

ASFBULLETIN

american society of furniture designers

Congratulations 2003 Pinnacle Award Winners!



Mark Fink with Jim Dipersia
Home Office & Home Entertainment
Award Winner



Philip Martin with Scott Coley
Formal Dining & Major Collections
Award Winner

Pinnacle winners were announced at the Eighth Annual Pinnacle Awards ceremony held Friday evening, October 17 during the High Point, NC International Home Furnishings Market. Over 260 guests were present for the event which was kicked off with a cocktail reception graciously sponsored by ASFD's Corporate Member, Hickory Springs Manufacturing Company. Fifty-seven finalists were recognized and the glass Pinnacle statue was presented to the winning designer(s) in each category by representatives from the Pinnacle co-sponsors. A list of all Pinnacle Award Finalists is included in this Bulletin.

The Pinnacle winners, including a comment or two from the Pinnacle Judges about their design follows:

Occasional Tables

Attaché, Brian Palmer for Hammary Furniture

"Beautiful use of wood, satin-nickel hardware and leather in an art deco inspired design that works well with both leather and fabric upholstery."

Occasional Storage

Visage Curio, Rick Berry, ASFD for Design Institute America

"Uses a luxurious material in a strikingly simple design that encompasses function. Available in a range of optional finishes providing broad consumer appeal."

Juvenile

Simon Horn Nursery Collection, Simon A. Horn

for Simon Horn Nursery Collection

"Heirloom-quality products that offer flexibility as the child grows; adaptable function provides the family the opportunity to yield whole-house versatility."

Motion Upholstery

Hayden, Debra-Halsey Strother and Wendy Mastal for La-Z-Boy, Inc.

"Brings a classic traditional look to motion, with a chair-like appearance that looks great in both fabric or leather at a great price."

Stationary Upholstery

Chandler 7650, Jeffrey Goodman and Steven Charlton for John Charles Designs

"Strong visual appeal from all angles allows for flexible room arrangement, well proportioned and scaled for today's home. Good value for the price."

Leather Upholstery

LAX, Rick Lee for American Leather

"Boldly scaled design of spunky proportions; wears bright colors well with highly adaptable contemporary styling."

Accessories

Damascene, Sarah Gayle Carter for Friedman Brothers Decorative Arts

"Puts a fresh face on tradition with a unique impressive hand-crafted quilt that combines a great mix of textures, finishes and shapes."

CONTENTS

New Members	2
Pinnacle Awards Banquet Kudos...	4
Mentor Q&A	5
Views	6
Views – Member Response	7
China Woes	8
2004 Spring Market Guest Speaker	8
2003 Pinnacle Awards Finalists	9

Casual Dining

Apex, Hugh Elliott for Charleston Forge

"An upscale small-scale design combining clean use of mixed media with surface and color contrast of materials, offering suppleness to the casual dining experience."

Formal Dining

Monticello, McDaniel & Coley, ASFD for Madison Square

"Breathes new life into classical design. The group has a mix of products to meet customer needs with the right scale for urban living."



Cinde Ingram with Richard Frinier
Summer & Casual Award Winner



Welcome New Members!

PROFESSIONAL

Notice ASFD Board of Directors Election February 2004

Four director seats will become available in April 2004. Directors serve three-year terms and are required to attend two meetings a year during the High Point Markets. Professional Members who are interested in Directorship nominations, please contact ASFD Headquarters (Christine Evans) via phone or email info@asfd.com

Sarah Gayle Carter	President, Sarah Gayle Carter L.L.C. 107 E. Cary Street, Richmond, VA 23219 Tel. (804) 648-7877, Email: scarter@sarahgaylecarter.com
Kelly Neal Mariotti	President, Green Frog Art 5150 Palm Valley Road, #300, Ponte Vedra Beach, FL 32082 Tel. (904) 280-3903, Email: kellyneal@aol.com
Wendy Mastal	Product Design Assistant, La-Z-Boy, Inc. 1284 N. Telegraph, Monroe, MI 48162 Tel. (734) 457-4995; Email: wendy.mastal@la-z-boy.com
Thomas O'Leary	Designer, Apparenza Design Studio 51 Glen Ridge Road, Mahopac, NY 10541 Tel. (914) 924-0338; Email: studio@apparenzadesign.com
Laura Lee Samford	Owner, LLS Furniture Design 2821 2nd Ave. South, Ste. A, Birmingham, AL Tel. (205) 322-2199; Email: llsamford@yahoo.com
Frank Spano	President, Apparenza Design Studio 51 Glen Ridge Road, Mahopac, NY 10541 Tel. (914) 906-2635; Email: studio@apparenzadesign.com
Matthew Williams	Vice President Design, Maitland-Smith 2427 Penny Road, High Point, NC 27265 Tel. (336) 812-2321; Email: mwilliams@maitland-smith.com

