

# delve

NOV 2022 V32

# BOS GIVES BACK

FIRST ANNUAL INDOOR  
CHARITY GOLF CLASSIC

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**TECH + WORK PROCESS**  
Doug Gregory discusses how we can approach the work process with fresh eyes to meet the challenges of the new year.



**SITONIT SEATING**  
SitOnIt Seating set out to create a tables collection for all spaces. Get to know *Parallon*.



**BOS GIVES BACK**  
**COVER STORY:** BOS Inspiring Workspace Furnishings hosted their first annual Indoor Charity Golf Classic.

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## editor's note

Dear Reader,

In addition to being a highly creative industry, we have been blown away by just how generous the Contract Design industry can be.

In this issue we are highlighting some of the innovative ways our partners have found to give back to their communities and raise money for incredibly worthy causes.

We celebrate these wins together and give thanks for all of you!

We invite you to dive in, and reach out to those whose stories inspire you!

Enjoy!

*Do you have an idea for an article in Delve? We want to hear from you! Send us an email at:*

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# TECHNOLOGY AND WORK PROCESS

BY DOUG GREGORY

Trying to fit work process designed for 2019 into how we work in a distributed-work, work-from-anywhere world is the proverbial round peg in the square hole. Poor alignment between the design of work and how we are working reverberates in broad discussions about commercial real estate, management tactics, measuring productivity and more. We're not here to solve all those issues, but the challenge being faced by our clients stands on the context of rapidly shifting ground for how we work.

### Consider the following:

- Some argue that over 60% of current office space is available for lease or sublease, or is not occupied
- One in three Gen Z workers are gig workers
- The power of executives to require in-office work has largely evaporated
- Productivity is declining, possibly due to 53% of workers reporting being more exhausted than they were before the pandemic
- People seem less engaged in their work, feel more transient and ready to move on

### These lead some to conclude:

- The command-and-control management model has lost effectiveness
- We have poor productivity measurement tools
- Gathering data on workers is backfiring
- Worker engagement and loyalty are hard to come by

Quality gurus know defects result from poor process design, not poor worker performance. Robust process design – coupled with the tools necessary to execute the process – empower workers to create quality products and solutions. CEOs have been quick to blame workers for performance problems, as if suddenly no one wants to work anymore.

Robust process design + necessary tools = quality production. Good execution requires good design and support. We know this from how we design spaces to support the work being performed in them. We know what works and what doesn't.

Contract interiors professionals offer expertise in understanding client work process and designing solutions supporting it to the fullest. Workflow design and who does what has probably not changed a great deal since the pandemic – how that work gets done, where it gets done and what enables it to get done have changed dramatically.

## INDUSTRY HOT TOPICS

As purveyors of office furniture, we believe the thoughtful design of spaces and selection of product solutions is critical to client success. No argument. For over 30 years, however, work has experienced gravitational pull towards the technology used to get it done. When the technology is right, most other things can be accommodated. This explains why our customers have shifted funds away from furniture to technology for the past 20 years, a shift that continues to accelerate.

For many years, the amount of space allocated to common areas – where people gather and communicate – has transitioned at increasing speed from more traditional desk areas. The pandemic accelerated this and added a degree of complexity to workplace design by now including remote work at levels never experienced before. We now have to consider extended working from home, working on the road, working in scattered touch-down spaces. Our clients must consider these options, and so designing for them becomes our responsibility as well.

Our current reality – likely to persist for some time – is that without the correct technology, and without designing it correctly in spaces supporting work process, productivity will continue to be a drag on business performance. Many in our industry will say “technology is someone else’s responsibility, not mine”. When it comes to computers, phones, tablets, etc, this still rings true. When it comes to creating equitable communication tools supporting distributed work models, it is not.

If every crisis indeed brings opportunity, here is ours: interactive technology – properly applied in support of work process – has the potential to fundamentally alter the value proposition of the contract interiors dealer, designer and architect.

Let me explain. No other service provider understands work process like a contract furniture dealer. An AV integrator may be great at designing tech solutions, but someone has to determine what those solutions should be, where they should go, and what they should do. In today’s model, the client ends up having to be the integrator. We should be applying our expertise and doing this for them.

The idea behind work process is to support key activities with spaces matched to the work to be performed. In 2022, that

work is almost always focused on some form of technology. We have designed spaces for looking at screens to support something like one-way conversations. Dumb screens (not a pejorative term) are good for presenting and good for dialog. They are not that effective in supporting either collaboration or creative work. As the thing most people miss in workspaces is the dynamic of collaboration, should we not do a better job of supporting that? As the thing most leaders are concerned about supporting is innovation or creative work, should we not do a better job of supporting that?

