recognize it as a people show. The real value of NeoCon is found in the connections made, dinners shared and friendships rekindled. It is an industry that has a reputation for great people. So I want to take this space to note some of the great people I connected with at NeoCon.

Again, there are too many to list

in this space — countless great people that make this industry a joy to cover as a journalist. So if your name does not appear here, please know that I value your friendship and contribution to the industry as well.

• **Sylvain Garneau — Groupe Lacasse**



Was there anyone happier at NeoCon than Groupe Lacasse's Sylvain Garneau?

His company had one of the best parties at NeoCon as it celebrated its 60th anniversary. And Groupe Lacasse seems to really be hitting its stride with the right mix of products for a growing number of markets — including some major health care projects. He also became the first Canadian to become president of the BIFMA Board of Directors.

• **Rebecca Boenigk — Neutral Posture**



The only person sunnier at NeoCon than Garneau might have been Rebecca Boenigk at Neutral Posture.

The company made one of the smartest buys when it purchased Equity from Knoll, but it is the company's seating products that shined at NeoCon this year. Icon is one of those products that puts Neutral Posture's seating collection in an entirely different conversation. Love it or hate it (I loved it), Neutral Posture's showroom was a breath of fresh air in the stuffy halls of the Merchandise Mart.

• **Jim Stelter — West Elm Workspaces/Inscape Corp.**



Jim Stelter is in his natural element when he gets to NeoCon. The consummate salesman, Stelter is like

a tiger prowling the jungle when he hits the Merchandise Mart. Look out when he has products to show that make a difference to the industry. I called this the year of the West Elmification of the industry, but as many focus on his work with West Elm Workspaces, it's easy to miss the changes happening at Inscape. If you visited the Inscape showroom, you know what I mean.

• **Brian Murray — Boss Design**



Brian Murray is one of my favorite people to visit at NeoCon, even though he is one of the newcomers to

the show with his British furniture brand. Murray isn't afraid to tell it like it is and has a unique "window" on the industry from his third floor showroom. If his will to succeed is any indication of his future success in the U.S. market, look for Boss Design to see its brand grow here as well.

• **Paul DeVries — SitOnIt Seating**



NeoCon leaves some chief executives in a panic, but not Paul DeVries at SitOnIt. He is the epitome of California cool.

Perhaps that's because his company has been so successful over the years. The company is averaging 6,000 chairs a day, and they ship in two days. The company ships about 1.3 million chairs a year, which means SitOnIt is one of the largest seating makers by volume. No wonder Paul always seems to have a smile on his face.

• **Charlie Lawrence — Workrite Ergonomics**



Some executives at NeoCon want their companies to be everything

to everyone. Charlie Lawrence seems content in making some of the best height-adjustable products in the industry. He always seems to have time to chat, even as the chaos of NeoCon swirls around him. That's the kind of corporate cool you want leading your company.

• **Russell Baker — JRB Studio**



It's easy to see the office furniture industry is in good hands when you meet Russell Baker. He is young

and smart and understands the industry like someone twice his age. I would suggest you poach him for your company but his ties to JRB Studio run deep. He is part of the third generation at Baker Manufacturing so you won't be able to hire him away, but you can expect him to be a strong competitor for years to come. And he knows more about football (you call it soccer) than anyone else in the office furniture industry (including those in Europe).

• **theMart staff — Merchandise Mart**

Three cheers for the Merchandise Mart and its staff, which continues to improve the canvas the industry uses to paint its picture each year. The Mart looked better than ever when NeoCon opened. Congrats to Myron Maurer, Susan McCullough, Byron Morton and Lisa Simonian and the rest of

the Mart's team for putting on a smashing show. The building and all its upgrades looked great.

• **Niels Diffrient — Humanscale**



Though Niels Diffrient died three years ago, no designer had a bigger impact on NeoCon this year than he did. His influence on the office furniture industry continues, even after his death. Kudos to Humanscale for having the guts to show the Diffrient Lounge Chair, a fitting follow-up to the Jefferson Chair he designed in the 1980s. In fact, Humanscale showed a number of new designs from Diffrient's design studio. He was a prolific designer whose impact is evident even though he is gone.

Editor's Note: This is the first in three columns concerning interesting trends, products and people the Bellow Press team noted at NeoCon 2016.





With NeoCon Done, Time to Think of Orgatec

THE SHOW, WHICH RUNS FROM OCT. 25-29 IN COLOGNE, ALWAYS HAS A THEME AND THIS YEAR, ORGATEC WILL TACKLE “NEW VISIONS OF WORK” AND “CREATIVITY” — FITTING TOPICS AS THE INDUSTRY TRIES TO PREPARE FOR WHAT’S NEXT IN THE OFFICE.. **WORDS BY ROB KIRKBRIDE**

Even as shows like NeoCon, the China International Furniture Fair, Clerkenwell Design Week and the Stockholm Furniture Fair have grown in importance, when it comes to setting the tone of the office furniture industry, it is hard to overestimate the influence of Orgatec, the biennial German event that organizers promise will be even

larger than years past.

With strong regional shows on the rise, Orgatec certainly has competition for the hearts and minds of the office furniture industry and its specifiers. Bisley, the English office furniture company that has been a mainstay at Orgatec, is taking the 2016 edition off, content with the traffic Clerkenwell Design Week gets at home.

Others are returning. Teknion, which has been absent from the show for more than a decade, will be back in 2016. Haworth and Humanscale will be there as well. Still, this is a show where European office furniture makers shine (and grow), most notably Vitra, which is taking an entire hall of the massive Koelnmesse exhibition complex in Cologne.

With just over four months left



until the show, Orgatec 2016 is fully booked, even as the exhibition area was expanded by 20 percent, said Stefan Kokkes, project manager. The show has added two halls — one that will be filled by Vitra and friends and another toward the southeast side of the complex.

The show, which runs from Oct. 25-29 in Cologne, always has a theme and this year, Orgatec will tackle “New Visions of Work” and “Creativity” — fitting topics as the industry tries to prepare for what’s next in the office. Like iSalone in Milan, the creativity that surrounds Orgatec is beginning to attract companies from outside the industry. Ricoh, Samsung, Mercedes Benz and Microsoft all will participate in Orgatec in some form. “Everything is being redefined in the office,” Kokkes said.

Orgatec is not only one of the most important events for the office furniture industry, it is one of the largest. In 2014, there were 627 exhibitors, 211 from Germany and 416 from 41 other countries. More than 51,000 people

attended Orgatec 2014, just under half from Germany and the rest from 123 other countries. Most were architects and interior designers, members of the trade, end users and facility managers.

Orgatec polled those who attended, and 90 percent said the event is one of the five most important shows for the contract furnishings industry.

This year, Orgatec expects to be even more international. The show has seen registrations by companies outside Germany rise significantly. These companies account for about 73 percent of exhibitors in 2016, with large numbers of exhibitors from Italy, Spain, Scandinavia and Turkey taking to the show floors.

The show is represented by every sector in office fit out, including furniture, flooring, acoustics, lighting and media and conferencing technology. Orgatec has themed areas as well, including space for “contract,” “mobile,” “space” and “office” areas that provide ideas for designing inspired work environments. The supporting programming

at Orgatec takes a closer look at these topics.

Orgatec truly is where the world comes together to talk about office trends. The Trend Forum, which will be moderated by Hajo Schumacher, will feature insightful talks and lively discussion round tables on office design and work culture with renowned speakers and international participants. The series will focus on current trends in workspace design for the future.

