



Bulletin

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November 1999

From the President...Carl Schauble



Hello ASFD Members,

WOW! What a Day! Friday, October 15 started with a "Pinnacle dress rehearsal" followed by the BOD meeting. The rehearsal went well while working out a few "kinks". Then off to the BOD meeting which brought excellent attendance by all of the committees. A few of the agenda items discussed included the David Kline Scholarship, LifeTime Achievement Award and the web page. The David Kline Scholarship has been announced to several design schools so that students may apply. Plans are underway for a Life Time Achievement Award presentation at the Spring market dinner to one among several nominees. We have a new web page design; check it out at www.asfd.com.

Then the moment we had been waiting for—the 4th annual Pinnacle Awards dinner which included over 200 guests. If you weren't present, you missed a great event. The Pinnacle has become a well-recognized, prestigious award within the industry. During Market, I had the opportunity to attend the American Furniture Awards event by Home Magazine. Although this gets a lot of coverage through the magazine; in my opinion, it does not rival the atmosphere that has been created at the ASFD Pinnacle Awards. On behalf of the Board as well as all members, I'd like to thank the Pinnacle committee for their involvement and tireless efforts on the 1999 Pinnacle program; particularly, Christine Evans and Steve Hodges, along with Karl Felperin, Scott Coley, Roger Schneeman, Ted Rittersdorf and Arto Szabo.

I hope you all had a chance to read the great article in the October 16th *Furniture/Today* which announced the awards. Also, the AFMA included coverage of the gala event on their website: www.furnituremarket.net. The following quote is what AFMA had to say about the Pinnacle Awards. "The film industry has the Oscar and the fashion industry has its Coty. Designers who scale the heights of excellence in furniture, however, are awarded the Pinnacle". That is fine company to be compared to! Hopefully, all of you will enter the Pinnacle competition next year. Karl Felperin is currently producing the 1999 Pinnacle Press Book which will be mailed soon to the industry media, this year's Pinnacle participants and all ASFD members. The "Book" is actually a CD ROM which has proven effective and more economical. What a wonderful tool this is in helping the publishers inform the industry and the public about the Pinnacle Awards and ASFD, as well.

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Is ASFD working for you? How can ASFD be better? Do you have some ideas? Send an e-mail, snail mail or an old-fashioned phone call. I wish you all well and look forward to hearing from you.

Sincerely,

Carl

cschauble@klaussner.com

Welcome New ASFD Members!

Professional: **Richard Frinier**, Executive V.P., Brown Jordan International
140 Pine Avenue, Third Floor, Long Beach, CA 90802
Tel. (562) 624-4144, Fax (562) 624-2460
E-mail: rF@designresource.net

Jeffrey Jensen, Product Designer, O'Sullivan Industries
1900 Gulf Street, Lamar, MO 64759
Tel. (417) 682-3322; Fax (417) 682-813
E-mail: jeffrey.jensen@osullivan.com

Frederick Schubert, Sr. Vice President of Design
Drexel Heritage Furnishings, Inc.
211 E. Fleming Drive, Morganton, NC 28655
Tel. (828-438-5602; Fax (828) 438-5610

Gerald McCabe, Designer
2525 Denison Street, San Pedro, CA 90731
Tel. (310) 514-3747

Guy Batchelder, Owner/President, Dalcraft, Inc.
P.O. Box 746, Starkville, MS 39760-0746
Tel. (662) 324-1314; Fax (662) 328-2841
E-mail: dalcraft@tilc.com

Gary James, President, James Designs, Inc.
4770 Campus Drive, #210, Newport Beach, CA 92660
Tel. (949) 752-2473; Fax (949) 752-6974
E-mail: JAMZDESIGN@aol.com

Cory Martin (former student member), Designer/Product Engineer
Hickory Chair, P.O. Box 2147, Hickory, NC 28603-2147
Tel. (828) 328-1801
E-mail CMARTIN@hickorychair.com

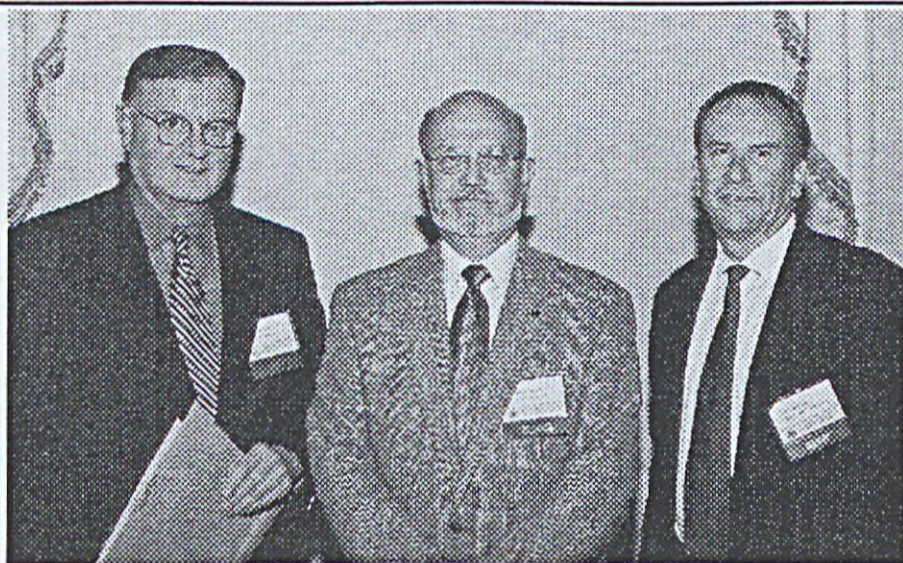
Corporate: **NEVAMAR, Decorative Products Division, International Paper**
8339 Telegraph Road, Odenton, MD, 21113
Jeffrey Moore, OEM Sales Manager
Tel. (410) 519-2029; Fax (410) 551-0357
Website: www.nevamar.com