We use interactive displays for everything from checking in to a doctor’s appointment to ordering a sandwich. Robust interactive displays supporting business process are available from leading-edge companies like i3 Technologies. These displays are easy to set up, easy to use and provide each meeting attendee with a platform to share equally, no matter where they are sharing from. Work is better when we have tools aligned with how we optimally work, and attendees are more likely to pay attention in meetings and participate when it is easy for them to do so. That is the power of a state-of-the-art interactive display over just a videoconference tool.

So, where should these be placed? It is a fairly simple answer. If there is a common area, this technology should be there to support random discussions. Wherever people gather or run into each other, the technology should be available. Think of private offices, team rooms, home offices of key personnel.

Once we know the work to be done in an area, and once we have designed in the interactive technology to support that work, designing the rest of the space seems to fall into place.

Contract interior professionals have a key role to play in helping their clients implement sound technology strategies to drive performance. The truth is that with the advances made in both the technology of interactive displays ([www.i3-technologies.com](http://www.i3-technologies.com)) and the tools used to mount them ([www.hecklerdesign.com](http://www.hecklerdesign.com)), AV integration is often not required for the majority of applications. The design opportunity of interactive displays is also a real business opportunity for contract interiors dealers. We will explore the business and profit opportunity in greater detail in our next article.



### About Doug Gregory

*Doug Gregory, Syntigration’s principal, is focused on creating integrated InterActive Spaces. A consultant and entrepreneur in the office furniture industry for over 20 years after stints at both HON and Steelcase, the novelty of learning how best to meet customer needs never gets old. The journey of these articles is to help identify how interactive technology supports contract dealer growth through meeting the complex needs of our mutual clients. Doug can be reached at [dgregory@syntigration.com](mailto:dgregory@syntigration.com).*



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# 6 OF MRL'S FAVORITE PRODUCTS FROM ACROSS THE LIBRARY

The following products represent 6 of our favorite products currently on My Resource Library. Can you guess the theme? The products are listed in no particular order.

## **SANDSTONE**

HOMECREST OUTDOOR LIVING

Homecrest's Sandstone tops give outdoor spaces a solid foundation. The inspiration for this rustic design comes from the southwestern quarries of the United States.



## **ARROWOOD TABLES**

NATIONAL OFFICE FURNITURE

Meetings are more prevalent than ever, and meeting spaces need to be productive and efficient. Arrowood tables offer a range of solutions in a variety of shapes and sizes with today's latest technology to accommodate boardroom meetings or smaller groups.



## **SET.UPP WALL TABLES & BENCHES BY HABA**

GRESSCO

Set.upp is a versatile, modern, creative furniture system that is perfect for constructing a collaborative seating area in any school, library or open space.



## **WEST HILL**

HON SEATING

The way we work is changing; the best ideas don't always happen at a desk, and the not so-nine-to-five schedule is rapidly on the rise. West Hill™ offers modern office lounge seating that gathers your team to take on everyday challenges and opportunities.

## **WORKSMITH STOOLS**

ARCADIA

Designed by Rainlight. Fit for purpose and built to last, stools are presented in two heights, both of which can be adjusted to reach optimum seated levels. Stools are manufactured in solid Ash wood species and offered in two heights, with or without back.



## **BRITTA**

INDIANA FURNITURE

The Britta Collection showcases a mid-century Scandinavian aesthetic with an appealing contemporary feel. The guest, single lounge and settee all feature a wall-saver design. Choose from an open or closed arm, and complementing tables, in an array of wood finishes to create an inviting space with warm and energetic sensibility.



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Get real support from our human helpdesk for content and tech issues so you can move past roadblocks quickly.





**By Michelle Warren**

*Michelle Warren is President of Catalyst Consulting Group, a firm specializing in providing strategic solutions to the commercial furniture industry to enhance their sales, positioning, and distribution.*

*With 25 years of industry experience on the dealer and manufacturer side of the industry, Michelle has been recognized as an innovator in selling to the Federal Government, State/ Local Government, Higher Education and Cooperative Purchasing. Her expertise includes: sales strategies, strategic planning, 3-5 year road mapping, targeted marketing plans, distribution development, hiring reps, and training for reps and/or dealers.*

*Michelle is known as a “serial networker” in the furniture industry and enjoys meeting people and making connections happen. If you’re interested in connecting - reach out at: [Michelle@strategic-catalyst.com](mailto:Michelle@strategic-catalyst.com), connect on LinkedIn or visit [www.strategic-catalyst.com](http://www.strategic-catalyst.com) to learn more about her work.*



**Delving Into the  
Public Sector  
with Pat Morrison**

**Vice President of  
Government Sales at SKG, Inc.**

This month I am changing up my interviews to include a “man in public sector”, Pat Morrison. Pat has a long, diverse history in his Public Sector career and most recently has joined the Catalyst Consulting Group to focus on helping dealers sell to the Federal government.

