



July, 2001
Volume 1, Issue 3

Published by
The Furniture Research Unit
Forest Products Laboratory
Forest & Wildlife Research Center
Mississippi State University
Contact: Dan Seale
662.325.3072
email: dseale@cfr.msstate.edu

Inside this Issue

- 1 Students Visit High Point Furniture Market
- 2 Reception at the Furniture Discovery Center
- 3 Students Visit Market Showrooms
- 3 What the Students Had to Say....
- 4 Students Visit Retailers

Lean Manufacturing Conference at MSU

September 10-12, 2001

For more information contact:

Ann Sansing
662.325.2160
asansing@ext.msstate.edu

Furniture Highlights

From THE FURNITURE RESEARCH UNIT MISSISSIPPI STATE UNIVERSITY

Students Visit the High Point Furniture Market

Amy Garrard

Seven faculty and staff members, including Dr. Cynthia West, Department Head, and thirty two students from the Department of Forest Products (FP) and the College of Business and Industry (COBI) attended the High Point Furniture Market in High Point, North Carolina on April 20-22, 2001. The students who participated in this trip are currently majoring in either the Furniture Management Program or a furniture option in the Forest Products curriculum or are considering changing majors to one of these options. The trip provided an excellent opportunity to meet industry representatives and to see first-hand how furniture is marketed.

The students and staff posed for a photograph with Dr. West and Dr. Sara Freedman, Dean, College of Business and Industry Head, before loading onto a Mississippi State University bus rented from the Athletic Department. The group departed the MSU campus around noon on Friday, April 20.

The trip was organized by Dr. Dan Seale, Professor of Forest Products, and Mrs. Teresa Hooper, Admissions

Coordinator, Business Academic Advising, College of Business and Industry. The market trip was a great opportunity for the Department of FP and COBI to work together. The students from the various furniture majors were able to get to know one another better and network with upper level furniture industry executives at the market.

The students spent two full days at the market and visited fifteen different furniture manufacturers, including several firms from Mississippi. These manufacturers represented a wide spectrum of products, styles, and price points.

At many showrooms the students were treated to lunch and/or refreshments and often met with merchandising managers, showroom consultants, and senior executives including vice presidents and CEO's. At every showroom visited, the MSU students were treated with special consideration and the utmost respect. Students were given extensive tours of the showrooms and had very informative discussions about target markets, merchandising strategy, globalization of the market, and manufacturing considerations.



Mississippi State University students from the Department of Forest Products and the College of Business and Industry prepare to board the MSU bus that took them to the High Point Furniture Market.

Furniture Discovery Center Reception

FURNITURE FACULTY

Cynthia D. West, Department Head

Department of Forest Products
Forest products marketing and management; international forest products industry development and trade; and new technology adoption and management
662.325.4444
cwest@cfr.msstate.edu

Steven H. Bullard, Sharp Professor of Forest Economics

Economics of forestry and forest products
662.325.2781
sbullard@cfr.msstate.edu

Ian D. Hartley, Assistant Professor

Forest Products
Wood drying; wood quality, anatomy and identification
662.325.3148
ihartley@cfr.msstate.edu

R. Dan Seale, Professor

Forest Products
Computer modeling; production economics and linear programming, marketing research
662.325.3072
dseale@cfr.msstate.edu

Philip H. Steele, Professor

Forest Products
Development of software to analyze manufacturing processes; analysis of industrial investments; development of automated wood processing
662.325.8083
psteele@cfr.msstate.edu

Harold A. Stewart, Research Scientist

Forest Products
Wood machining; tool wear mechanisms; minimizing machining defects in wood; secondary processing of wood products
662.325.8329
sstewart@cfr.msstate.edu

Jilei Zhang, Assistant Professor

Forest Products
Furniture testing; finite element modeling; computer aided testing; mechanical properties
662.325.9413
jzhang@cfr.msstate.edu

Duane E. Lyon, Professor Emeritus

662.325.3094
dlyon@cfr.msstate.edu

A highlight of the market trip was a reception given by the American Furniture Manufacturers' Association (AFMA) for the student groups attending the market. Students attended from a number of technical and community colleges including Appalachian State University, High Point University, North Carolina State University, Virginia Tech and Mississippi State University (MSU). The reception was held Saturday, April

21 at the Furniture Discovery Center and was well attended by industry executives as well as AFMA members. The faculty, staff and students from MSU greatly appreciate the efforts of Mr. Larry Runyan, VP of Manufacturing Services, AFMA and Mrs. Nancy High, CEO, International Home Furnishings Marketing Association.



Pictured (l to r) Mr. Douglas Brackett, Executive VP, AFMA; Mr. Larry Runyan, VP of Manufacturing Services, AFMA; Mrs. Teressa Hooper, Admissions Coordinator, MSU College of Business and Industry; and Dr. Cynthia West, Department Head, MSU Department of Forest Products.