NEVAMAR, Decorative Products Division, International Paper
4015 Westmount Drive, Greensboro, NC 27410
Jerry Snyder, Executive Sales Representative
Tel. (336) 210-6893; Fax (336) 545-4507
Website: www.nevamar.com

Students: **Ruth Hastings**, Catawba Community College
331 40th Ave Drive NW, Hickory, NC 28601
Tel. (828) 322-5633

Debra Jackson, Kendall College of Art & Design
2563 Deanlake Ave, Grand Rapids, MI 49505
Tel. (616) 365-0525

Dianne Sharpe, Catawba Community College
1000 Tangle Drive, Hickory, NC 28602
Tel. (828) 294-1708



ASFD designers John Caldwell, Darrell Lowman,
Richard Frinier



Ethan Allen – Paul Rosebrock, Sandy Chapman, Craig
Stout, Farooq Kathwari, Phil Stone, Don McCreary



BUSH Industries – Back Row: John Ledek, Chet
Gibson, Annette Lyth, John Lythe,
Jamie Walsh; Front: Joe Miller, Paul Bush, Diane
Drengler



Back Row: Shannon Lookabill, Jeff Pulver, Rob Sligh,
Mike Warren, Joe Richardson III; Front: Jack Kelley,
Mark Polich, Deb Hill, Randy Domack



Steve Hodges, ASFD Pinnacle
Chairman

CAREER OPPORTUNITIES

Drexel Heritage Furnishings, Inc. has two positions open for Casegoods Furniture Designers. The first position would require 5-10 years design experience. The second position must be a Furniture Design Graduate or have 5 years detailing experience. This is a great opportunity to join one of the industry's leading furniture manufacturers. **Please fax resume and cover letter to: (828) 438-5620, Attn: Design Center.**

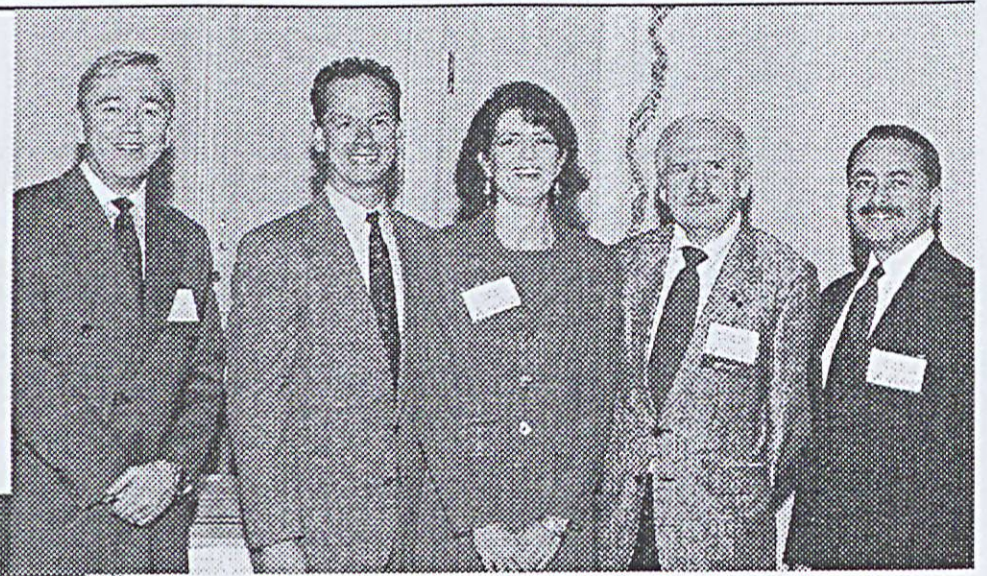
Designers wanted by large home/accessory retailer located in major city in the southwest (stores across the U.S.). Fresh-outs to seasoned professionals will be considered. Open comp; relocation and total benefits pkg. Contact Sandy Williams, The Williams Company at (214) 891-8530 (-8531 fax).

Seeking a Designer to live in a metropolitan area of the Southwestern US and work for a growing retailer whose product line includes wood, wicker, glass, iron, and brass items. Candidate must have at least 3 years experience and most importantly have a feel/flair for designing with style and fashion in mind. Compensation range is \$45k-\$60k. Contact John Ibsen. E-mail johnibsen@worldnet.att.net; Tel (336) 674-5345; Fax 336-674-5937.