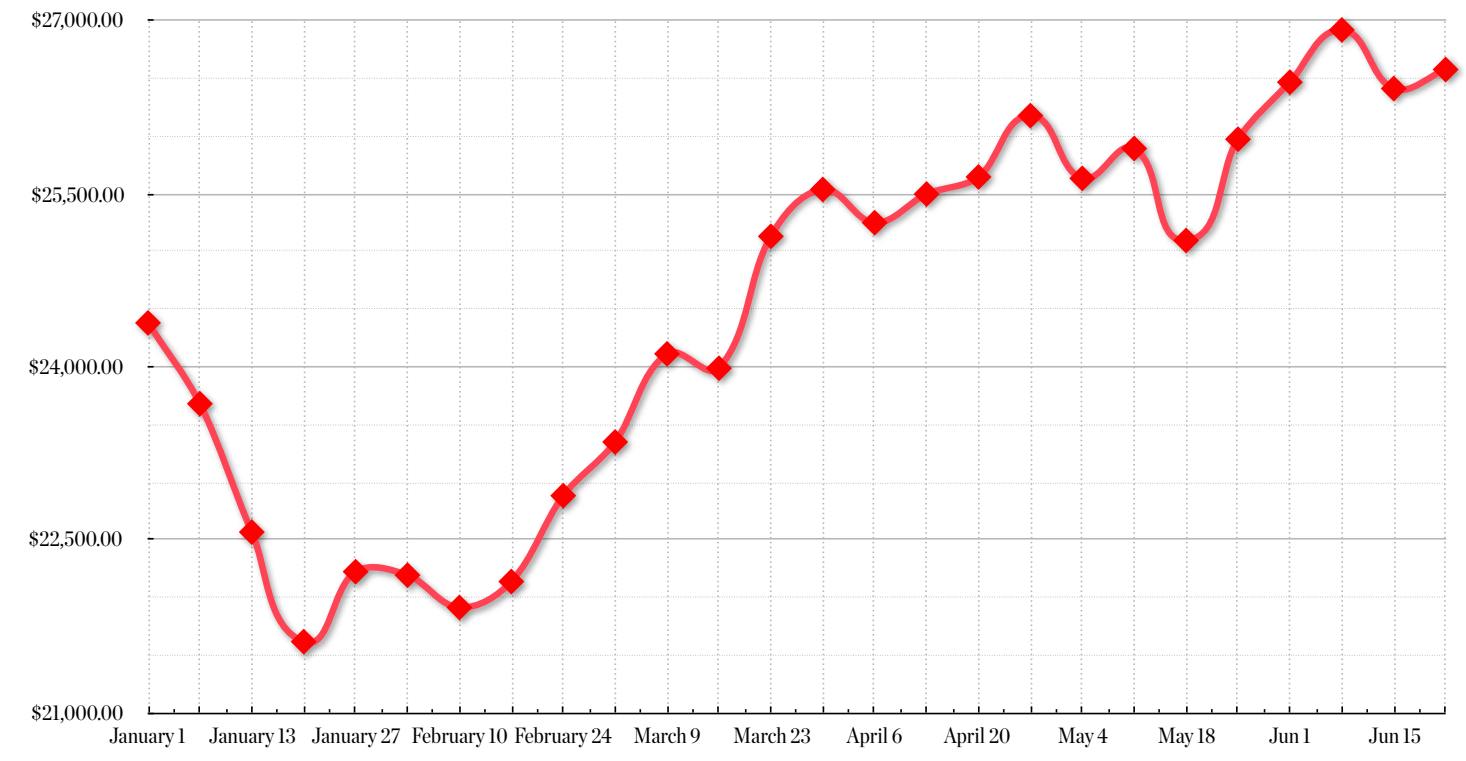
Orgatec Boulevard — the show’s Main Street through the exhibition center — will bring the motto “Creativity Works” to life with vignettes set up on different islands along the halls of Koelnmesse.

The show is serious about taking a look at the future of the office, from printed office furniture to robots in the office or holographic avatars in video conferences. A large selection of the trends that will shape the world of work in the future will be showcased at Orgatec. **BoF**

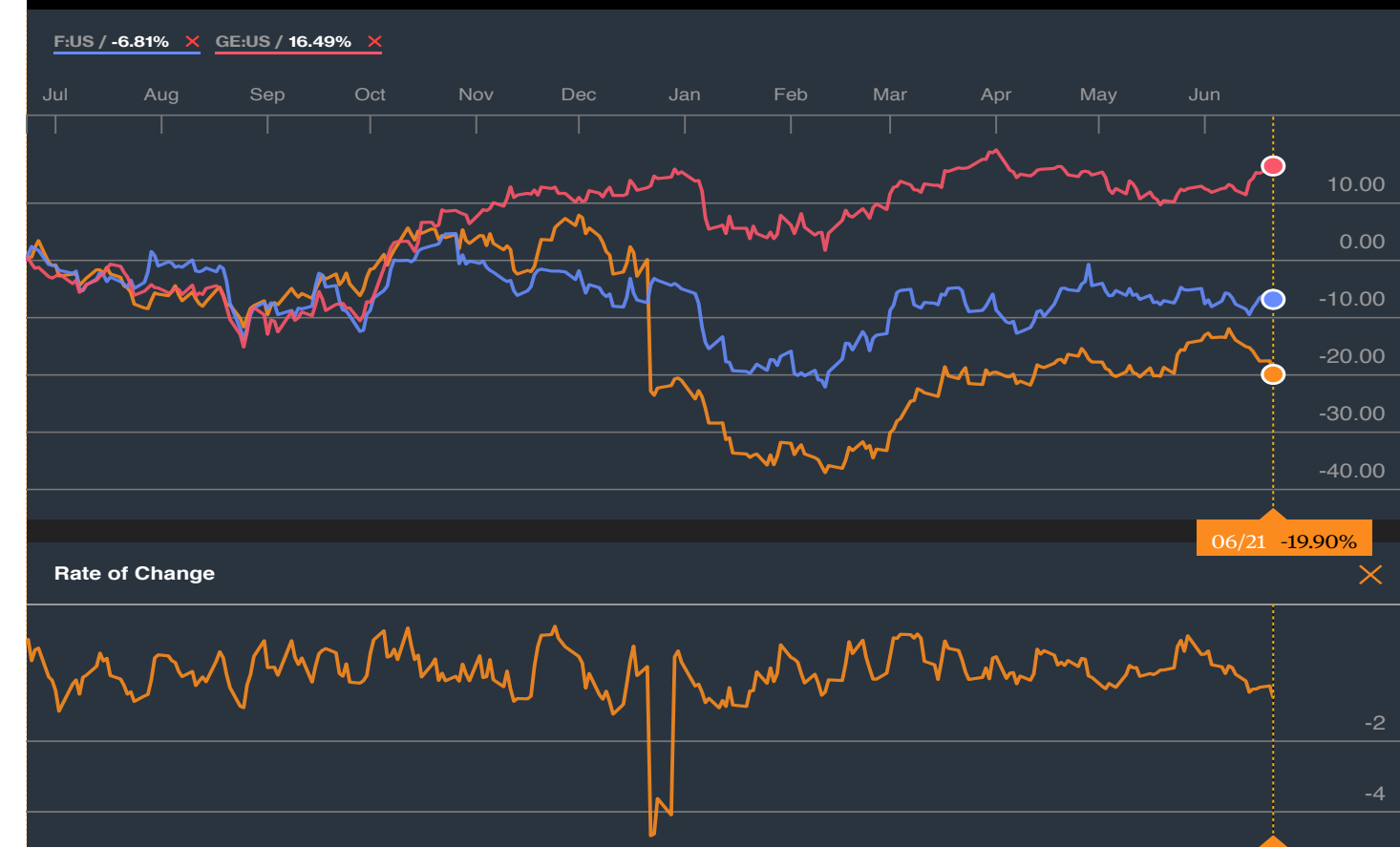
On January 1, 2016 BoF hypothetically bought 100 shares of each of these companies at their closing price. The cost was \$24,379.54. Below are the current values.