CORPORATE

Cebu Furniture Industries Foundation (CFIF)
3/F LDM Bldg, Legaspi St., MJ Cuenco Ave Corner, Cebu City, 6000 Philippines
Contact: Ms. Ruby Salutan, Executive Director
Email: ruby@furniturecebu.com
Website: www.furniturecebu.com; and www.cebuexhibition.com

ASSOCIATE

Foundation for Design Integrity
1950 N. Main Street, #139, Salinas, CA 93906
Contact: Henry Gowin, Secretary
Email: designintegriy@msn.com
Website: www.ffdi.org

Howard "Art" MacCord, Jr., Partner, MacCord Mason Attorneys at Law
1600 Wachovia Tower, 300 North Greene Street, P.O. Box 2974, Greensboro, NC 27402;
Tel. (336) 273-4422; Fax (336) 271-2830
Email: amaccord@maccordmason.com

STUDENTS

Allen Young	Catawba Valley Community College, Hickory, NC
Blair Barham, Michele Cushman Peter Marshall, Audrey McDonald Joshua Munday, Bethany Rock Christina Thick, Matthew Zinger	Kendall College of Art & Design, Grand Rapids, MI

Mark Your 2004 Calendars

April 22-29
International Home
Furnishings Spring Market
High Point, NC

April 23
ASFD Board Meeting
ASFD Market
Reception/Dinner
Colonial Country Club,
Thomasville, NC
Guest Speaker:
Paul A. Keller
Harness, Dickey
and Pierce, P.L.C.

2003 Pinnacle Award Winners continued...



Linda Longo with Sarah Gayle Carter
Accessories Award Winner

Home Lighting

The Elements, Mark McDowell for Fine Art Lamps

"An artistic fusion of geometric form and organic design in modern materials providing outstanding value."

Home Office

San Remo, James DiPersia, ASFD for Excelsior Design

"Achieves a new level in contemporary home office with sophisticated and contemporary design, generous storage, combined with a great finish."

Home Entertainment

San Remo, James DiPersia, ASFD for Excelsior Design

"Asymmetric design showcases a seamless blend of technology, form, function and furniture - peacefully united."



Julie Smith with Art Barber
Casual Dining Award Winner

Summer/Casual

Andalusia, Richard Frinier, ASFD for Century Furniture

"Elegantly sophisticated, showing real refinement in ornament and surface treatment with a comfortable indoor/outdoor scale."

Bedroom

Citi Sleeper, Tinka Camfield Swetland for Citi Sleeper

"Surprising innovation provides a solution that adapts to both traditional and contemporary settings with a flexible sleep surface."

Major Collections

Talesai, McDaniel & Coley, Inc., ASFD for Bernhardt Furniture Co.

"A refreshing new take on the Asian aesthetic with a strong assortment of stand alone pieces. The collection offers style, function and flexible placement at home with traditional or contemporary environments."



Vernon Bigsby with Debra Halsey & Wendy Mastal
Motion Upholstery Award Winners

As an educational service, the 2003 Pinnacle Award winners and finalists will be presented in a traveling photographic exhibit available to furniture retailers indicating their desire to be hosts. ASFD is proud to announce that MGM Transport of High Point, NC has graciously joined the corporate Pinnacle Sponsors with their commitment to transport the Exhibit to retail stores across the country.

This year's Press book including reproduction quality photographs of all products is available for downloading on the ASFD web site. To obtain access to the Pinnacle files, go to www.asfd.com, click on Press Access Code, and enter PINNACLE03 as the access code.