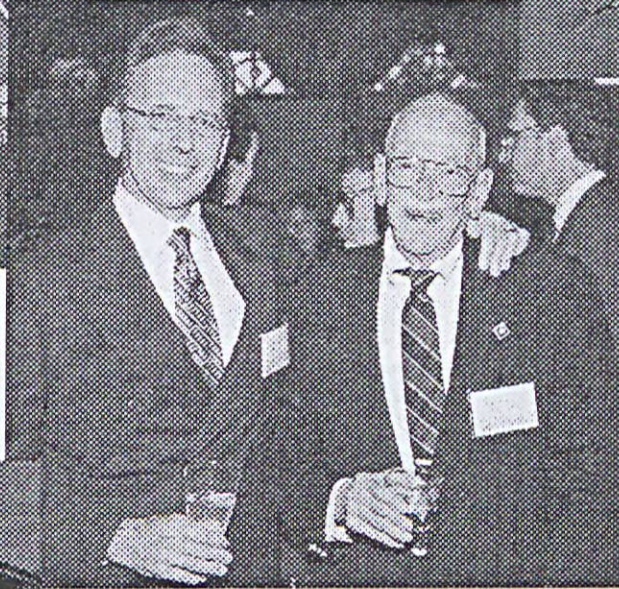
A fast growing furniture importer is in need of an in-house furniture designer to identify market trends and create designs. The designer's responsibilities will also include travel abroad to work with factories and travel domestically to visit key accounts. The designer will also work to coordinate the work of other outside designers. It is preferred that the applicant have a college degree in design, with at least 1-2 years of experience in the design industry. The employer is in the business of designing furniture products. Its current product line includes furniture for the kitchen, bathroom, bedroom, tables/chairs and bar stools. Certain of the product is produced exclusively for some of the retailers. The product offers high design elements at extremely modest prices. The customer base of the employer includes most of the major retailers, specialty retailers and catalogue companies in the United States. Direct inquiries to David A. Brill, COO via Fax (502) 583-0069; E-mail dabrill@mindspring.com.



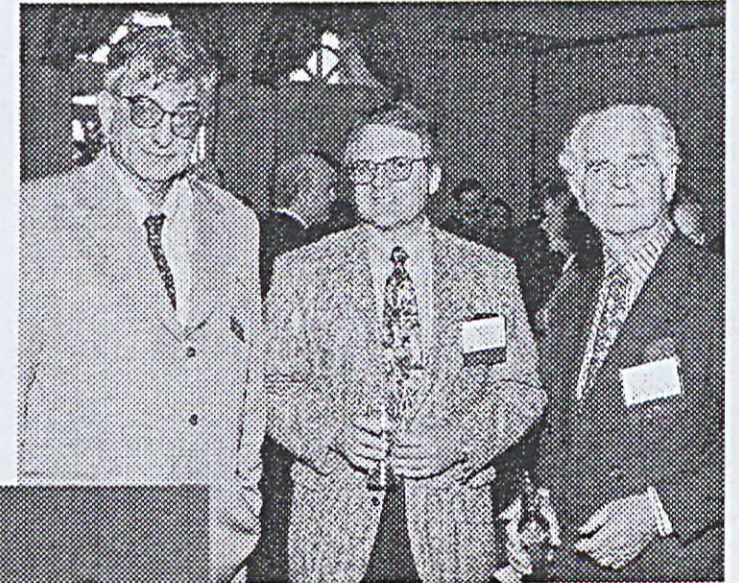
Tony Wilkerson, Havertys; Richard Bennington, High Point University



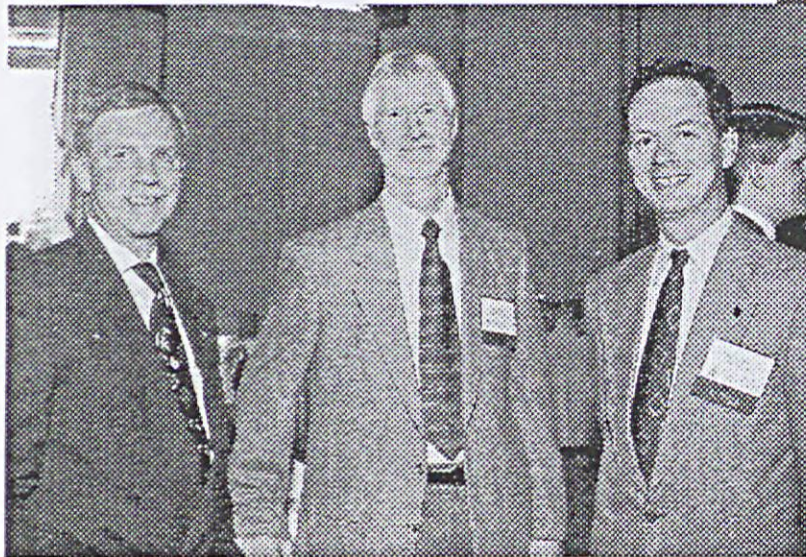
Steve Hodges, Carl Schauble, Kim Schauble, Richard Bennington, Tony Wilkerson



Craig Stout, Ethan Allen; Bob Ficks, Home Furnishings Council



ASFD designers Karl Felperin, Jack Schmitt, and O.B. Solie



Bruce Mulder, KCAD; Tom Phillips, Interior Products; Carl Schauble, Klaussner



John Scarsella, Durham, Chuck Cain, Steve Hodges, Arto Szabo



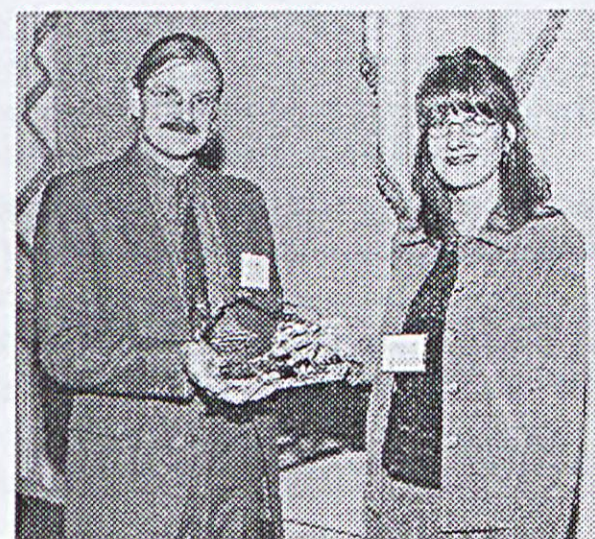
Philip Martin, Hafele and O.B. Solie with Pinnacle