Symbol	Last Price Time (ET)	2 Day Performance	%Change Day Change	Volume 30 Day Average	52 Week Range
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DRTTF:US DIRTT Environmental Solutions	4.12 06/21/2016		-0.93% -0.04	7,284.00 5,334.53	3.23 - 6.02
FLXS:US Flexsteel Industries Inc	41.75 06/21/2016		+0.68% 0.28	13,273.00 15,089.87	27.25 - 48.67
MLHR:US Herman Miller Inc	31.48 06/21/2016		-0.41% -0.13	270,996.00 258,825.06	22.60 - 32.73
HNI:US HNI Corp	46.94 06/21/2016		-0.02% -0.01	110,894.00 164,780.17	29.84 - 53.75
INQ:CN Inscape Corp	3.15 06/21/2016		+1.61% 0.05	3,050.00 2,245.40	2.71 - 3.51
TILE:US Interface Inc	17.32 06/21/2016		+0.46% 0.08	579,801.00 663,711.25	13.70 - 27.17
KEQU:US Kewaunee Scientific Corp	16.94 06/21/2016		+0.06% 0.01	3,885.00 1,419.73	15.50 - 18.35
KBAL:US Kimball International Inc	11.15 06/21/2016		+0.36% 0.04	43,682.00 66,990.77	9.22 - 12.99
KNL:US Knoll Inc	24.44 06/21/2016		0.00% 0.00	411,024.00 297,496.97	16.42 - 26.06
LEG:US Leggett & Platt Inc	50.41 06/21/2016		-0.10% -0.05	516,943.00 647,050.19	36.64 - 51.28
SCS:US Steelcase Inc	14.86 06/21/2016		-2.88% -0.44	1.29 M 623,533.88	11.67 - 20.37
VIRC:US Virco Manufacturing Corp	3.90 06/21/2016		-2.50% -0.10	13,231.00 9,051.77	2.44 - 4.00

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Steelcase vs Ford vs GE - One Year





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.

The Invisible Unemployed: Over 50 and Jobless

Dear Stephen,

Everyone says the economy is going gangbusters, unemployment statistics are down, and all I hear about from my friends is how well everyone is doing. Everyone except for me, that is! I am in my early 50s, and I have been unemployed for two years, going on three. At first I was interviewing all the time, but now I only occasionally get interviews, and it seems like even those are slowing down. I

need a job. My wife is a school teacher, so luckily I am on her benefits, but I am too young to retire and also can't afford it.

Being unemployed is terribly embarrassing.

When I was working, I was in sales, but now I feel like a house that has been on the market for too long. The longer it's on the

market, the less desirable the house becomes, and the price ends up going way down. When I was younger, people would tell me I could sell ice to Eskimos. Now, I can't even afford an Eskimo Pie. My back story is that I was a sales rep in a major market, then a manager and then back in sales. I am good in interviews, I have several resumes for different types of jobs, I am up-to-date on technology, I'm in good physical

shape (yes, I have your books, and I know to use Crest White strips), and I am very flexible when it comes to salary. What else can I do? I have maintained relationships with my former customers, bosses, end users and dealers, but none of it seems to help. I think I check off all the boxes.

Being unemployed is terribly embarrassing. I feel like a reject to my wife and children, and I am starting to feel like I may never land another job. The only saving grace is that I know at least 10 other people about my age, even younger, in the exact same situation as me. What's going on? How come no one is talking about those of us that have been unemployed for years? I feel invisible. Any suggestions?

-Invisible Man

Dear Invisible,

I feel your pain. I've seen and heard it firsthand from family members and friends over 50 who have been unemployed for a long time. The government reports on unemployment aren't just the black-and-white numbers of people without jobs. The unemployment rate makes today's job

world sounds optimistic, and it's certainly better than it was in 2008, but the 5 percent number currently reported by the U.S. Department of Labor counts only those who have been actively looking for work within the past four weeks. The reality is there are plenty of people excluded from the narrow definition we use to describe unemployment.

Face the new reality of today's economy.

Our economy has added 8.7 million jobs since 2007, but the serious problem is that most of that job growth has been in low wage or temporary jobs, many that don't offer benefits. The 65 consecutive months of net job growth — the longest streak in modern history and undoubtedly a step in the right direction — is not exactly leading to social harmony (see, for example: Trump, Donald).

None of these statistics help your depression, anxiety and embarrassment, but like you said, you're not alone. It honestly sounds like you're doing everything right, and it sounds like your attitude is better than you might realize because

you recognize that unemployment today when you're over 50 is quite common.

First and foremost, I recommend to everyone that you talk about it. Talk to your friends, talk to your family, "let it out" as they say. Second, I think it's important that you meditate or pray on it, whatever your spiritual practice may be. Last but not least, consider re-inventing yourself in the workforce, even if it means taking a temporary, part-time or volunteer job. Getting out of the house is half the battle.

I know someone who was a top-producing rep for Herman Miller. He is a manager at Trader Joe's now and loving it. I have another friend who used to work at a major dealer. Today he's selling real estate. My friends who are older, but working hourly jobs, seem happier than those who insist on staying unemployed until their ship comes back in. Guess what, I don't think it's coming back in. Face the new reality of today's economy. I'm not saying run out and open up your own business. I'm saying run out and open your mind to caring less about the status of your new job and more about just finding one.

Stephen

Who Is Your 'Best Customer?'

At 6gates, we help you find, develop and retain more customers like your best customer. Of course, that begs the question of your leadership team: "Who is your best customer?"

Just as we refrain from pushing a standard solution or process on any client, there is no standard answer to how you might determine just who your best customer may be or why.

If you really think your business would benefit from finding, developing and retaining more customers like your best customer, then it stands to reason having a profile of what that best customer looks like is a worthwhile undertaking.

What criteria would you use to determine the customer profile you would like to take to your copier and just press the button that says "give me 100 more customers just like this one?" This isn't just some simple exercise with a poten-

tially interesting answer that becomes the topic du jour at lunch. The question not only helps determine the profile of an account you want to invest into pursuing, but also the profile account you do NOT want as a client. As we know, what we say "no" to is often as important as what gets a "yes."

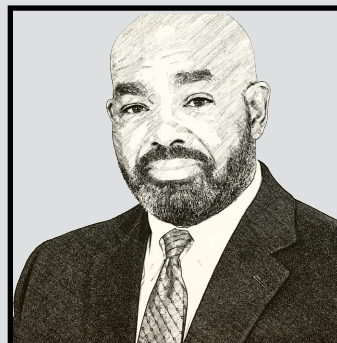
Here are some potential criteria to consider in developing your answer:

Is it the customer who pushes your business to get better? You know, the customer who is always looking for better/quicker/more lean ways of getting the service or product they need from you. The one whose insights and demands are so helpful, your business gets better just because they demand you get better. Almost like a good mentor, some customers help us see past where we are today as a business and toward what we might become. This could well be your best, most important, customer.

Is it your most profitable customer?

Activity-based cost systems make it possible to determine the cost of servicing different customers or channels of distribution. The results of such an analysis are often as surprising as they are revealing. This exercise at the very least helps you understand which customers you want to avoid. Your business could do a whole lot worse than selecting and developing customers based on the way they value what you do, which can lead to higher profitability.

Is it the customer who aligns with your "Why?" Some customers just "get" what you and your business are about. There is an alignment in goals, purposes, how you think about running a business or participating in the community. These relationships encourage us to keep going, to sharpen our focus on what we are doing this for. They are often anticipating your next move before you share it with them,



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.

because they understand you. They help you move forward, because they become your early adopter. They are your running mates.

Is it the customer with whom you have your best relationship?

This customer type can be both a platform for a smooth relationship, or it can be a trap. "Like does business with like" is one of those old adages that informs us of a lot of things. Emotionally, we like to do business with firms the same size as us, and we like to do business with people whose interests and personalities align with ours. This can make for great working relationships — resulting in lower support costs — or in a customer taking

advantage of the relationship in ways resulting in higher support costs. Knowing which they are is important.

Is it the customer who optimizes your business model? Sometimes, the structure of organizations creates an alignment that perfectly leverages your business's competencies in a way where the value exchange is perfect for a customer. When trying to decide who is your best customer, having a long-term strategic

relationship like this can create synergies for both your customer and your business. The value in this, of course, is difficult to measure. Being able to replicate this with other customers may not be easy, but it sure is worth it.