**Michelle:** Pat, we have known each other for many years. I was surprised to learn about a lot of your background recently. Can you share with us your path in Public Sector that led you to the commercial furniture industry and your successful career thus far in furniture?

**Pat:** As far as the furniture industry goes, I have worked for dealers and manufacturers mainly in Federal sales my entire career. I always found selling to the Federal Government interesting, challenging and ultimately, personally and professionally rewarding. I made my first Federal Government sales call at HEW (now HHS) back in 1978 and can still remember thinking that this can be a very cool career. I started as a Federal Government focused salesperson, moved into a Sales Management position in my early 30's, worked in Palo Alto in a corporate management position and then back to Washington DC to continue to focus on selling to the Federal Government. I also spent seven years at Washington Management Group helping companies of all sizes and solutions succeed in Federal Government sales using the GSA Schedule program. Many mentors along the way helped support my efforts and contributed to my success, ultimately my Dad was my best mentor. Professionally, there was a Contracting Officer at USPTO, Paul Sickler, who acted as a mentor for me by explaining the nuances of Federal Contracting that ultimately made me a better salesperson.

**Michelle:** What a great career you have had so far. What were the contributing factors that led you to a career in Public Sector?

## INDUSTRY HOT TOPICS

**Pat:** Well Michelle, I was born and raised in the DC suburbs and Federal Government was everywhere. I grew up surrounded by it. Then when I went to college I decided to get my BA in Government and Politics from the University of Maryland. For me, this was a natural lead into my career.

**Michelle:** Yes, that makes a lot of sense. I grew up around the area and my dad was military and then DOD, but I did not get into Public Sector until way late in my career!! So, based on your major I assume you knew from the beginning that you would be involved in Public Sector in some way?

**Pat:** Correct, I started selling to the Federal Government in 1978 and knew almost right away this was what I would do the rest of my career. There was a level of intrigue and curiosity based on the perceived complexity of the selling process, especially for larger furniture projects.

**Michelle:** Wow! You do not meet many people that have that experience. That is great and you have had a wonderful career for sure. You are seen as successful in Public Sector, what are the key influential people or factors that supported your success?

**Pat:** The key factors would be dedication (you have to be all in), persistence (build on success and learn from mistakes) and curiosity (what is the prospect thinking). As for key people, there have been quite a few who have helped me throughout, but my wife, Ann, has always been supportive of everything I have ever wanted to do in my career.

**Michelle:** Along the way, were there any twists or turns that developed that helped you to learn along the way that you did not anticipate?

**Pat:** Yes, there were a lot of things I could never have anticipated. Two that stick out to me are:

1. Understanding the concept of "use it or lose it" spending in Q4. By most accounts, more than 30% or so of the Federal Government spend occurs in Q4 or it is possible they will lose the money, so it took some education to get a better understanding as to how to capitalize on this yearly occurrence.
2. Taxpayer dollars/Federal Government agency spending process vs. Commercial market budget spending. When you sell

commercially, if it is a publicly traded company, it is in essence shareholder money and can be spent by the company based on their purchasing guidelines. Conversely, with the Federal Government it is taxpayers money and there are established contracting rules, like the Federal Acquisition Regulations (FAR) that must be followed for compliance purposes.

**Michelle:** Those are definitely two topics we need to understand in order to successfully sell to the Federal Government so thanks for helping to educate all of us on those! From inside the vertical, it appears that Public Sector is a growing market in our industry. How do you see a career in Public sector?

**Pat:** You know Michelle, the Federal Government is almost always in the buy mode, even during a Continuing Resolution and they will also (ultimately) pay their bills. They will not go out of business!! So, based on this I definitely think someone in furniture looking for a career path would be smart to consider Public Sector. There is a need for specialists in our industry.

**Michelle:** I like to say Federal is recession proof! I also agree a career path in Public Sector would be a wise decision for someone in our industry! So, as we come to a close, could you share one piece of advice, one book and one podcast you would recommend to someone in our industry looking at a career in Public Sector?

**Pat:** My piece of advice would be LISTEN. In way too many selling situations, for some reason, we like to talk more than listen. When you become a better listener, you become a better salesperson.

The one book I would recommend is for anyone in sales, not just Public Sector and that is the "Secrets of Schedule Sales Success" by Larry Allen. The one podcast would be *The Trend Report by Sid Meadows*, especially #51. I think he does a great job of sharing the different stories of people in our industry and you can learn a lot through his conversations.