Ben Thayer with Rick Lee
Leather Award Winner



Michael Chazin with Tinka Swetland
Bedroom Award Winner
also pictured Fred Swetland, Tinka's husband



2003 Pinnacle Awards Banquet Kudos



Christine Evans
ASFD Executive Director



Ivan Cutler
Master of Ceremonies



Dear ASFD,

Thank you for all of your time and efforts, which made the Banquet a wonderful event! The planning and coordination behind the scenes are seldom if ever recognized (until something goes awry!) and the hours involved are countless.

Kimball Home felt honored to be chosen as a finalist and to be in the company of so many top designers and companies. The ASFD is pushing in the right direction, and we applaud them for the Pinnacle competition.

Again, thank you and we already have a product or two in mind for next year....

Paul Wahl, Director of Product
Kimball Home Furniture

Dear ASFD,

Once again my hat is off to you for the amazing job you do, the Pinnacle program was a great success. Congrats!!!!

I spent a good amount of time on Saturday going to see several of the winners at the various showrooms, the judges made very good choices. By the by, two or three of the winners commented that they thought the judges "comments" on the display were very well conceived, and were flattered!!!

Max Shangle
Kendall College of Art & Design



Christine,

Hope you are well and had a good weekend. It was such a pleasure meeting you at the Pinnacle Awards ceremony. You are as wonderful in person as you are on the phone. Thank you for making the awards so much fun. I'm sure it must have involved a lot of effort and time to make it such a success.

I met two designers for Baker furniture who are not members at ASFD. I am trying to get them onboard to increase the network of ASFD. I will keep you posted.

Reeta Gyamlani, ASFD

I thought it a deserved "Bulletin Applaud" to acknowledge the work that is done to put a Pinnacle Award Dinner together by the folks behind the scene. A spot in our bulletin to thank Christine Evans, Robert Evans, Karl Felperin and all those who spent many hours in engineering what turned out to be a flawless and well-planned event. The dedicated work of these folks (it is a full time job for a few months) have consistently increased the dinner reservations over the years and the tireless efforts of Christine has brought the number of Pinnacle entries to an all time high. Robert is running all over town and Karl flies in to spend endless hours on fair and genuine judging. The winners get to go up to the podium and are applauded.... while the real "Designers" of a great event are in the background. I personally would love to have these folks receive a heartfelt "thank you" from all of us via our bulletin.

Jim DiPersia, ASFD

Editor's Note: I couldn't agree more guys. Hats off to Christine Evans – Master Organizer Extraordinaire, Karl Felperin – Mr. Pinnacle, Ivan Cutler – The Master of Ceremonies with the Mostest, and Rob Evans – The man behind the scenes. You people are amazing!



Thank You to Corporate Members

for your continuous support and generous ASFD Pinnacle Awards Sponsorship!

Hickory Springs Manufacturing Co.
(Pinnacle Awards Reception)
Appalachian Hardwood Mfrs.
Hafele America Co.
Leggett & Platt, Inc.
The October Co., Inc.
Weyerhaeuser

Additional Pinnacle Sponsors

Casual Living
Elmo Leather
FurnitureStyle
Home Lighting & Accessories
Ikerd Enterprises
Laminating Materials Association
MGM Transport

mentor Q&A

Dear Rick,

I've been practicing furniture design exclusively since 1996. Before that I practiced commercial/corporate design since 1985. I have many questions about the procedure of marketing individual pieces of furniture, or collections.

I've put together a collection of works and would like to market them. I have had them built for my showroom as well as personal use. Therefore, I have professionally done photos, sketches, drawings etc. [The president of a certain furniture company has advised me], that I should always send a confidentiality agreement to be signed before sending photos or drawings of actual work to be reviewed. I imagine you send this with an introductory letter, however this is somewhat awkward for me. I'm fully aware of the 'knock-off' problems in the industry and have actually joined the Foundation for Design Integrity.

I have a small showroom here in Birmingham, Alabama and continue to do commission work. I am interested in selling the Licensing of certain work and need advice on proceeding, especially the accepted procedures that are common to the industry. By the way, I've had an attorney (specializing in intellectual property) draw up appropriate agreements/contracts for me.