When building or growing a business, it is important to do things intentionally. It is difficult to have your marketing and sales team go look for a new best friend or to replicate someone who just gets what your

business is about. It is difficult to find a business that connects with yours in every aspect or one who will invest its time into helping your business be better. And, it is not easy to find business leaders who believe what you believe so that why you do what you do aligns. Chance and shotgun blasts are not great ways to duplicate your very best customer.

It is hard work to find more customers like your best customer.

This work requires gaining a clear understanding of your business and what you are about. It requires sober analysis of what kind of relationship is best with your firm. And then, it requires strong planning and execution to make it happen. All of this is done by intent, not by accident.

But, if you could find, develop and retain more customers like your best customer, would it be worth the investment? We think so. **BoF**

find more customers like your best customers

www.6gates.com

Let's Talk.

aeverett@6gates.com
616.403.3374

A Veteran's Views of NeoCon

The first NeoCon was in

1969. This year was the 48th, and it marked my 37th consecutive NeoCon. The show used to be strictly for U.S. manufacturers and confined to the eighth, ninth, 10th and 11th floors as the sole and permanent showrooms. International exhibitors (starting with Canada and including Global) were relegated to the second floor of the Holiday Inn, in temporary spaces, and connected by the Orleans Street pedestrian bridge.

Rather than fill this space offering a history lesson on NeoCon, let's focus on 2016 and provide some insights based upon both the past, present and perhaps the future. Here is the list (in alphabetical order) of what I didn't see at NeoCon 2016.

Bar code readers:

Replaced by the QR code (Quick Response Code) that consists of black modules (square dots)

arranged in a square grid on a white background, these were on each of our name tags and captured most of the data exhibitors wanted to know about each of us.

Bland colors: Industry veterans will remember color pallets were once far more subdued. In the 1980s and mid-1990s, so called "earth tones" and light colors were meant to create softer, smoother, more peaceful environments. This year was filled with juicy oranges, screaming yellows, blazing reds and vibrant blues. Welcome back!

Cubicles: Admittedly, there were a few at NeoCon 2016, but they are certainly not a flagship product for most. BIFMA reports U.S. shipments have dropped from \$4.9 billion in 2000 to about \$2.8 billion in 2015, so the cubicle is not dead. That amount equates to Steelcase's total revenue in 2012. It's still a serious business.

File cabinets: Did you see anyone actively showing anything to

store paper? Maybe they were all in the back room, being used for storage of the very minimal use and distribution of brochures and printed material.

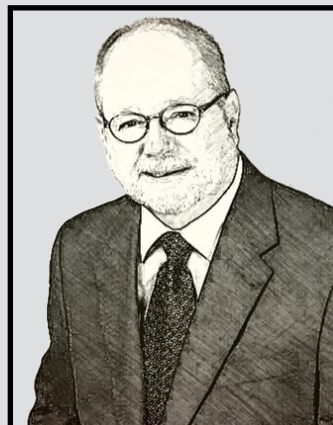
Florescent or incandescent lighting: You can only find these antiques as part of The Mart's infrastructure in hallways, elevators and restrooms. Not a single exhibitor had anything that wasn't LED.

High-heeled shoes:

This is an observation confined solely to the female attendee. It took a while, but the word finally has spread that common sense trumps fashion.

Intelligent wire management:

Perhaps this is an overstatement, but I'm still not impressed with what I saw at NeoCon 2016 in regard to the wrestling of multiple rat's nests of wires and cords. This won't be an issue when the wireless and the paperless offices become the norm, but don't hold your breath waiting.



Editor's Note: Mike Dunlap is Principal of Michael A. Dunlap & Associates, LLC, a business consulting services firm that focuses primarily on issues that involve the office furniture industry. Dunlap has more than 35 years experience in the industry. Contact him at (616) 786-3524, e-mail mike@mdunlap-associates.com, or visit the Web site at www.mdunlap-associates.com. He is also the Managing Director of RDG Product Strategies Group, LLC (www.rdg-group.net), a leading new product development firm based in West Michigan.

Neckties: Unless you are a male over the age of 62-and-a-half, or a very artistic designer, it is unlikely you wore a necktie. Most CEOs shirked them for open collars. Some wore bow ties. Along with a nice shirt and trousers, it was the perfect NeoCon three-piece-suit.

Overhead storage:

Much like the demise of file cabinets, I guess we don't need overhead bins to store three-ring binders and whatever

we didn't want anyone else to see, like shoes or lunch.

Personal storage: We have fewer options for where we store our shoes or lunch. Maybe that's what backpacks are for.

Privacy – visual and acoustic:

Attempts to address this issue at NeoCon 2016 are commendable, but most are ineffective and miss the mark. Form does not always follow function. Private conversations and phone calls can only be completed in truly private spaces.

Simple adjustable chairs:

I am a chair guy, and I'm biased. I think Haworth's Fern is one of the best new chairs introduced in several years. It is a complicated machine with a hefty price, but is simple to operate. There are many other simpler chairs on the market equally easy to operate for two-thirds of the price.

Single, free-standing desktop monitors:

The only monitors I saw at NeoCon 2016 were attached to multi-screen, adjustable monitor arms,

or were already part of a laptop or tablet. I guess if you are stuck with a single, free-standing monitor on your work surface, it's about as cool as wearing a necktie at NeoCon.

Universal wireless charging:

Once upon a time there were battles between VHS and Beta Max, Blu-Ray and HD-DVD, and PC and Mac. Now that two of the three wireless standards groups (PMA and A4WP) have merged, WPC's Qi standard is the outlier. Although Qi is similar to

PMA, it isn't compatible yet. We are finally closer to resolving the format war.

We live in a world where evolution prevails over revolution. In reality, both will probably take a lot more time and energy that rarely matches our expectations. The difficult variable is the method of how we want to measure it. Fast or slow, the end result is nearly the same.

That's how I see it, From Where I Sit!

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—London, CEO

"People seem to just happen in the spaces where they work."
—London, CEO

I agree with my organization's values.

Herman Miller Showroom

June 14, 2016
8:28 am

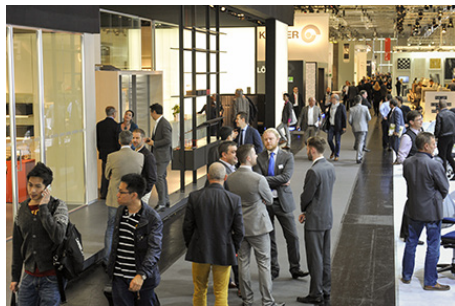


Patricia Urquiola
and Patrizia Moroso
at Luminaire during
NeoCon

COLOGNE, GERMANY

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CINCINNATI, OHIO

EDSPACES

November 2-4, 2016



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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



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.

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

EVENT

DATE & LOCATION

HOTEC DESIGN

Crafted specifically for hospitality design professionals, HOTEC 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.

Jun 20, 2016 - Jun 23, 2016
Naples, Florida

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.

Jun 24, 2016 - Jun 24, 2016
Los Angeles, California

BITAC PURCHASING & DESIGN EAST 2016

<http://www.bitac.net/Event/PurchasingDesign/East/2016>

Jul 17, 2016 - Jul 19, 2016
Hollywood, Florida

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.

Aug 28, 2016 - Aug 30, 2016
Cancún, Quintana Roo, Mexico

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.

Oct 5, 2016 - Oct 6, 2016
Miami Beach Convention Center

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.

Oct 6, 2016 - Oct 9, 2016
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Oct 25, 2016 - Oct 29, 2016
Cologne, Germany

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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.

Nov 2, 2016 - Nov 4, 2016
Cincinnati, Ohio

NEOCON EAST

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Nov 9, 2016 - Nov 10, 2016
Philadelphia, Pennsylvania

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.

Nov 15, 2016 - Nov 18, 2016
Las Vegas, Nevada

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.

Nov 30 - Dec 1, 2016
Toronto, Canada

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.