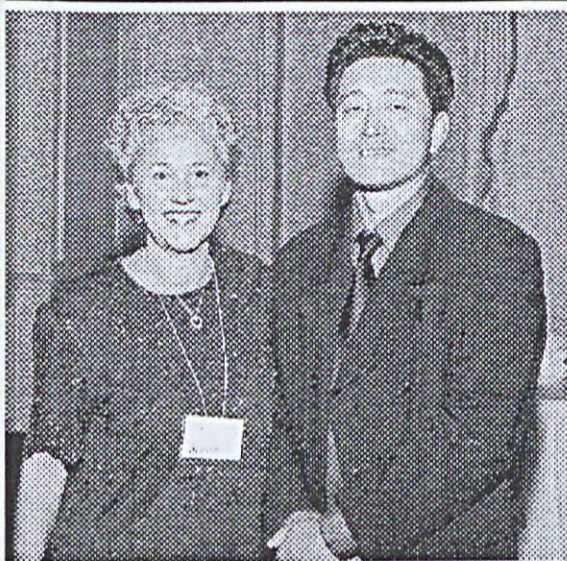
CVCC's Scott Rhyder, Ruth Hastings, Dianne Sharpe, and Christine Evans, ASFD Executive Director



Mike Hodges, Lilly; Steve Hodges with Pinnacle



Max Shangle, KCAD; Debra Halsey-Strother, Alexvale



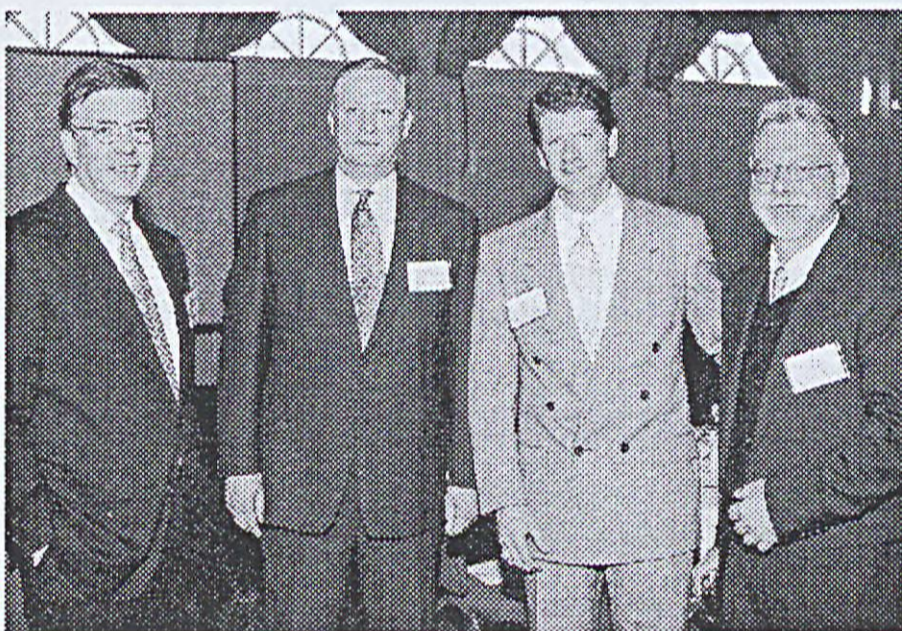
Christine Evans, ASFD Executive Director; designer Rick Lee



Tony Wilkerson presents Pinnacle to Jack Kelley and Mike Warren



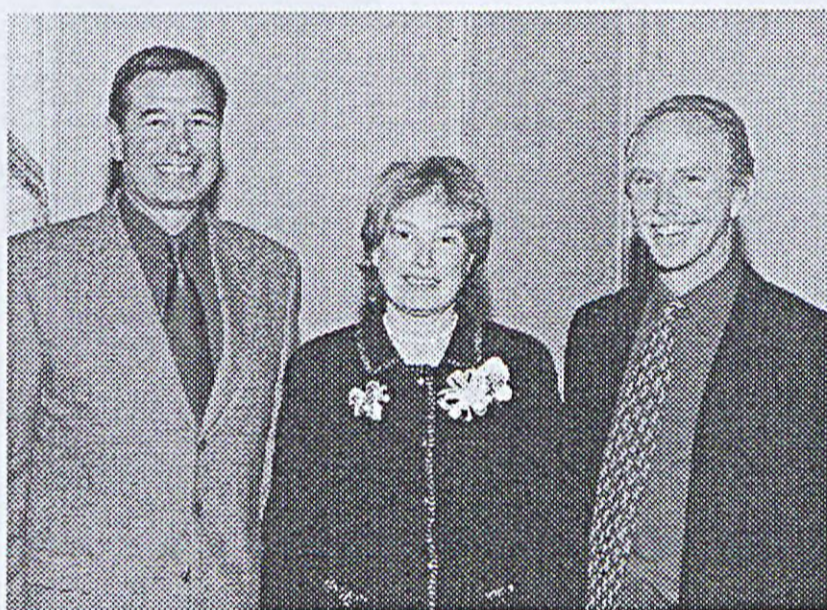
Jeffrey Jensen, O'Sullivan with Pinnacle; Tom Inman, Appalachian Hardwood