Thank you,
Laura Lee Samford

Laura,

You are correct, confidentiality agreements are very important. It has been our personal practice to contact potential manufacturing clients, by letter and/or phone, to set up an appointment for a face-to-face introduction/"two-way" interview. If it is determined that any designs are to be presented during your first meeting, or follow-up meeting, the potential client should be advised that a confidentiality agreement is in order - and inquire if they would like to receive it in advance or signed at the beginning of the your actual meeting/presentation. Always have a copy with you - in case they "misplace" it - you will have a copy they can sign. Sending it in advance and having them return it prior to the appointment is obviously preferred. I would be leery & skeptical of any client that balks at this request. I would suggest making all initial "pre-contractual" product design presentations in person - if at all possible. Only after a "relationship" develops, (confidentially agrmt., contract, etc.) should designs be "sent" to anyone.

Do you have a website to show a "sampling" of your work? If not, some designers print a simple "portfolio sampling" to hand out at an introductory meeting or send out with a cover letter. The "sampling" should be eye-catching to "wet their appetite", but not give away any special proprietary design/information you potentially would like to sell/license".

ASFD is a great networking vehicle for designers, suppliers and manufacturers - and offer a "placement" service for its Professional Members. Manufacturers often contact ASFD seeking assistance with specific design directions/projects.

Rick Berry



Rick Berry
Berry & Clark Design
Associates



Max Shangle with Rick Berry
Occasional Storage Pinnacle
Award Winner



VIEWS VIEWS VIEWS VIEWS VIEWS

"Golf is a good walk...spoiled." Mark Twain



Morgan M. Harris
Editor, ASFD Bulletin

ASFD 2004 David Kline Memorial Scholarship

ASFD is proud to announce the co-sponsorship of Hafele

America in offering the 2004 David Kline Memorial Scholarship Competition.

The winning furniture design student will receive \$4,000 which will be presented at the ASFD Spring Market Dinner on April 23.

Call for Entry Letters and Posters have been mailed to many design schools for posting by the department heads. The specific instructions and Entry Application will be available to download as a PDF file from the ASFD web site, www.asfd.com.

Childhood memories are amazing things. In many cases they set the stage for the things we cherish, or abhor, for the rest of our lives.

A fond memory of my formative years centers around a young girl named Nancy. I remember clearly the house where she lived when we were in the first grade. It sat on the corner across the street from our school. Neither the house, nor its location, is particularly important to my recollection, simply one of those little facts that we remember in association with the important issue. How Nancy looked isn't the central focus either. As my vague recollection sees it, she could have been attractive enough to my six-year-old eyes, but it matters little in the context that sets her apart. No...the aspect of her character that has forever emblazoned her upon my gray matter has nothing to do with where she lived, what she looked like, or what her position was on Chinese Furniture Imports. It wasn't even that she joyfully participated with other Dallas children in one of our favorite summertime pastimes. That of popping tar bubbles in the street. The single aspect of Nancy's existence that I found completely alluring and eternally unforgettable was the fact that Nancy liked to eat dirt.

I'm not exactly sure how that story illustrates a cherished formative remembrance, but one particular activity of my youth created (some would say) disastrous consequences for my chosen career.

My father was an avid golfer. He would visit the local duffers paradise at least twice during the week, usually three or four times. On the weekend he would typically play in the neighborhood of 400 holes (Okay, maybe that's a little exaggerated). *At this point most Mr. or Mrs. Golfer (or Miss or Ms (choose one of the above (or ignore the obvious misunderstanding of the whole PC thing))) is probably thinking "Well, that's a good start in life."* No, No, quite the contrary. You see I was much too young to actually swing a club. I remember but a very few times when I was even actually allowed to pick up the deified golf club. As I trudged around the course, following my father, my single duty, my reason for living, my ultimate enchantment throughout the whole tour was to wash the golf ball. I don't know if they still have those things now. I have no way of knowing, as I have never set foot on a golf course since. There was a little gizmo that you put your golf ball in, sloshed it up and down in some kind of nasty water that must have been pumped up from the bowels of hell and mixed with demon bile. This was supposed to clean the ball, for what I'm not sure. I guess a grass stain on one side will cause it to slice, or dig, or whatever a golf ball likes to do that infuriates all golfers. Anyway, I got to

clean the ball, be quite, stay out of the way, and patiently examine the occasional grasshopper that happened to jump into my hand as I stood still in the rough.