Jan 10, 2017 - Jan 12, 2017
Orlando, Florida

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.

Jan 17, 2017 - Jan 20, 2017
Las Vegas, Nevada

BITAC LUXURY

BITAC® Luxury draws hoteliers in the 4 and 5 star market seeking to furnish, design, and renovate their properties.

Mar 5, 2017 - Mar 7, 2017
Dana Point, California

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.

Mar 9, 2017 - Mar 12, 2017
Singapore

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>



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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

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<http://www.neocon.com>

June 12, 2017 - June 14, 2017
 Chicago, Illinois

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AROUND THE INDUSTRY THE PAST WEEK

1. Eberhard von Huene designer of Beyond walls at Allsteel. **2.** Johannes Lampela designer of Allsteel Clubhouse. **3.** Herman Miller Summer Picnic Beard at their Summer Picnic last Saturday. **4.** Chief DIRT BAG Mogens Smed address the troops. **5.** Amy Hill and Lisa Miller at Allsteel **6.** Herman Miller solidarity with GRPride for Orlando victims and families.

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NeoCon 2016: Five Notable Carpet and Textile Trends

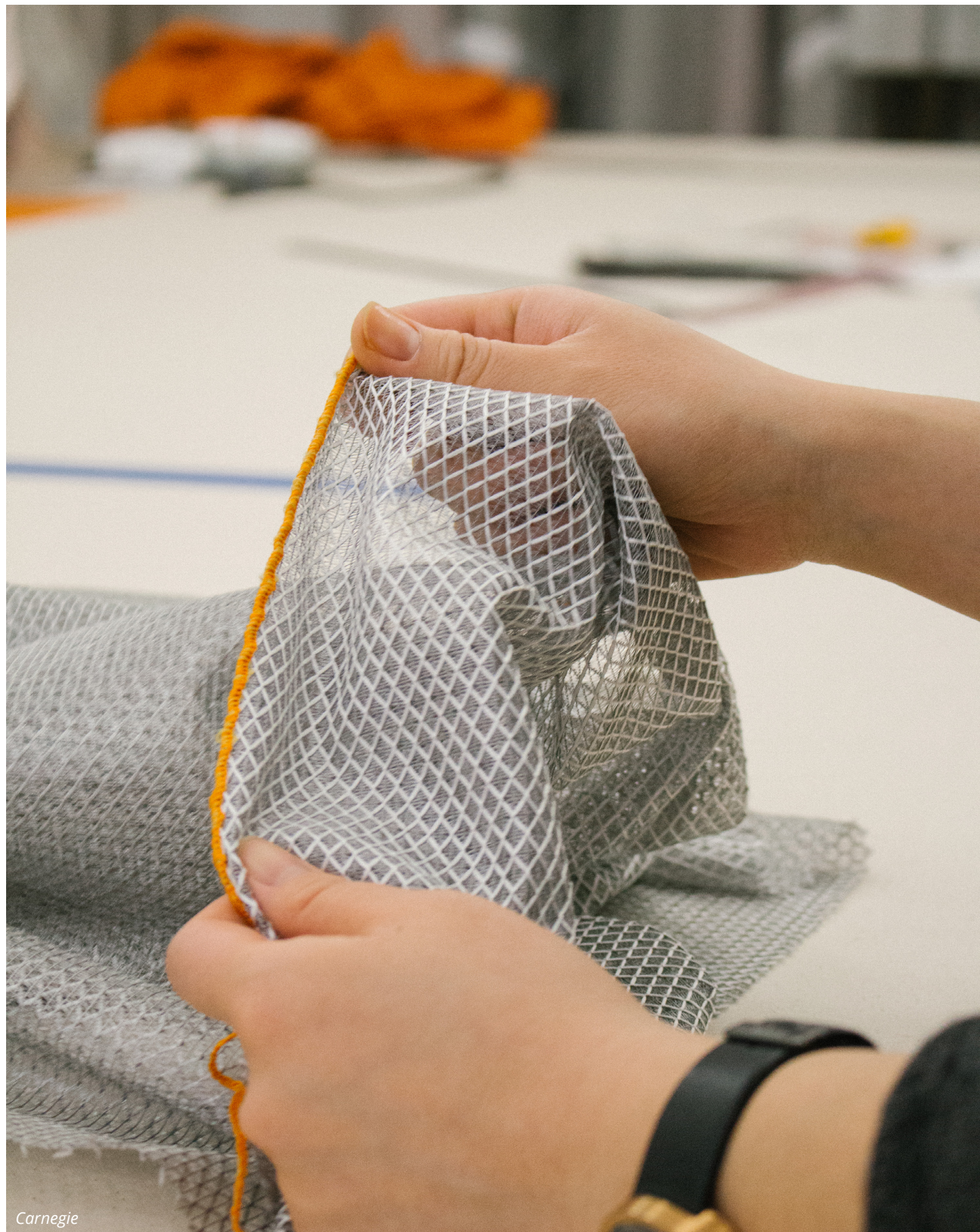
True science and art go into imagining, developing and executing each and every one of the stunning textiles and carpets that adorn nearly every surface in and beyond the Merchandise Mart. We spoke with talented designers, insightful trend experts and incredible artisans about how they achieve the right combination of colors, textures and patterns. **Words by Amanda Schneider**



True science and **art** go into imagining, developing and executing each and every one of the **stunning textiles** and **carpets** that adorn nearly every surface in and beyond the **Merchandise Mart**. We spoke with **talented designers**, insightful **trend experts** and **incredible artisans** about how they achieve the right combination of colors, textures and patterns. Here's a look at **five notable carpet and textile trends** at **NeoCon 2016** and a few of the companies that support them.



Carnegie Collage



Carnegie



Mohawk

Blurring of markets

From furniture to textiles to carpet to showroom design, many new visitors to NeoCon may wonder if the show is focused on office, home or hospitality these days. Partnerships, brands and product launches at NeoCon 2016 suggest the answer is all of the above, and the lines are blurring.

Interface was among four product lines to announce partnerships in conjunction with the new West Elm Workspace brand, bringing design that nods from the comfort of home to the office. Through the partnership, the two companies introduced six new carpet tile products, ranging from linear and geometric to textured. Each pattern is offered with three to six color options and made with 100 percent recycled nylon content from reclaimed fishing nets, harvested in part from the company's Net-Works program.

Many furniture showrooms placed an increasing emphasis on fabric lines and partnerships. KI's Pallas textiles underwent a complete rebranding, and the most dramatic showroom renovation was a beautiful, rustic cove for visitors to learn about and experience the new Pallas brand. Teknion also created a new area for show visitors to experience LUUM, its newly rebranded textiles line. These partnerships

and focuses showcase the key role textiles will play as the residential feel invades the office environment, and vertical markets continue to blend.

Tools for customization

As new modular systems are launched that allow designers to customize to their heart's content, the specification process can become more complex. "Designers are pushing back on the manufacturers to help them," says Jackie Dettmar, vice president of commercial design and product development at Mohawk. "As we design systems that allow specifiers to customize our product, we need to make it easier for them to do so." Along with Mohawk's NeoCon launches, including Topography, a gold award collection with new tile sizes that allow designers to create unique interior landscapes by harmonizing natural forms with geometric design, comes a new online tool that helps them make it easier for specifiers.

Also sharing this custom-design-made-easy concept was Shaw Contract, which won a gold award for software for specifications with its Shaw Contract Design Tool.

On the fabric side of this trend, Carnegie is offering up its design team with its new Xorel Artform launch. This new collection of easy-



Interface

to-install, environmentally-sound acoustical panels offers nine new embossed and embroidered patterns in more than 50 colorways, in addition to more than 200 colors already in the collection. Debuting at NeoCon was a new, intricate, customizable embroidered feature atop the Xorel that adorns the 2016 launch of modular acoustical panels. While acoustic panels seem to be all the rage at this NeoCon, Carnegie's take on this concept certainly was the most eloquently designed.