**Michelle:** Pat it has been great hearing your story and getting your words of wisdom. Thank you so much for your time. As the podcast note, I would be remiss if I did not recommend Trend report #77 as well!!



### About [Pat Morrison](#)

Pat is a Seasoned government sales and marketing executive with successful career building long term and productive relationships in the Federal, State & Local government markets. He has successfully negotiated many government contracts over his career with a concentration in the GSA Schedules program. He is passionate about assisting commercial furniture dealerships intent on increasing revenue and profitability through new market entry into government.

# Kimball International Wins Two Innovation by Design Awards from Fast Company



*Kimball International has won two Innovation by Design Awards from Fast Company. Now in their 11th year, these awards recognize the world's leading efforts in design and Kimball International is proud to be recognized in two categories. [EverySpace](#), by the Kimball brand, received an Honorable Mention award in the Workplace category and [Ezzeri](#), by the Interwoven brand, received an Honorable Mention award in the Health category.*

EverySpace is a modular platform that combines personal elements with functional solutions to compose workstations for any situation. Its adaptable architecture, variety of storage and display capabilities, and customizable platform allow for the creation of tailor-made workstations that elegantly support users throughout their day.

Designed around patient comfort, well-being, and the enhancement of caregiver efficiency, Ezzeri redefines the category of patient seating. This seating collection includes

a variety of styles of patient loungers, patient chairs, and ottomans. Beautifully crafted and insightfully intuitive, Ezzeri combines innovative ergonomic support with purposeful and inviting design to encourage positive interactions during the delivery of care.

Judges for the Innovation by Design competition included renowned designers from a variety of disciplines, business leaders from some of the most innovative companies in the world, and Fast Company's own writers and editors. Entries



were judged on the key ingredients of innovation: functionality, originality, beauty, sustainability, user insight, cultural impact, and business impact.

“We are very excited to be recognized by Fast Company for two of our products,” said Jessica Gubbins, Senior Director of Marketing for Kimball International. “EverySpace and Ez-

zeri represent a direct correlation to Fast Company’s belief that ‘tomorrow will be a better day than today’. These innovative products help transform workspaces and healthcare environments to fit the ever-changing needs of those that use them, ultimately creating personal connections within those spaces.”

### **About Kimball International**

*[Kimball International](#) is a leading omnichannel commercial furnishings company with deep expertise in the Workplace, Health, and Hospitality markets. We combine our bold entrepreneurial spirit, a history of craftsmanship, and today’s design driven thinking alongside a commitment to our culture of caring and lasting connections with our customers, shareholders, employees, and communities. For over 70 years, our brands have seized opportunities to customize solutions into personalized experiences, turning ordinary spaces into meaningful places. Our family of brands includes [Kimball](#), [National, Etc.](#), [Interwoven](#), [Kimball Hospitality](#), [D’style](#), and [Poppin](#). Kimball International is based in Jasper, Indiana.*

# simply unparalleled

*SitOnIt Seating delivers a broad yet curated  
tables collection with Parallon.*

FULL ARTICLE ON NEXT PAGE



Parallon by SitOnIt Seating

## SITONIT SEATING



**Parallon by SitOnIt Seating**

The return to work has started (even accelerating in recent months). Businesses everywhere are welcoming more and more staff back to the office. As a result, the old familiar workplace is being updated, expanded and enhanced. With this drive to refresh comes new opportunities to rethink and redesign — to look at interior spaces not as individual rooms but as integrated experiences. Because, after all, that's the workday everyone knows. People flow from their office or desk through meeting rooms, break rooms, training rooms, lounge areas and more. That's why SitOnIt Seating set out to create a tables collection for all spaces. They realized that the day changing from hour to hour doesn't mean design should change from space to space.

### **Everything to the Table**

Parallon is a singular collection with a singular look that addresses three distinct applications. It centers on Training, Café and Occasional needs. Each design was developed entirely in-house to make space cohesion effortless — all with some of the quickest turnaround times you can find. There

are 28 tabletop finish options to pair with three different powder-coated base colors. All the ways to mix, match and customize means Parallon gives designers unlimited possibilities and unmatched value.

### **Parallon Training**

In sports and the arts, the saying goes, "play like you practice." Same is true for training. Businesses grow and improve when they invest in leveling up their employees, which makes training rooms some of the most important spaces at work — but not all training rooms are the same.