Needless to say, I developed quite a different impression of America's national pastime than most people I know. From my perspective, for the life of me I can't understand the fascination with the game. I have to admit to the possibility that I might be missing a grand diversion in life, but I just can't think of anything more boring to do with my time. I take that back, I have enjoyed some time with a golf club in my hand. In fact, I'm getting pretty good at threading that ball through the windmill.

Basketball I understand. That game has great, nonstop physical exercise; though I would probably need a defibrillator standing at the ready these days. Football has always been one of my favorites. Another heart pumper, that I've never played personally, is ice hockey. Just about any other ball, stick, hoop, field, running, etc. game I can think of sounds infinitely more exciting than golf. What is it about golf that has most men and a large percentage of women so enthralled? Is it the specialized language? "You should have seen the par 15 double eagle I made the other day on number 12 at Pine Knoll. You know that triple dogleg flimflam hole. Yep...did it all with my trusty 2 iron. Must have been 2000 yards." But don't all sports have their own specialized language. Whew! I guess I'm just not made of the right stuff.

Of course, I've been told "You'll never make it in this business unless you play golf." My response to that is "How 'bout I skip the part where you beat the little white ball to death and just wait for you in the clubhouse." Warming up a nice cold one is something I can understand. By the time you get back to the clubhouse I just might be ready to go the second round with ya.

Seriously though, I think golf is probably a great source of exercise, relaxation, camaraderie, and an escape from the pressures of life. I also imagine that many a business deal has been struck on the links. My hat is off to those of you who enjoy the game, just don't look for me to be the fourth.

For all of you Furniture Designers out there who don't play golf (yes, both of us), you don't have to play golf to make it in this business. Of course, my name hasn't shown up in any books of famous designers yet, so I guess the juries still out on that one. Maybe I would do better if I could develop a taste for dirt.

Morgan M. Harris, ASFD
Email: FurnitureDesign@aol.com

VIEWS MEMBER RESPONSE...

Brian Bailie's response to the August '03 Bulletin View Article

I read with interest Morgan M. Harris' article about inspiration and imitation within the design industry. I personally found his reasoning a little downbeat, in what I consider a challenging industry.

Furniture design will not be allowed to stand still complacently oblivious to the demands of new products and trends within the home and office. Look how the TV has changed from a lumbering box of fifty years ago, to a wall mounted flat screen today. Or look at how meals have migrated from the table to our lap, changing the requirements of the living space. Our lifestyle will change, our consumer goods will develop, and there will always be a new trend to satisfy; and designers are a key in satisfying and creating these new trends.

The designer is an artist, who sees the world from [his or her] own individual perspective. We are each influenced by different elements in our lives, and create work that pleases us, and subsequently pleases the end buyer. Wind the clock back and look at some great artists, such as Beethoven; he was deaf as a post, but his art continued to be shaped by his disability, to create some of the most powerful musical works of the romantic period. Or Monet; eyesight failing to a tunnelled blur, and yet his interpretations of his garden now sell for millions. So our individual peculiarities influence our style.

Design is evolution and improvement, not just thinking up a nicer way of achieving the same-only-different. In living memory, the Model T Ford was rightly considered a triumph of modern industrial design, but we do not drive the Model T today. Technology advances, peoples' wants and needs change, and for these reasons every consumer item will change too. Look at the obvious example of the Personal Computer, these have changed from bulky boxes, to neat notebooks in a short matter of years, and so the office furniture has changed to accommodate it; no longer are we tied to a desk with wires and accessories, we can lie in bed, or climb a hill to work now. The French say, "the more things change, the more they stay the same", and accordingly our office space no longer need resemble NASA Ground Control; leaving us room again for books and photographs, releasing our desk tops to us again.

The great leaps and bounds in new and improved materials have allowed the designer to create the once impossible, (or unaffordable). Plastics, resins, glass, carbon fibre, even concrete, as well as new advances in sheet timber technology, are opening up a whole creative world of new possibilities to the designer.

Plagiarism is the most convenient form of 'design'. I worked with a furniture manufacturer who saw, not only their designs replicated in magnificent detail, but their brochure had also been copied also, the company name being replaced with the name of the Eastern pirate manufacturer. And what can you do? Many of these countries have little or no respect for copyright law, especially at the cost of local jobs.