Printed-on textiles and flooring

Although the "printed-on" concept seemed to be everywhere, perhaps the most notable printed product this year was Tandus Centiva's display of digital printing with star designers to create an edgy new luxury vinyl tile (LVT) collection. The manufacturer showcased four compelling designs by designers that included Glow, Riot, Trans-Materia and Crystal. But along the lines of the trend mentioned above, Tandus Centiva also is allowing designers to create their own designs (with assistance, of course.) This beautiful design inspiration combined with the ability to customize will open exciting new platforms for the built environment.

The idea of printing on other materials certainly was prevalent elsewhere. Camira Zig Zag is a geometric pattern printed on to any one of the 75 colorways of Camira's new Synergy fabric. BuzziSpace featured several printed-on acoustic panel designs in its BuzziFelt, including one that looked like marble from afar.

Sustainability and natural materials

Sustainability remains an extremely important topic. Universal Fibers, which won a gold award for its introduction of Thrive, is taking steps to enable carpet manufacturers to make greener products with the introduction of the most sustainable, high-performance carpet fiber in the world. "We chose to provide a wide choice of sustainable products, including natural fiber and recycled fabrics that don't have to be coated with caustic materials to meet performance metrics," says Fern Kelly, director of design, about Camira's commitment to creating green textiles. Camira took sustainability one step further this year, announcing its support for Just a Drop, an international water aid charity. For every yard of its new Synergy fabric sold, Camira will make a donation to its Wool for Water campaign to help deliver accessible, clean and safe water where it is needed most.



Interface





Carnegie



Luum

Maharam introduced an inaugural collection of leather that features a variety of grains and textures but forgoes the excessive finishing that characterizes much of the leather available today. And, of course, we cannot leave Interface out of the sustainability conversation. In an exciting announcement at NeoCon 2016, the company said it will meet its 2020 goal of becoming net zero, which means the company will consume only as much energy as produced.

The handcrafted, maker movement

Jackie Dettmar, vice president of commercial design and product development at Mohawk, says the company is experiencing "a texture revival in this digital world." This explains a lot of the beautiful, intricate textures we saw in multiple places throughout the show. On the furniture side, this took place as artisans (and sometimes machines) created product right before our eyes, including a weaving stand in the LUUM showroom. On the textiles and carpet side, the trend took form as many companies launched one-of-a-kind, intentionally "flawed" products with an "already broken-in" feel. Individuo, a new fabric from Camira featuring a tie-dye-like process that gives it a fluid, graduated color appearance which en-

tures no two areas of fabric are the same, was inspired by the artisan trend that romanticizes handmade, handcrafted, creative artwork and textiles.

Carnegie, in partnership with Erik Bruce launched a collection of handmade, artisanal and custom window treatments.

There are too many other trends (and inspiring companies!) to mention here, but a few additional favorites included using carpet tile as broadloom, meaning it lays like tile, but looks like broadloom. Award winners for this were Mohawk Group Moonscapes and Interface World Woven Collection. Other favorites were the bold, geometric patterns like those shown by Carnegie Collage and the idea of "retro-futuristic" patterns (Note: term shamelessly stolen from the inspiring David Oakey, designer and trends expert for Interface). These trends are a nod to nostalgic patterns and colors of the past, but with a modern twist.

I sincerely hope these manufacturers and design teams are proud of the energy created at the show and look forward to what they will inspire us with in 2017. **BoF**

Amanda Schneider is a trends researcher, blogger for the Huffington Post, and the founder of Contract Consulting Group www.contractconsulting-group.com, a consulting practice serving the Contract Interiors Industry focused on business strategy, market research and marketing content development.



spec Manhattan

spec

With modern design and its very compelling market positioning, Manhattan has been turning heads throughout North America for some time now. Backed by growing demand, Spec premiered two new models at NeoCon: a Manhattan with Footring and an Electric Height Adjustable Manhattan table.

The Manhattan with Footring can be specified as freestanding or wall-adjacent, is standing height and available in a variety of shapes and sizes. This go-to meeting table is available with virtually unlimited laminate or veneer finishes, more than a dozen edge profiles and any of Spec's 76 Spectone base finish colors.

Electric Height Adjustable Manhattan features a state-of-the-art electric height-adjustment mechanism. Independent silent motors on each leg ensure the table is self-leveling on uneven floors, and the sensor automatically retracts and stops further tabletop movement if it identifies an obstacle in its path. The flexible 24- to 42-inch height range is controlled with the simple push of a button.

Both Manhattan models will be ready to ship Sept. 1.



Agati Pod Duo

AGATI
FURNITURE

Multicolored, textured, The Pod Duo, an evolution of AGATI's popular side-entrance study carrel design that accommodates two people, has launched.

After only being on the market for one year, interest in the single-user Pod among universities and libraries has been strong, and the feedback received from users at these institutions is part of the reason for designing the Pod Duo.

"We continue to observe library patrons, especially students, gravitating toward furniture that inherently blocks out distractions," said Joe Agati, founder of AGATI Furniture and the designer of Pod and Pod Duo. "It is becoming increasingly obvious that libraries are viewed as sanctuaries where the myriad of the world's distractions are left outside the door and focus can be real."

A key element that allows Pod Duo to create a space within a space are its fabric-covered walls that dampen ambient sound and prevent the patrons' eyes from observing minor visual distractions. At the same time, these walls are at a height where enjoyment of the greater space allows one to not feel confined and isolated from the overall environment.

The Pod design continues to be a flexible alternative in creating private space within larger areas of the library. With walls of its own, many libraries have made the economical choice to install Pod workspaces instead of permanently constructing private study spaces.

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MANUFACTURERS

HNI Corporation Increases Earnings Guidance For Second Quarter And Fiscal Year 2016

➔ HNI Corporation has announced increased earnings guidance for the second quarter and fiscal year 2016. HNI expects to report a second quarter, non-GAAP net income per diluted share of 62 cents to 67 cents on a sales decrease of 6 to 8 percent over the prior year quarter. This compares to prior guidance of non-GAAP net income per diluted share of 54 cents to 59 cents on a sales decrease of 4 to 7 percent.

“We expect to deliver better than projected earnings driven by outstanding operational execution, material and operations productivity, and strong returns on prior investments,” said Stan Askren, HNI Corporation chairman, president and chief executive officer. “Our businesses are competing well and are positioned to deliver significant long-term profitable growth.”

The corporation estimates full-year, non-GAAP earnings per diluted share will be in the range of \$2.70 to \$2.90 on a sales decrease of 1 to 3 percent over the prior year. This compares to prior guidance of non-GAAP earnings per diluted share of \$2.40 to \$2.70 on a sales decrease of 2 to 4 percent.

MANUFACTURERS

National Office Furniture Creates Virtual Reality and 360° Experiences

➔ National Office Furniture, a unit of Kimball International, Inc., is the first within the furniture industry to introduce a 360-degree virtual reality (VR) video tour and panoramic 3-D model to provide users with an interactive showroom adventure.

PLAY VR VIDEO

Users of the technology can tour the National Corporate Headquarters and get in-depth views of product solutions. They’ll be able to engage with National’s culture and view product applications, in high definition, from any angle.

Through VR technology, guests are immersed in the headquarters and experience a guided, real-life film tour. By viewing the video with a VR headset or other VR device, such as Google Cardboard, the user has an interactive, 360-degree virtual reality view of the HQ. This allows the user to “transport” to the Jasper, Ind., facility and enjoy an in-depth look at the architecture and furniture.

National also introduced a high-definition, 3-D model that allows users to experience a 360-degree, self-guided tour throughout the HQ facility. The model can be viewed on a computer or handheld device and allows the user to zoom in on product solutions and navigate around the headquarters in high resolution.

National unveiled the videos in its Chicago Showroom during NeoCon 2016.

ASSOCIATIONS

OFDA Announces Winners of 2015 Dealers’ Choice Survey

➔ The Office Furniture Dealers Alliance has announced the winners of its 2015 Dealers’ Choice Survey.