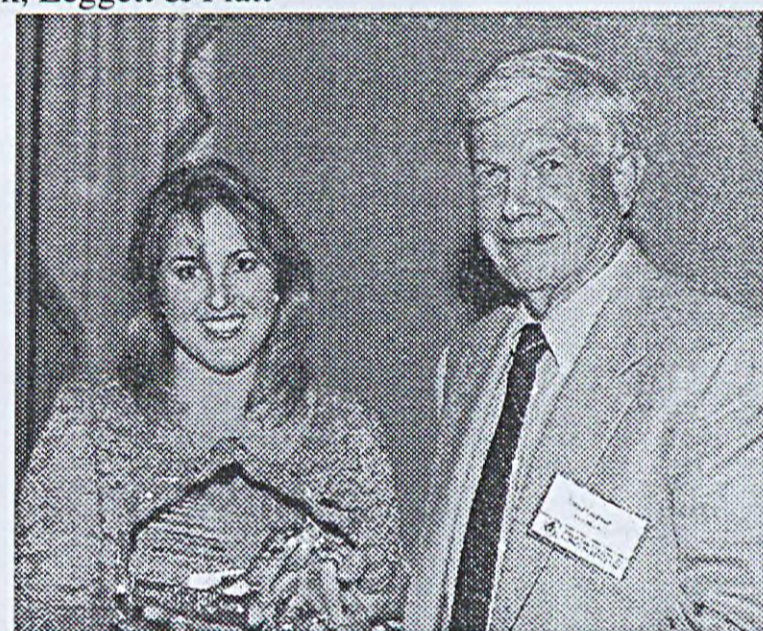
Thomasville Furniture: Chris Pfaff, Jim Adams, Bob Walters, Joe Greene



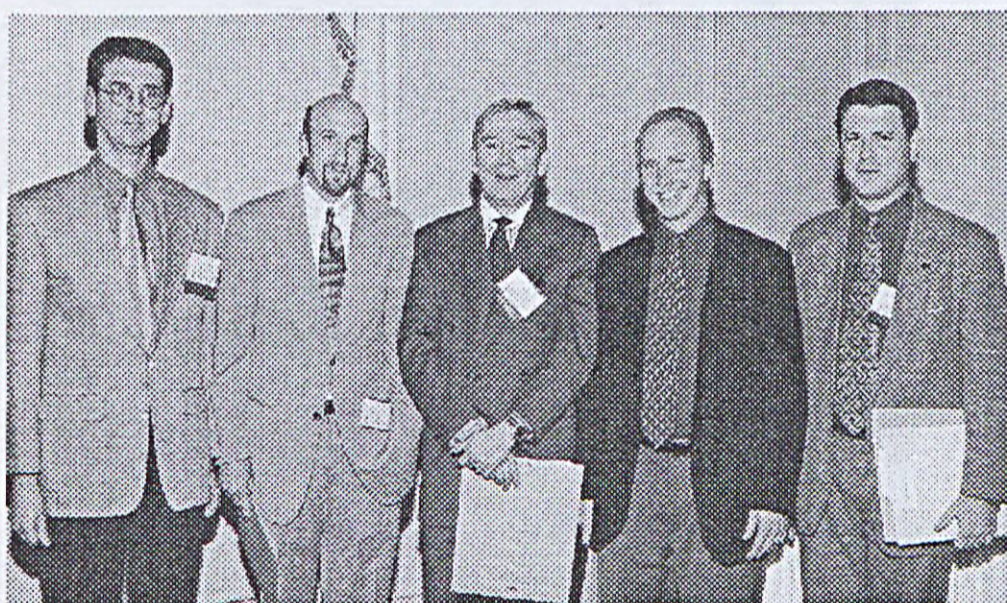
Jack Lewis, Lay-Z-Boy with Pinnacle; John Patrick, Leggett & Platt



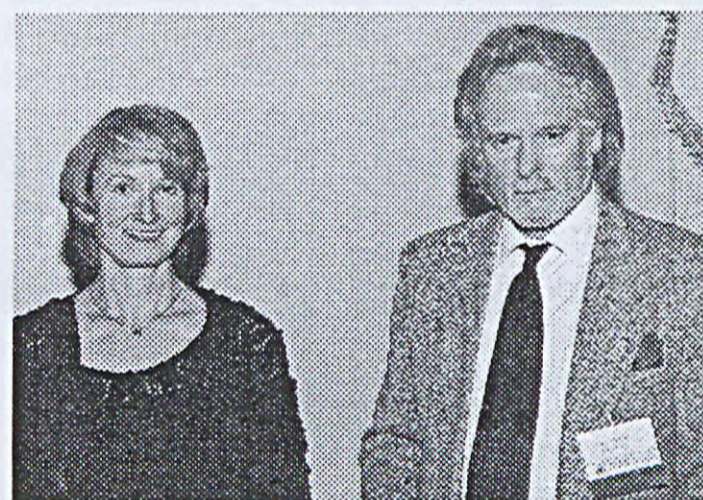
Designers Allan Palecek, Carol Canner, Dave Clark



Linda Longo, Home Lighting & Accessories, Sandy Chapman, Ethan Allen



Designers Tom McDaniel, Blake Tovin, Steve Hodges, Dave Clark, and Scott Coley



ASFD board members Carol Christa and Jim DiPersia were both Pinnacle Finalists.