The UK based organisation ACID, (Anti Copying in Design), has evolved out of the frustrations of designers and manufacturers seeing their work copied and exploited, with the obvious loss in revenue. ACID is committed to fighting design piracy; it helps all designers protect their

designs, irrespective of company size. ACID has successfully seen many piracy cases through the courts for their members, but the work does not end there. ACID will also lobby major retailers, specifiers and hotel chains to confirm their policy regarding Intellectual Property Rights, and address the lack of ethical practices within some design departments. They ensure that designers fully understand their IP rights, and fully utilise their membership facilities. They are placing increasing pressure on exhibition organisers to become ACID accredited and ban known copyists from exhibiting at shows.

This last point may be the most useful for the US situation. Clearly every designer should be able to prove ownership of their designs, and if this can be demonstrated to an exhibition organiser, then there should be a means to exclude other manufacturers from displaying pirated copies at the same, and subsequent shows. It would be interesting to hear what the High Point show organisers would have to say to this suggestion.

"But", I hear Morgan M. Harris exclaim, "this does not address the problem of designers unintentionally incorporating another designer's work". Well if great minds think alike, this could be applied to the mind of the humble designer too. As fellow members of ASFD, there exists a code of conduct between us. A code of conduct that should perhaps include, in the event of a dispute between two designers concerning origin, ownership or integrity of one or more designs, that members agree to submit to a mediation scheme approved by an ASFD committee, and to attend in an attempt to resolve the dispute. And what if the offending party is not an ASFD member? In this case the ASFD should have the means by which to advise it's members correctly, ensuring that members understand their intellectual property rights, and how to actively protect their work and enforce this protection. Perhaps an affiliated law practice specialising in patent law should be developed with the ASFD into a hard-punching partner for knock-off pirates to deal with.

Like everything else, the designer must evolve and develop to meet the scourge of the pirate manufacturers in this ever-shrinking world. If the pirate thinks he can get away with it, he'll have a go. Let him see that there is the risk of organised ass-kicking legal action, and financial penalties, only then will the pirates be deterred.

It's just a thought; Morgan M. Harris did ask for comments.....

Thos Brian Bailie
MCSD, ASFD
brian@childrensfurniture.co.uk



Editor's Note: Outstanding letter, Brian. Your response presents exactly the kind of critical thinking I had hoped for when drafting the Views Articles. I think we all need to look outside of ourselves for experiences that we can use for the good of our organization. Your input, comments, and suggestions are of great merit and received with gratitude.

China Woes...

Trade with China.

Is it fair or unfair? Do we (America) impose tariffs or not? How will the furniture industry be affected either way? Do you stick with domestic clients or switch to import clients? What will become of American domestic furniture production? What will become of import production?

These are big questions, to be sure. If I knew the answer to these questions, if anyone knew the answer to these questions, the future would be a lot easier to move towards. Unfortunately, those answers are still just over the horizon. We are all sitting on a huge mountain of uncertainty. Opinions on the matter run the entire gamut of possibility.

At the last regular meeting of the ASFD Board of Directors, Doug Bassett, of the American Furniture Manufacturers Committee for Legal Trade, graciously presented information to the Board on the Committee's evidence for action, progress, and goals of their Anti-Dumping Petition. Mr. Bassett requested a formal endorsement from ASFD. After much discussion, the Board of Directors concluded that regardless of individual members support of the petition, the Board does not have the license to make such an endorsement for the entire membership. To extend formal endorsement of the Anti-Dumping Petition could prove injurious to many of our members, whose

very livelihood depends on Chinese imports. The Board made no proposal to encourage or discourage individual members support of the Anti-Dumping Petition. Mr. Bassett informed the Board that The American Furniture Manufacturers Committee for Legal Trade would gladly accept individual contributions and support from ASFD Members wishing to do so.

On another related note, thanks to the efforts of Gayle Zalduondo and Christine Evans, The Board of Directors unanimously voted to approve reciprocal Affiliate Membership with the Foundation for Design Integrity (FDI). Many readers may remember Gayle's article in last May's edition of the Bulletin. She suggested that our goals coincided with FDI's goals on many levels. FDI is an organization that promotes original design, assists members in preventing unlicensed duplication of original product design and encourages our government to enact stronger legislation to protect intellectual property rights. All ASFD members are encouraged to check out FDI, and if so moved, join this fine organization. Their web site is www.ffdi.org

Wherever this train is heading, whether you work for domestic or import manufacturers, this is a time of great concern for all of us.