Introduced in 2012 as an upgrade to the Dealer Manufacturer Satisfaction Index Survey (DMSI), the revamped survey provides feedback from dealers of all sizes on the support they receive from their primary non-aligned suppliers, including more specialized furniture manufacturers. Dealers were asked to rate their top-volume, non-aligned suppliers in six product categories recognized by the Business and Institutional Furniture Manufacturers Association (BIFMA).

“Not only is this data valuable to dealers who can see where their primary suppliers rank, it’s also valuable for manufacturers who see exactly what the dealers want and can customize their offerings and support services to enhance relations with the dealer community,” said Paula Kreuzburg, OFDA managing director.

The 2015 Dealers Choice Survey awards were presented to manufacturers at the NeoCon Conference in Chicago. They are:

Workstations/systems: Affordable Interior Systems (AIS, Inc.)

Casegoods: Affordable Interior Systems (AIS, Inc.)

Seating: SitOnIt

Tables: SurfaceWorks

Filing: Great Openings

Storage: Great Openings

The award is based on an anonymous dealer poll that measures six areas of performance that are of greatest importance to a cross-section of dealers throughout North America.



Top Row: Great Openings and Surface Works - Bottom Row: SitOnIt and AIS, Inc.

MANUFACTURERS

Haworth Names 2016 Best in Classes Dealers

➤ Haworth, Inc. announced that 28 dealers have received 2016 Best In Class distinction. This annual award recognizes dealers with exceptional performance in market development, sales and customer satisfaction, operational excellence and enterprise development.

“Through the exceptional work our dealers perform every day, they ensure organizational excellence and deliver incredible customer service,” said Franco Bianchi, Haworth President & CEO. “Our dealers set an example in their marketplace that extends our brand and values as we work together to build the best distribution network in the industry.”

Haworth works with a network of more than 250 North American dealerships. Among the 28 dealers, 25 of them have been honored with this award before.

The dealers being awarded Best In Class are:

- Advanced Business Interiors – Ottawa, Ontario*
- AIREA – Southfield, Michigan
- Commercial Furniture Interiors – Mountainside, NJ*
- Contract Associates – Albuquerque, New Mexico*
- CORE Business Interiors – Fresno, California*
- DBI Business Interiors – Lansing, Michigan*
- encompass – Kansas City, Kansas*
- Environments at Work – Boston, Massachusetts*
- Fluid Interiors – Minneapolis, Minnesota*
- Furniture Marketing Group (FMG) – Plano, Texas*
- hbi – heritage business interiors, inc. – Calgary, Alberta*
- Interiors Systems Contract Group (ISCG) – Royal Oak, Michigan*
- Interphase Interiors – Grand Rapids, Michigan*
- Interior Office Solutions – Irvine, California*
- JC White – Miramar, Florida*
- King Business Interiors – Columbus, Ohio*
- M & M Office Interiors – Pewaukee, Wisconsin*
- Office Environment & Services – Jacksonville, Florida*
- Office Interiors – Dartmouth, Nova Scotia*
- Pear, LLC – Denver, Colorado
- PMC Commercial Interiors – Morrisville, North Carolina*
- Price Modern – Baltimore, Maryland*
- Professional Office Environments – Maryland Heights, Missouri*
- RCF Group – Cincinnati, Ohio*
- SPACE Inc. – Midland, Michigan*
- Spencer Co. – Dallas, Texas*
- turnerboone – Atlanta, Georgia
- Unisource San Diego – San Diego, California*

(* indicates multi-year Best In Class award recipients)

MANUFACTURERS

Herman Miller Reaches Settlement with Madison Seating

➤ Herman Miller has announced the company’s case against Levi Cohen and Madison Seating has been settled, and all outstanding issues have been resolved.

MANUFACTURERS

Humanscale Encourages Workplace Wellness

➤ As part of Employee Well-being Month in June, Humanscale is encouraging employers to take a closer look at workplace products designed to enhance health and wellness, and offering solutions that give employees the freedom to move at work when and how they want to.

As Americans spend nearly 55 percent of their waking hours at work, it is becoming more important to give employees healthy choices. Developing effective employee retention strategies extends beyond offering nutritional and wellness programs. Employees also want control over their workstations.

A Gallup study found that of companies with 1,000 employees or more, only 40 percent participate in company wellness activities. Another report said 50 percent of employees take part in health-risk appraisals, but only 10 to 20 percent engage in lifestyle changes and disease management activities. Nutritional programs do not address everyone’s personal needs and fitness events that require extra time at the office can deter participation. Humanscale offers wellness options that appeal to a broader audience and allow employees to decide if and when they’d like to engage.

“Active office tools, like sit/stand desks, can be part of a less intimidating and easy-to-implement wellness initiative — one that gives users autonomy over when and how they get active,” says Chris Gibson, Humanscale vice president of marketing and product management. “Taking it one step further, we are encouraging employers to think about the individual rather than the office as a whole. What works for one person might not be best for another. Retrofittable, height-adjustable solutions like our QuickStand and QuickStand Lite give employees control over their own approach to health and wellness at work. They also help companies save money in the long run. Rather than purchasing sit/stand desks for everyone, employers can offer them to the employees that want them and will use them with their existing desks.”

Humanscale’s active office was on display at NeoCon 2016.

ASSOCIATIONS

5th Annual IIDA Healthcare Interior Design Competition Now Open

➤ The International Interior Design Association (IIDA) is accepting entries for the fifth annual Healthcare Interior Design Competition. This competition honors outstanding originality and excellence in the design and furnishings of health care interior spaces.

“Designers intuitively understand that exceptional design can positively impact a patient’s well-being and overall experience. With more research showing the link between design and positive patient outcomes, designers are making a tremendous impact on the health care industry,” said IIDA Executive Vice President and CEO Cheryl S. Durst.

Submissions are being accepted in the following categories:

- Ambulatory care centers, including outpatient clinics, medical practice suites and medical office building public spaces
- Hospice care, including palliative care facilities and units
- Hospitals, including community/academic/teaching hospitals, pediatric, women's and geriatric hospitals
- Senior living and residential health, care and support facilities, including assisted living facilities, nursing homes, community-based service facilities and continuing care retirement community

The competition is open to participants worldwide. Any design professional practicing legally within his or her jurisdiction may submit project(s) for consideration via the competition website (www.iida.org/content.cfm/competitions). Projects submitted must have been completed in or after June 2014. The deadline for entries is Aug. 11.

Winning projects will be published in an issue of Healthcare Design magazine, featured on the IIDA website and promoted on IIDA social media networks. The Best of Competition winner also will be featured in the IIDA video series, Designer Dialogue.

ASSOCIATIONS

ASID to Partner with WELL Building Institute

➔ The International WELL Building Institute and the American Society of Interior Designers have announced a partnership to encourage the interior design community to increase the integration of health and wellness in the built environment.

“Interior design has the power to impact our health and wellness in a tremendously positive way,” said IWBI Founder Paul Scialla. “Partnering with the American Society of Interior Designers will help further engage this important community of commercial and residential designers, which is critical to the global awareness of the importance of health and wellness in the built environment.”

As part of the partnership, which was announced at NeoCon, ASID will educate its members in preparing for the WELL Accredited Professional program with a goal to significantly grow the number of practitioners who become accredited in the coming months. ASID also will provide information and resources to support members in developing innovative interior design solutions that can enhance health and well-being.

Last month, ASID moved into its new corporate headquarters in Washington, D.C., which is registered for WELL and targeting platinum level certification. “Our office will be a living laboratory — a tool to advance research and education around health, wellness and well-being,” said Randy Fiser, CEO of the American Society of Interior Designers. “We are living the commitment.”

The alliance will generate research on the health impacts of the built environment, with ASID and IWBI collaborating on a pre- and post- occupancy study on the new headquarters, which is registered to pursue WELL Certification.