ASFD 1999 Pinnacle Design Achievement Award Finalists

[Pinnacle winners highlighted]

Summer/Casual

Weathermaster Chandler Bay
Meridian
Silver Collection

Darrell Lowman, ASFD
 Richard Frinier, ASFD
John W. Caldwell, ASFD

LaneVenture Furniture
 Brown Jordan
Veneman Collection

Occasional Furniture

British Colony
3-Tiered Square Table
South Sea
Urban Abode

Gary Hokanson
 Rick Lee
Debra Halsey-Strother
 Drew Maple, ASFD

Stanley Furniture
 Design Institute America
Alexvale Furniture
 O'Sullivan Industries

Juvenile Furniture

Clapboard Bunk Bed & Twin
Xpressions Youth Bedroom
Painted Twin Bed

Blake Tovin
Drew Maple/Jeffrey Jensen; ASFD
 Bridget Adams, Charles Goirand

Vermont Tubbs
O'Sullivan Industries
 Primitiva

Casual Dining

Aero
Eddie Bauer Outdoor

Richard Frinier, ASFD
 Darrell Lowman, ASFD

Brown Jordan
 LaneVenture Furniture

Motion Upholstery

Awarded to **Jack Lewis, ASFD and La-Z-Boy, Inc.**

- "Overall Achievement Award for Design"

Accessories

Feng Shui Medallion
Art de Chine Group
Hummingbird & Trumpet Vine

Berry & Clark Design Assoc., ASFD
 Allan Palecek
 Carol Canner

Design Institute America
 PALECEK
 Carver's Guild

Lighting

Holy Torchiere
Architecture Table Lamp
Botanical Lamps

Alecia Wesner
Sandy Chapman
 Allan Palecek

George Kovacs Lighting
Ethan Allen Inc.
 PALECEK

Home Office

Formations Home Office
Computer Cabinet
Allegro Collection
Nuvora

Drew Maple, ASFD
Jack Kelley & Mike Warren; ASFD
 Felipe Planes, Joe Miller, Walt Shaw
 David M. Daniel, ASFD

O'Sullivan Industries
Sligh Furniture
 Bush Furniture
 Leda Furniture

Stationary Upholstery

Thebes Chair & Bench
Vincenzo
Plantation Grove
Silhouette 880

Bruce Ward
 James DiPersia, ASFD
 Carol Christa, ASFD
 James DiPersia, ASFD

Pearson
 Primiani
 England/Corsair
 Weiman

Entertainment Centers (2 Pinnacles awarded)

Belair
Uptown Collection

O. B. Solie, ASFD
Jeffrey Jensen, ASFD

Ello Furniture
O'Sullivan Industries

Bedroom

Board & Batten Bed
Glengarry County
Winterthur Country Estate
Avignon

Blake Tovin
Steve Hodges Associates, ASFD
 Berry & Clark Design Assoc., ASFD
 McDaniel & Coley, Inc., ASFD

Vermont Tubbs
Durham Furniture
 Hickory Chair
 Bernhardt Furniture

Formal Dining

Nuvora
J1 Series Furnishings
Winterthur Country Estate

David M. Daniel, ASFD
John N. Kelly
 Berry & Clark Design Assoc., ASFD

Leda Furniture
John Kelly Furniture
 Hickory Chair

Major Collections (2 Pinnacles awarded)

Ernest Hemingway Collection
Elysee Collection
Passages Collection
Avenue Collection

Charles Cain, Joe Greene, Dan Wistehuff / Thomasville
 Berry & Clark Design Assoc., ASFD
 Mark Polich
Paul Rosebrock