From stationary to mobile models, Parallon training tables offer a level of flexibility and adaptability that truly sets them apart. The collection, offering the most popular tabletop sizes, can be used to create fixed-top setups or mobile flip-top arrangements well suited for multipurpose areas. The flip-top training tables feature quick-release latches for easy nesting and storage — and the soft-close mechanism is a must-have. When deploying Parallon, the tabletop flips

## SITONIT SEATING

down oh-so gently, keeping fingers safe and rooms quiet. That's right ... no loud clangs. The casters make quick work of organization too. Of course, even after all the tables are out, there's only one surefire way to supercharge learning, and that's with power/data.

Parallon training tables provide multiple ways to connect. Power and data options work as standalone or daisy-chain configurations. On top, there's a tucked-away, easy-to-access outlet you can customize using three-prong outlets and dual USB ports. Additionally, the tables are compatible with a sleek cable management add-on to ensure there's no clutter.

### Parallon Café

While training is essential, everyone needs to break away — even if it's to work. Parallon Café tables offer the perfect solution for the moments when you want to switch it up. These models share the collection's design DNA, featuring two tabletop shapes (round and square), three base heights (29", 36", and 42") and four tabletop sizes (24", 30", 36", and 42"). Bar-height tables are the tallest relatives in the family and pair well with multipurpose stools from SitOnIt Seating, creating a style that's even more seamless. But what if all you need is a quick take-five?

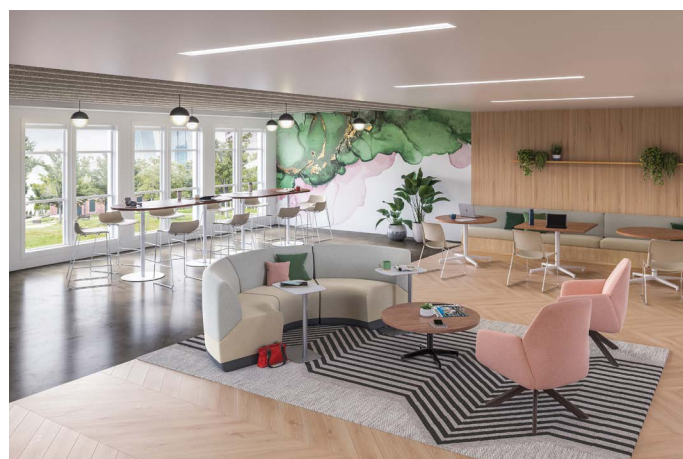
### Parallon Occasional

A real cohesive collection requires connecting separate spaces with design that's consistent (and continuous). Parallon Occasional tables are perfect for smaller in-between areas or places that need to carry the design DNA. These could be lounge areas, maybe a place for welcoming and waiting — even a quiet corner of the office for an impromptu

tu one-on-one. If Parallon Café tables are the big kid in the family, think of Parallon Occasional as the little cousin that goes with the flow and is just fun to have around. Just like Café, options include two tabletop shapes, two base heights — including mini-16" and -20" versions — and four tabletop sizes in all the same measurements. Of course, this model really stands out when paired with any of the most comfortable and well-designed lounge seating from SitOnIt Seating.

### One Place for All Your Spaces

Many experts in the industry know about SitOnIt Seating. They're a leading manufacturer of commercial solutions in the U.S. — and #1 in task. From tables and lounge to screens and more, they've been the go-to destination for comprehensive, build-to-order solutions for almost 25 years. They combine award-winning design with some of the fastest lead times around. Their collections help turn product innovation into your space inspiration. What it all means is they can build almost any specification you want, deliver it when you need it, and offer a level of value no one can match. It's all part of their indie California spirit, and the all-new Parallon collection of tables carries this commitment forward.



**COVER STORY:  
BOS GIVES BACK**



# BOS GIVES BACK

## FIRST ANNUAL INDOOR CHARITY GOLF CLASSIC

*The story of BOS began 75 years ago, when it became the first Haworth dealer in the world. Back then, it was just a small family-owned corporation with big dreams. Nowadays, many of those dreams have been realized and BOS is owned by its employees through an impressive employee stock ownership plan. This speaks to their commitment to community and building lasting professional relationships on all levels. It's incredible to see how far the company has come from its humble beginnings and one can only imagine what wonders await as BOS continues to forge new paths to success.*

BOS continues to remain true to its roots while staying ahead of the curve with innovative offerings that set them apart from the competition. In addition to their focus on business growth, they also look for ways to give back to the community whenever possible.

In October, BOS partnered with the **Make a Wish Foundation Illinois** to host their first annual **Indoor Charity Golf Classic**. This original event is a fresh take on the charity golf tournament concept and was held inside at the BOS Chicago facility. The course consisted of nine unique mini golf holes, each with a different theme as well as a "Chipping Challenge" and a "Longest Drive Challenge".