WELL is an evidence-and performance-based system for measuring, certifying and monitoring features that impact human health and well-being in the built environment, through air, water, nourishment, light, fitness, comfort and mind. WELL is administered by IWBI and third-party

certified by Green Business Certification Inc. To date, the program has enrolled nearly 170 building projects in 18 countries.

MANUFACTURERS, TECHNOLOGY

DIRTT Demonstrates Power of Mixed Reality for Construction

➔ On the Chicago Theatre stage, in front of more than 700 people from DIRTT's worldwide team of distribution partners and employees, the company unveiled the first-ever demonstration of ICReality — a mixed-reality technology for design and construction.

PLAY VIDEO

Mixed reality overlays virtual reality with the real world. Users see the physical world around them, including people, while experiencing and manipulating virtual objects. In the case of DIRTT and ICReality, the 3-D design of a proposed interior space is placed into real environments. Designers and owners walk through the design-making changes and keeping track of the budget while creating new iterations in real time.

DIRTT is a custom prefab interior construction company. Its software platform ICE is the backbone of the company's ability to deliver unique spaces to its clients on a two-week lead time. The company's video-game patents allow it to leverage investments in gaming technologies, integrating them into the interactive intelligence of ICE, which runs DIRTT's sales and marketing, project management, production and implementation. Building owners and tenants design, experience, modify and price their interiors in ICE while the software simultaneously produces the construction directions for DIRTT to build it to the decimal point of a millimeter. With this cloud-based system, DIRTT's ICReality experience is available from any location and on several devices, including personal smartphones.

“DIRTT's ICReality technology approach takes something that was very private and opens it up for collaboration, understanding and participation,” says Barrie Loberg, DIRTT's vice president of software development. “You can virtually build or add to what's already physically around you, and you can do that in a group experience, regardless of location. This completely changes our ability to share the virtual experience and how we create and design. It's a new form of communication that has the ability to expand our entire world, and I think eventually it's going to be a normal part of our everyday lives.”

Once the interior spaces are completed, DIRTT foresees facility teams using mixed-reality headsets to gather additional information about their space, including training and ordering new components for repurposing rooms.

MANUFACTURERS

Humanscale Shows Commitment to Sustainability with the Living Product Challenge

➔ Humanscale is committing to the International Living Future Institute's Living Product Challenge with its Float sit/stand desk and Diffrient Smart task chair.

Addressing design and construction methods, the Living Product Challenge encourages partici-

pating companies to manufacture products using processes powered only by renewable energy and within the water balance of the places they are made. The Challenge asserts that living products create habitats, build soil, improve quality of life and provide inspiration for personal, political and economic change.

Humanscale is the only contract furniture brand to participate in the challenge. For the Float desk and Smart chair to achieve certification, an auditor will assess whether the products meet 20 imperatives.

“Humanscale chose to aim for a net positive impact a number of years ago, and we’ve been making changes and commitments to support this goal ever since,” says Humanscale’s Sustainability Officer Jane Abernethy. “When we first made the decision to take on the Living Product Challenge, we got together as a team to go over all of the imperatives and assess what we’re already doing well and where we need to make improvements. We were pleased to discover that we were actually well on our way there.”

Abernethy cites the company’s work in Cambodia, developments and improvements in Health Product Declarations, and work with ANEW, an organization that enables Humanscale to donate or locally recycle used products, as steps the company already has taken in the right direction.

“Humanscale has long been an innovator in creating human and life centric design,” says James Connelly, Director of the Living Product Challenge. “Creating a truly regenerative product is an incredible undertaking and represents a tremendous shift in the way furniture is designed and manufactured. No one has really known if truly net positive products are possible, and Humanscale is proving that if you set your aspirations high you can achieve incredible things.”

Information about Humanscale’s environmental sustainability philosophy is on its website at: <http://www.humanscale.com/>

SUPPLIERS

OfficeKeys.ca is now a HPC Distributor

➔ OfficeKeys.ca announced that we are now a full HPC Inc. Products Distributor effective immediately. OfficeKeys.ca is looking forward to a great business Partnership with HPC Products for the years to come. HPC has some amazing products and OfficeKeys.ca is very happy that we are able to offer them to you.... our valued clients!

HPC is a manufacturer of Locksmith Tools and Equipment, Keys, Lock Picks, Car Opening Tools, Specialty Tools, Metal Key Cabinets and Accessories, and Code Retrieval software. Key machine parts, etc

CAREERS

Bretford Announces Appointment of New Leaders

➔ Bretford Manufacturing, Inc., has announced the appointment of Bob Redding, Tracy Langheinrich and Mickey Lay to leadership roles within the business.

Redding was promoted to vice president of marketing, sales and customer care with expertise in the education market. He is responsible for creating the business plan and strategic direction for all marketing, sales and service efforts. Redding was director of sales and marketing for nearly 20 years. He held sales and executive positions with Contrax, Smith System, Troxell and School Specialty before returning to Bretford earlier this year.

Langheinrich was named the director of product management and business development. She is focused on leading an innovation strategy that is in alignment with establishing new markets for expansion with Bretford’s portfolio of products. Langheinrich previously held business development, sales and partner engagement roles at Ergotron, Creation Technologies and Celestica.

Lay has been promoted to national sales manager after serving 11 years as regional sales manager in the southeast territory for Bretford. In his new role, Lay leads the team of regional sales managers across North America and is accountable for direct dealer channel sales, profit and strategic objectives. He has fostered long-standing relationships with customers, sales management and peers in his years at Bretford. Lay also has worked as a regional manager for Highsmith Contract Sales and was a district manager for Beckley Cardy.

CAREERS

Bretford Hires Four Regional Sales Managers Specializing in Education Market

➔ Bretford Manufacturing, Inc. has hired four new regional sales managers with expertise in the education furniture market.

“Our deepest roots are in education where we are working to help our customers create a whole-school learning environment,” said Mickey Lay, national sales manager for Bretford. “The new regional sales managers have strong backgrounds in education sales and product management — they play a critical role in enabling Bretford to expand further into this market.”

Dave Smith is the new Regional Sales Manager, Central. Working from Dallas, Texas, and covering North Texas and Oklahoma, Smith has more than 18 years of product development and channel marketing experience at Bretford and has been responsible for many award-winning education products and projects. Recently, Smith spent several months overseas on sabbatical performing volunteer work with children through sports coaching and English instruction.

Jennifer Starling is the Regional Sales Manager, Northwest. Based out of Everett, Washington, Starling brings 16 years of experience in the education market to Bretford. Before her current position, Starling was account manager for School Specialty, Inc. where she managed product needs for public and private educational facilities as well as daycares, YMCAs and libraries.

Clint Sommer is Regional Sales Manager, South. Based out of Austin, Texas, Sommer covers South Texas and Louisiana. Most recently, Sommer was sales director for Inside Evolutions – KI. He was also on the board of directors for Circle C Child Development Center and has held community manager, market development and sales/marketing positions at companies in a variety of industries.

Scott Dudley is Regional Sales Manager, Southeast. Located in Birmingham, Ala., Dudley’s expertise is in the facilities and curriculum areas where he has a well-rounded sales and project management background. He’s spent more than 20 years in sales within the construction, educational furnishings and educational publishing industries. Prior to Bretford, Dudley was sales manager for Nu-Idea School Supply, Inc. He also held product and sales positions for School Specialty, Inc., Teacher Created Materials and Terrell Enterprises.com.

**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, 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
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- The Quickest Delivery available from our Eastern U.S Distribution Center
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What you bring:

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- Aviation
- Motor Coach
- Furniture Manufacturers
- Hospitality

Your talents include:

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

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Sales@danileatherusa.com

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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

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.



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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

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BoF
INDUSTRY CAREERS
The Global Marketplace for
Furniture Talent

PRODUCT SPECIALIST

DEALER GROUPS

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



INDEAL

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

PRODUCT MANAGER

MARKETING & MANAGEMENT

Are you a Product Manager who enjoys driving results?

MAYLINE®

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

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>

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 – 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

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 relation-

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

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ships 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