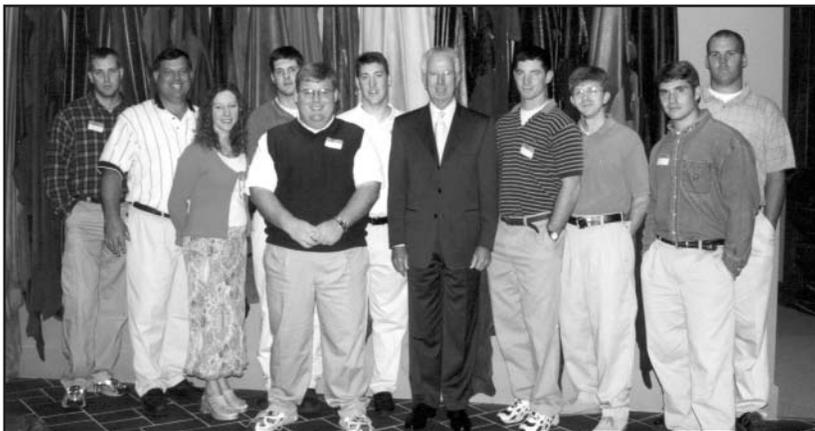
Mr. Grey Hunsucker (center), National Accounts VP, The Berkline Corporation speaks to students at the AFMA Reception.

Students Visit Market Showrooms

Students visited the following showrooms in the High Point area: Action Industries; Ashley Furniture Industries, Inc; Bassett Furniture Industries, Inc.; Broyhill Furniture; Century Furniture; Franklin Corporation; Furniture Brands International; Hooker Furniture; Pearson Company; Pulaski Furniture Corporation; Stanley Furniture Company, Inc.; Thomasville Furniture Industries; Vanguard Furniture Company; Vaughan-Bassett Furniture Company; and Webb Furniture.



MSU students visit with Mr. Hassell Franklin (third from right), President and CEO, Franklin Corporation as Drs. Cynthia West and Jilei Zhang (far right) from the Department of Forest Products look on.



MSU students with Mr. Mickey Holliman (center), President, CEO and Chairman of the Board, Furniture Brands International.



A direct result of the Market Trip was a Forest Products Furniture Marketing Major, Demetrice Evans heard about and applied for one of the Young Home Furnishings Executives Internships sponsored by the AFMA. Demetrice was successful in becoming the recipient of one of these summer internships.

Here's what some of the students had to say....

"This experience opened my eyes to career opportunities that I never knew existed. It allowed me to see aspects of the furniture industry that I otherwise would have never been able to see." Jennifer Hickman

"To me the High Point Furniture Market filled all of my expectations. Every company we visited treated us with the utmost respect." Charlie Hill

"I feel as though this experience has given me knowledge about the furniture industry that no other teacher in any class atmosphere can give me. I can't possibly write on one page how much insight I have gained from this awesome experience." Todd Roof

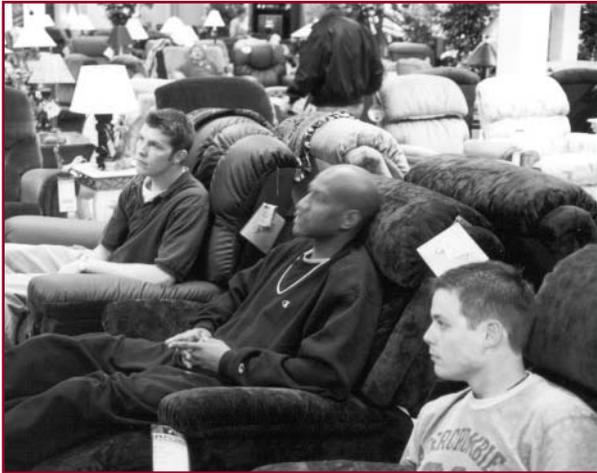
"Meeting with furniture market professionals in High Point emphasized the relationship between manufacturing and marketing operations in today's marketplace. The furniture market also demonstrates first-hand the importance of global market opportunities in the industry." Matt Martin

"Going to High Point is the best way to grasp an idea of what the industry is all about." Eric Ehlers

"This was a great opportunity to meet people in industry on a trip that explains the furniture industry from design to showroom floor." David Hennington

Stops in Atlanta...

On the way to High Point, the group stopped in Atlanta and visited two large furniture retailers. Special thanks to Rooms-To-Go and La-Z-Boy Galleries, in Atlanta, GA for taking the time to show the students around. Store management and employees provided the students with an excellent tour of the stores and answered many questions. The retailer visits were a great way to provide background information before visiting the manufacturers' market showrooms.



Mississippi State University does not discriminate on the basis of race, color, religion, national origin, sex, age, disability or veteran status.

Mississippi State
UNIVERSITY

Forest Products Laboratory
Forest and Wildlife Research Center
Box 9820
Mississippi State, MS 39762

Nonprofit Organization
U.S. Postage
PAID
Mississippi State, Mississippi
Permit No. 81