**COVER STORY:  
BOS GIVES BACK**

The event also included support from over 30 industry sponsors that contributed on several levels including the sponsoring of special attractions like the beer cart and photobooth.

*“Originally planned for April 2020, this event was postponed by the pandemic. We were so excited to finally be able to gather in person for such a great cause. The partnership with our sponsors, generosity of those who attended and collective impact we were able to make to families in need through the Make-A-Wish organization truly made this a special evening. We are grateful to the many individuals and companies who made this happen and are thrilled to have such a strong foundation on which to build an annual event that will benefit our community for decades to come.”*

- George Pfeiffer, CEO, BOS Holdings

The event was attended by over 100 mini golfers and raised over \$10,000 for the Make a Wish Foundation Illinois.

*“We were thrilled to be part of BOS’ Inaugural Indoor Charity Golf Classic. Bringing a wish child to this fun event allowed us to bring the mission to life through sharing about the impact of a wish. The generosity of BOS and all of the attendees of the event was incredibly inspiring. The funds raised will stay local to help grant another wish to a child battling a critical illness here in Illinois. We can’t say thank you enough!”*

- Brad Talbot, Corporate Gift Officer, Make-A-Wish® Illinois

With the excitement still high coming off this year’s event, the BOS team is already making plans for next year’s event! Stay tuned for more information on how to get involved with this event in 2023.





*Cove Lounge Chairs by Stylex (Photos by DIFFA)*

# Stylex

## A COMMITMENT TO THE COMMUNITY

Commercial furnishings expert [Stylex](#), provided furniture to [DIFFA by Design 2022](#), in support of their mission to grant funds to organizations providing treatment, education, and assistance for people impacted by HIV/AIDS, homelessness, hunger, and mental health issues.

### ABOUT DIFFA

DIFFA: Design Industries Foundation Fighting AIDS grants funds to organizations providing treatment, education, and assistance for people impacted by HIV/AIDS, homelessness, hunger, and mental health issues.

For four decades, DIFFA has created legendary programs and events that highlight a cause that has significantly impacted the industry. As times change and we face a new set of challenges, DIFFA answers the community's needs by expanding our mission to include funding for those with food and housing insecurities and to support mental wellbeing.

Harnessing the design industry's resources and creativity to respond to critical health issues and build a healthier, robust, and inclusive community. Making a DIFFArence!

DIFFA is one of the largest funders of HIV/AIDS service and education programs in the United States. Mobilizing the immense resources and creativity of the design community, DIFFA has granted more than \$50 million to hundreds of HIV/AIDS organizations nationwide. Including Alpha Workshops, Gay Men's Health Crisis, Housing Works, God's Love We Deliver, Bailey House, SAGE, Health, Hetrick-Martin Institute, Callen-Lorde Community Health Center, among many others.

[www.diffa.org](http://www.diffa.org).

**GIVING BACK:  
ROOM & BOARD  
BUSINESS INTERIORS**



# GIVING BACK

## WITH ROOM & BOARD BUSINESS INTERIORS

Originally partnering with the [USDA Forest Service](#) in 2018 to reclaim lumber from Baltimore row homes, [Room & Board Business Interiors' Urban Wood Project](#) has created strong partnerships with local mills and woodworkers in numerous cities.

One product from the Urban Wood Project, the [Prospect Coffee Table](#), is giving new life to ash trees in MN removed due to the Emerald Ash Borer infestation. Dried by non-profit partner and Minneapolis native, [Wood](#)

[From the Hood](#), the one-of-a-kind table brings sustainability to the center of any commercial space.

In addition to the exceptional program, Room & Board Business Interiors staff supported The Nature Conservancy by planting trees in Fridley, Minnesota where damaged trees had been removed. The company continues to expand similar philanthropic efforts across other sites and regions.