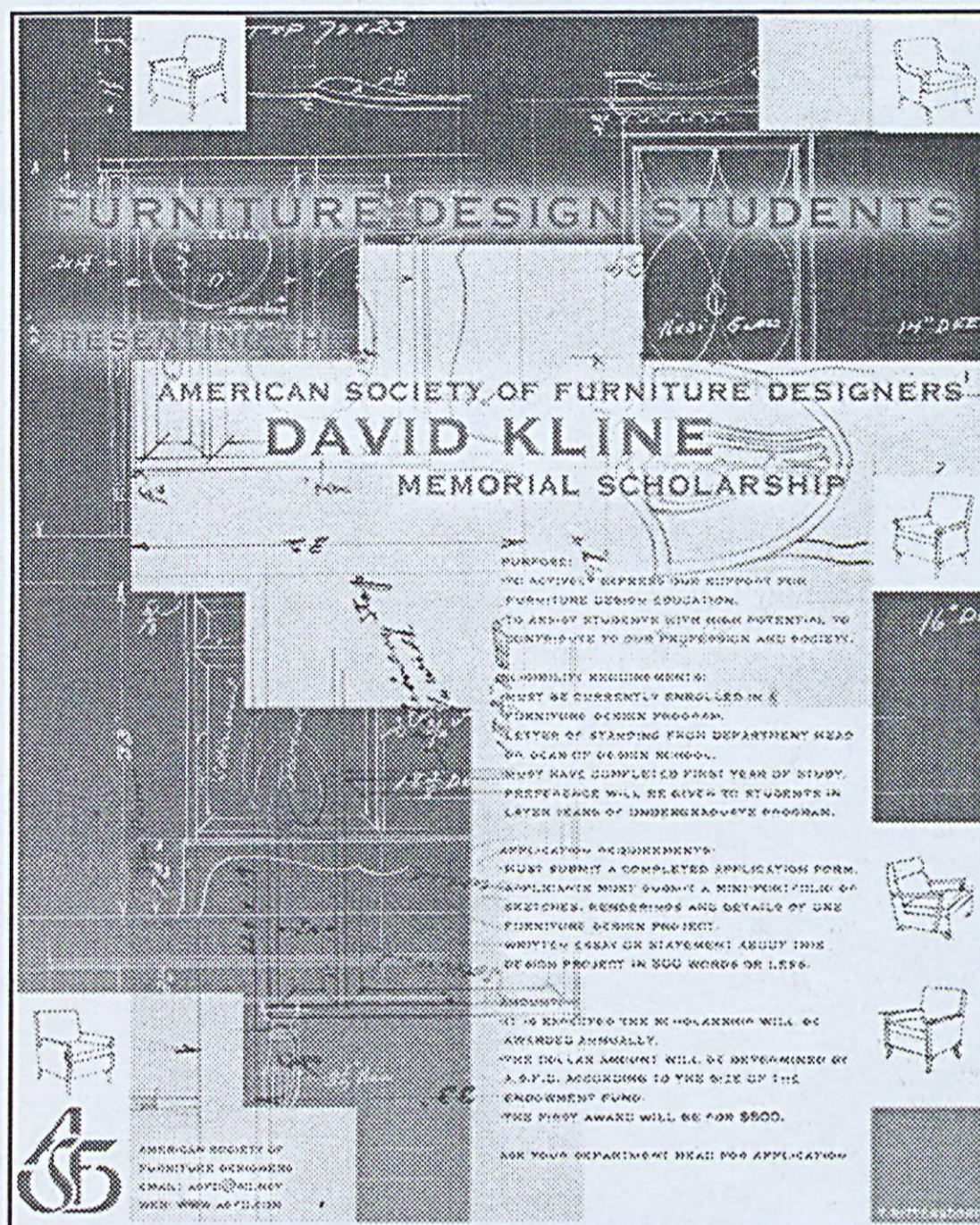
Planum/Mobil Fresno
 Richardson Brothers
Ethan Allen, Inc.

ASFD Scholarship

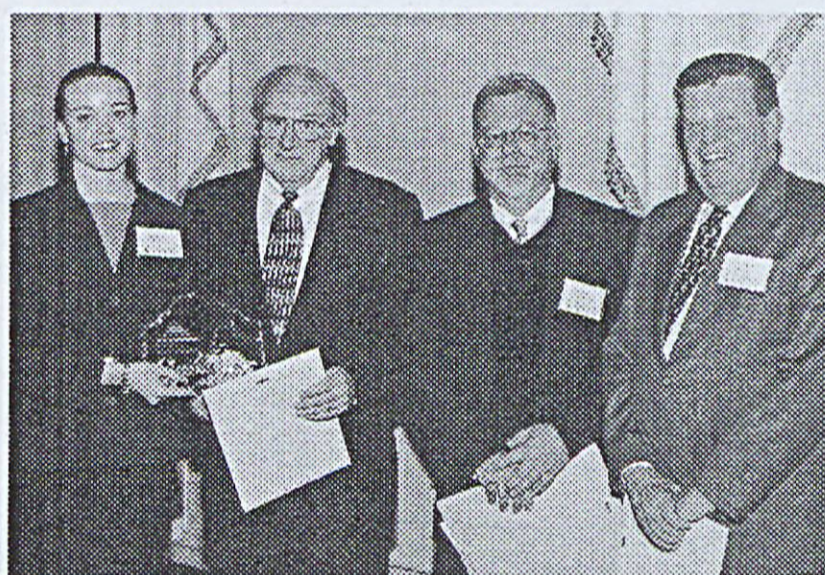
The American Society of Furniture Designers is offering a scholarship to students majoring in furniture design or with a special interest in furniture design. The scholarship is named in honor of the late David Kline, a past president and one of our most active members.

As stated on the poster, applicants are asked to submit a "mini portfolio" of sketches, renderings and details of one furniture design project. A written essay or synopsis about the project in 500 words or less is also required. The deadline for applications will be January 15, 2000 with the award announced February 15, 2000.