Morgan Harris, ASFD



Paul Keller
*Harness, Dickey & Pierce
Law Firm*

2004 Spring Market Guest Speaker Set

You don't want to miss the ASFD '04 Spring Market Dinner. Have you been concerned about China Trade and Design Infringement issues of late? Plan to be in attendance at the Spring Dinner and some of those nagging questions will probably be answered. The Spring Market get together has historically been a more relaxed shindig than the Fall Pinnacle Awards Banquet. The Planning Committee for this spring wouldn't have it any other way. The difference this time...they are bringing out the big guns.

The guest speaker, Paul Keller, of the Detroit-area law firm Harness, Dickey & Pierce, is an attorney specializing in patent and intellectual law matters. The firm is one of the best-known firms in the country (and overseas) for this type of work. Mr. Keller has agreed to share his expertise on these matters with everyone in attendance. This is your chance to get some of those distressing questions answered that have plagued you for months, perhaps years. Mr. Keller will present a prepared speech, after which, he will be happy to field questions from the audience.

If you have particular areas of concern that you would like to be certain are addressed you may forward your question to Mr. Keller via his ASFD contact person, our own Jack Lewis. His email address: jackroxy@altelco.net

These issues DO affect you and your bottom line!! You NEED to be there!!

As always, you don't have to be an ASFD Member to attend the market dinner. Anyone with an interest in the furniture trade (and a paid reservation) is welcome. If you would like to attend, but are not a member, please contact Christine Evans (ASFD Executive Director) for further information.

2003 Pinnacle Awards Finalists

Occasional Tables

Estrella Server
Attaché
Collina Coffee Table
Puzzle Table w/Stools

Occasional Storage

Amore Bar & Barstool
Adam Bowfront Bar
Visage Curio
Toscana Bar Cart

Juvenile

Simon Horn Nursery Collection
Isabella
The Cradle Collection

Casual Dining

Sandpiper Dining
Crescent Collection
Apex
Centerpoint Table

Formal Dining

Equinox
Monticello
American Empire
Cottage Revival

Motion Upholstery

Hayden
Moon Shadow
Madra
The Cinema Collection

Stationary Upholstery

Donovan
Kramer 2500
Flex 939
Chandler 7650

Leather Upholstery

Uno Ottoman
LAX
Fiftyish
Chelsea Club Chair

Accessories

Damascene
Mahogany Staircase Floor Clock
Collina Copper Mirror
Foxglove/Poppy/Basket

Lighting

Dunhill
Penshell Crackle Balloon Lamp
The Elements
Fullered Primitive Lamps

Home Office

San Remo
The Arc™ Group
Regent's Gate Home Office

Home Entertainment

Cottage Revival
Corner Plasma 42"
San Remo
Variant

Summer/Casual

Virage Sun Lounge
Duet Collection
Vintage Garden Double Chaise
Andalusia

Bedroom

Equinox
Citi Sleeper
English Harbour Collection
Cottage Revival

Major Collections

Talesai
Manhattan 124/Avanti 126
Charlestowne Square

Michael Wolk
Brian Palmer
Gayle Zalduondo, ASFD & Andrew Kelly, ASFD
Yuri Zatarain

Michael Wolk
Paul Hermann
Rick Berry, ASFD
James DiPersia, ASFD

Simon A. Horn
Michael D. Warren, ASFD
Kelly Neal Mariotti, ASFD

Franz Joseph A. Socalit
Frederick Puksta, ASFD
Hugh Elliott
Seth Stem, ASFD

Tim Annas, ASFD
Thomas McDaniel, ASFD & Scott Coley, ASFD
Pete Kemppainen
Gary Hokanson & Rick Schroeder

Debra Strother
Fillmore Harty
Carl Schauble
Kenneth C. Peacock

Darrell Lowman, ASFD
Michael Wolk
James DiPersia, ASFD
Jeffrey Goodman & Steven Charlton

Martin Roberts
Rick Lee
Vladimir Kagan, ASFD
Alexander Julian & Christina Marzilli

Sarah Gayle Carter
Matthew Williams, ASFD
Gayle Zalduondo, ASFD & Andrew Kelly, ASFD
Joe Gordy