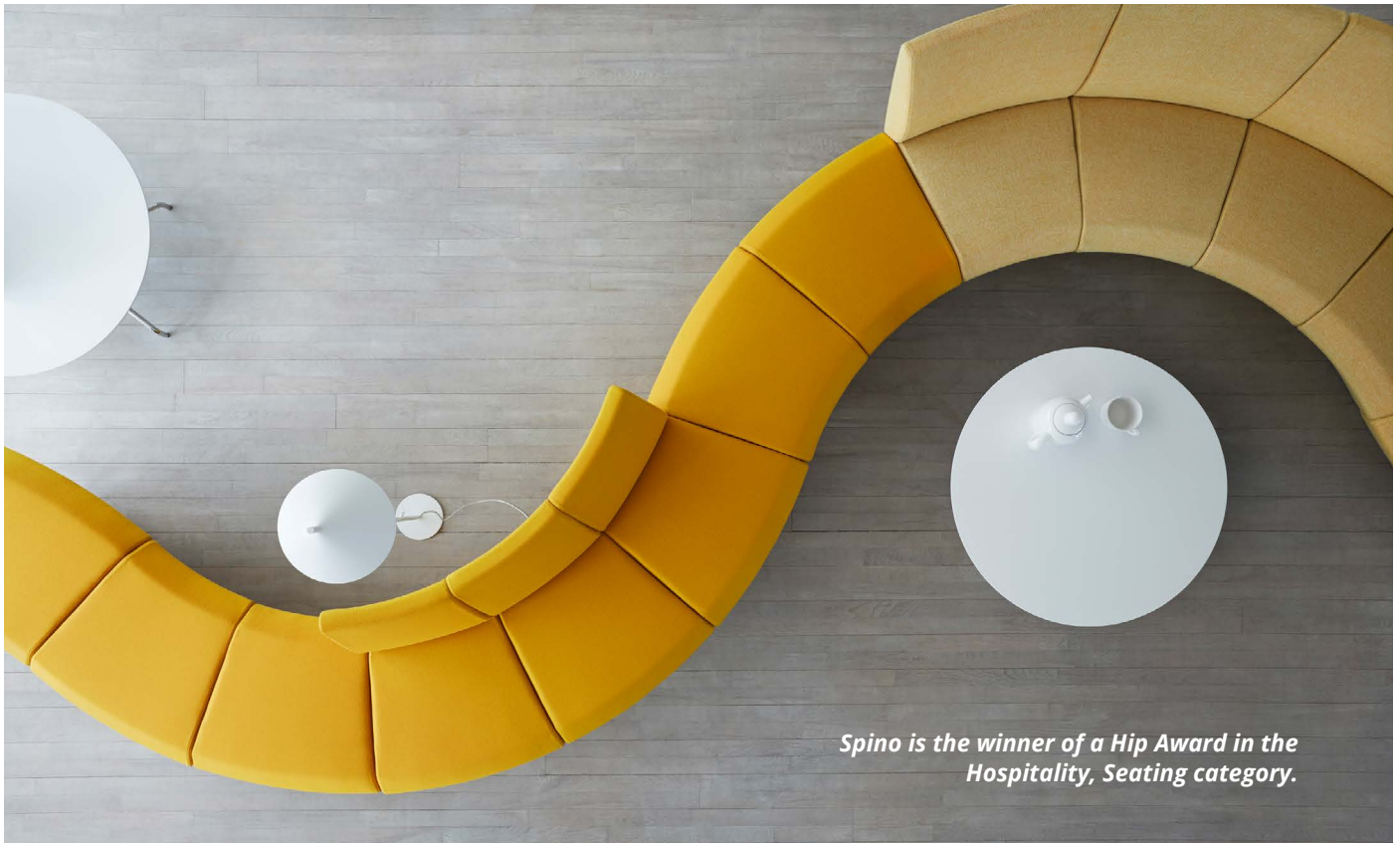
**GIVING BACK:  
ROOM & BOARD  
BUSINESS INTERIORS**



*Urban Wood Project by Room & Board (Photo Credit: Room & Board)*



*Staff members from our Central Office at the TNC tree planting. (Photo Credit: Room & Board) Additional sustainability information [here](#).*



*Spino is the winner of a Hip Award in the Hospitality, Seating category.*

# SCANDINAVIAN SPACES OFFERS SPINO

## The modular sofa system that is fluid in form and artful in function

Edginess with a modern flair, the slender curved angles of Spino effortlessly balance comfort and sophistication. The range of configurations paired with the style of the sofa system is what makes it so remarkable. Creating a work of art, furniture designer Stefan Borselius has mastered his craft with Spino. The system can graciously undulate across a hotel lobby with wide soft turns to become the backbone of a room. Spino also adheres to the challenges of compact spaces, with narrow corners and individual modules. Or, completely transform Spino to better suit the mod waiting room by lining the modules up straight.