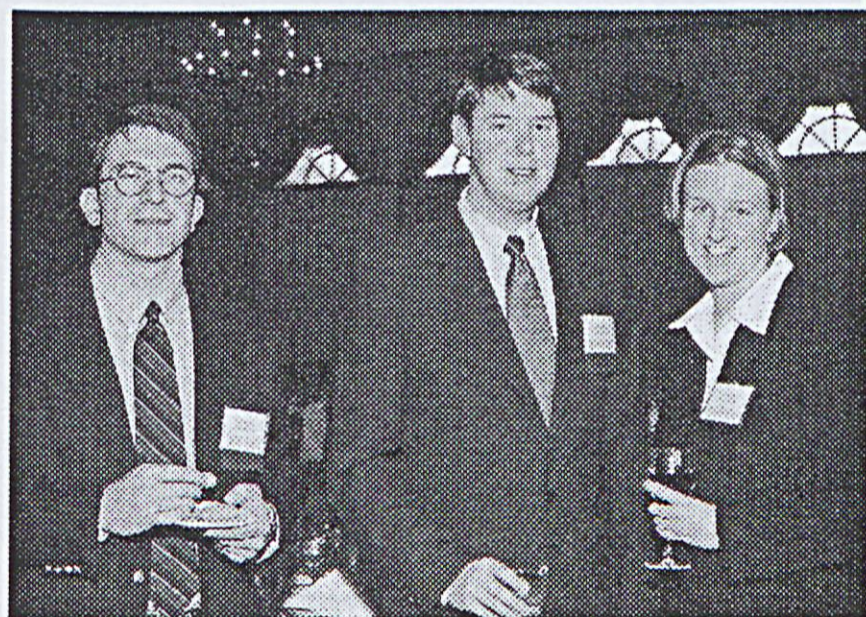
The poster/application forms have been sent to many design schools throughout the country. If you have any questions or desire an application, you may contact ASFD headquarters or Doug Krieger, scholarship program chairman at (419) 446-3484; E-mail: dkrieger@sauder.com.



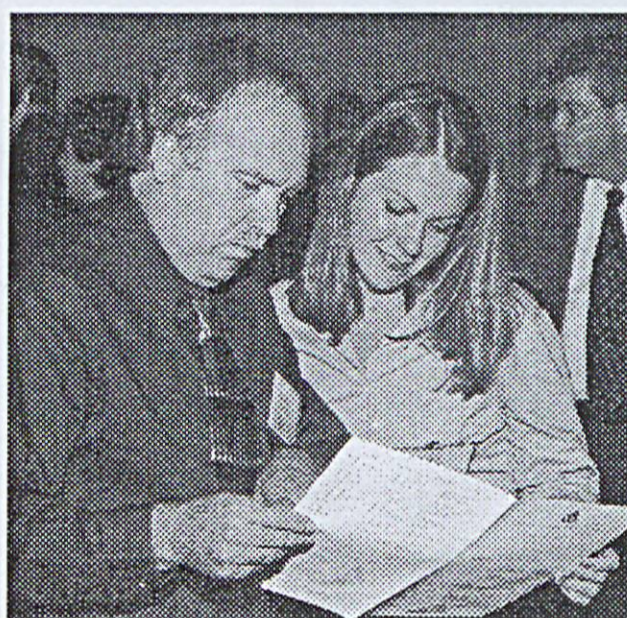
Jim Thompson, The October Company,
John Kelly, designer



Julie Smith, FurnitureStyle Magazine, designers
Chuck Cain, Joe Greene, Dan Wistehuff



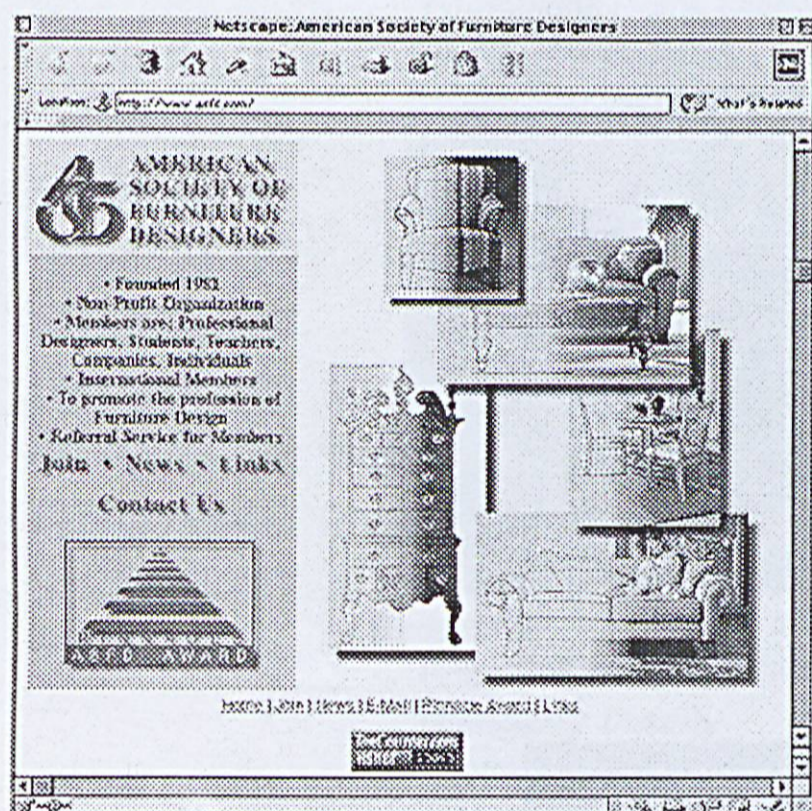
ASFD's Ted Rittersdorf, Ben and Detra Telgenhof



Robert Inman
Mae Harper; Hafele America



P.O. Box 2688
High Point, NC 27261



www.asfd.com

Surfs Up! ASFD has posted a new home page. Same address, new decorating. After this total redesign, we now have a web page which more aptly represents our profession. Please take some time to go through the site and let us know what you think. A "News" section has been added where we hope to post not only the latest ASFD events, but also news of and from the ASFD members. So if you have something of interest to post, please pass it along to Christine or Carl Schauble.

Happy surfing!

American Society of Furniture Designers

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