Tom Tucker
Matthew Williams, ASFD
Mark McDowell
George Chandler, ASFD &
Rick Brunner, Danielle Dzurik

James DiPersia, ASFD
Jack Kelley, ASFD & Michael Warren, ASFD
Ron Stilwell, ASFD

Gary Hokanson & Rick Schroeder
Shimon Einhorn
James DiPersia, ASFD
Mark Strayer, Matthew Weatherly,
Jeff Lemke, Justin Cox

Mark Tyrie
Frederic Doughty, ASFD
Raymond Waites
Richard Frinier, ASFD

Tim Annas, ASFD
Tinka Camfield Swetland
Thomas McDaniel, ASFD & Scott Coley, ASFD
Gary Hokanson & Rick Schroeder

Thomas McDaniel, ASFD & Scott Coley, ASFD
Berry & Clark Design Associates, ASFD
Gary Huffstetler, Les Killian, Scott Dergins,
Kevin Gilbert & Philip Rassi

Design Institute America
Hammary Furniture
Urbanus, Inc.
The Phillips Collection

Design Institute America
Karges Furniture Co.
Design Institute America
Excelsior Design

Simon Horn Nursery Collection
Stanley Furniture Co. Inc.
Green Frog Art

david francis furniture
Saloom Furniture Co.
Charleston Forge
Directions East

Kincaid Furniture
Madison Square
Richardson Brothers Co.
Stanley Furniture Co. Inc.

La-Z-Boy, Inc.
W. Schillig USA
Klaussner Furniture
Berkline Furniture

La-Z-Boy, Inc.
John Charles Designs
Weiman
John Charles Designs

American Leather
American Leather
American Leather
Decor-Rest Furniture Ltd.

Friedman Brothers Decorative Arts
Maitland-Smith Furniture Ind.
Urbanus Inc.
Natural Decorations, Inc.

Chelsea House
Maitland-Smith Furniture Ind.
Fine Art Lamps
Hubbardton Forge

Excelsior Design
Sligh Furniture Co.
Kimball Home Furniture

Stanley Furniture Co. Inc.
Sharut Furniture Inc.
Excelsior Design
O'Sullivan Furniture

Barlow Tyrie
Terra Furniture
Laneventure Furniture
Century Furniture

Kincaid Furniture
Citi Sleeper
Durham Furniture
Stanley Furniture Co.

Bernhardt Furniture Co.
Universal Furniture
Broyhill Furniture Industries





P.O. Box 2688
High Point, NC 27261

New Edition of Furniture Marketing now available

"Furniture Marketing: From Product Development to Distribution," Second Edition

Dr. Richard R. Bennington (ASFD), High Point University

©2004, 464 pp., hardcover, 7 3/8 x 9 1/4, ISBN# 1-56367-301-0

Instructor's Guide (1-56367-302-9), 60 pp, softcover

Furniture Marketing contains an overview of how furniture products are developed, marketed, and presented to targeted retailers and consumers. Bennington focuses on developing an appreciation for furniture as a functional art form. This new edition covers the entire industry, including types of furniture products, design periods, product development, and manufacturing. The text also explains how to sell furniture through pricing, promotion, and distribution. Residential furniture is the main focus of Furniture Marketing, but there is a chapter on contract furniture. This book can serve as a helpful reference for students as well as the beginning and experienced employees of manufacturers, retailers, and wholesalers.

New to this Edition--Two boxed features in each chapter with readings written expressly for the text or from furniture industry trade publications such as Home Furnishings News, InFurniture, Furniture/Today and Upholstery Design and Management. Chapter that describes how to market residential furniture through segmentation, targeting and positioning. Chapter that outlines the channels of distribution for home furnishings. New and updated photos and illustrations.

To order, call Fairchild Customer Service, Tel. (800) 932-4724, Option 1. Required prepayment with credit card. MENTION ASFD to receive 20% discount off list price of \$75.

American Society of Furniture Designers

Christine Evans, Executive Director
144 Woodland Drive (Badin Lake)
New London, NC 28127

Mailing Address:
P.O. Box 2688
High Point, NC 27261

Phone: (910) 576-1273
Fax: (910) 576-1573
email: info@asfd.com

www.asfd.com