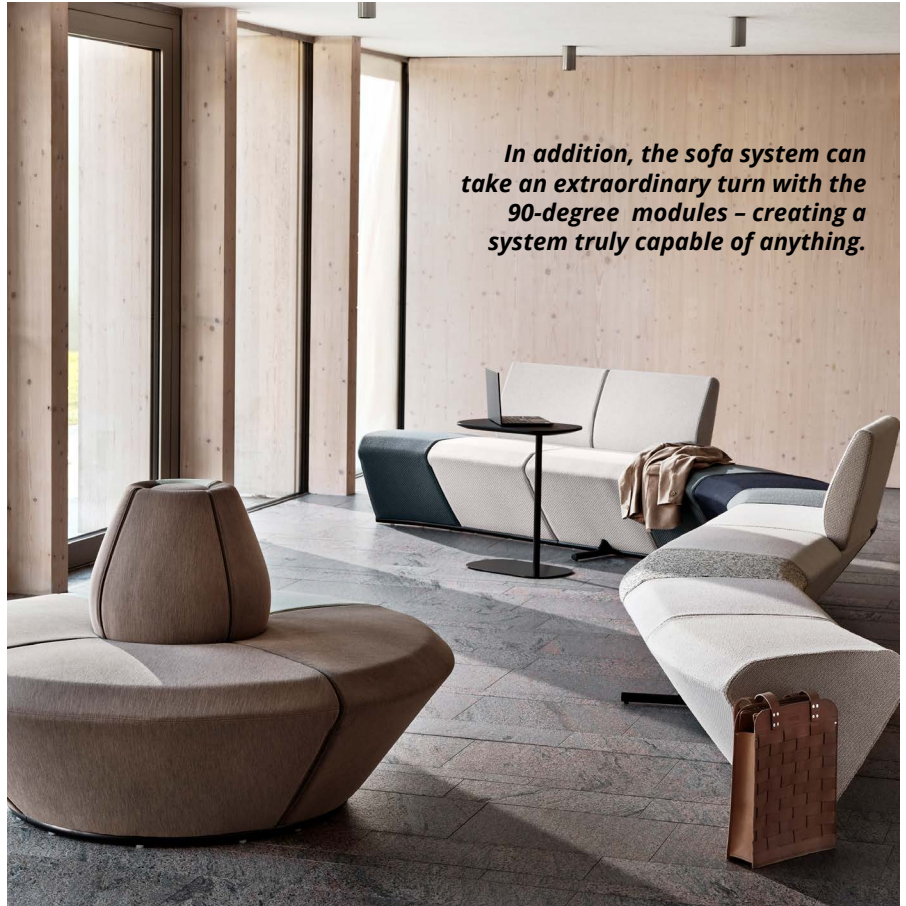
In addition, the sofa system can take an extraordinary turn with the 90-degree modules – creating a system truly capable of anything. The slimmer curve equates to new possibilities for multidirectional seating solutions. Back-to-back. Eye to eye. Circle Spino all the way around. Stand alone, group together, wind across a room and back again. What makes Spino so unique? It allows you to design uniquely. Spino is the winner of a Hip Award in the Hospitality, Seating category.

## SCANDINAVIAN SPACES

### About the Company:

*Scandinavian Spaces offers cutting-edge furniture and interior solutions for the modern-day work environment. With a foundation rooted in Nordic design, the brand has stayed true to its core values – COLOR. DESIGN. LIFE. Dedicated to balancing aesthetics with functionality, Scandinavian Spaces delivers unique products that embrace individual wellness for the contract market - making great design accessible to like-minded creatives.*

*Please visit [scandinavianspaces.com](https://scandinavianspaces.com) for more information.*



## CROSSVILLE RECOGNIZED BY INTERNATIONAL LIVING FUTURE INSTITUTE

We're proud to announce that three of our tile collections have earned the prestigious Living Product Challenge Petal Certification, with 14 of 20 imperatives achieved in the seven categories.

**The Living Product Challenge** is a recognition program of the International Living Future Institute and is one of the world's most advanced product sustainability standards. The framework encourages manufacturers to create products that are healthy and inspiring, and give more than they take across their life cycles.

The Living Product Challenge is organized into seven performance areas, known as Petals, with each area consisting of detailed requirements. Our **Retro Active 2.0**, **Shades 2.0**, and **Color Blox 2.0** collections achieved full petals in the following:

- **Water Petal** – 2/2 for meeting requirements that included net positive for water
- **Beauty Petal** – 2/2 for meeting requirements that included beauty and spirit, inspiration and education, and positive handprinting
- **Health Petal** – 3/3 for meeting requirements that included red list, transparent material health, and human thriving

Using the Living Product Challenge framework, consumers can choose products that are healthy and free of toxins, know that manufacturers are socially responsible and respect the rights of workers, and are net positive to benefit both people and the environment. Manufacturers are choosing to certify their products as part of a commitment to a healthy world by following the highest standards of non-toxic, responsible material selection and processing.





# Getting to Know CFC Group

*Based in Atlanta, Georgia CFC Group occupies 8,300 square feet of showroom and office space. The CFC Group represents a full range of furniture solutions for corporate, healthcare, hospitality, GSA, and State of Georgia and Alabama contracts with coverage in the states of Georgia, Alabama, and the Florida Panhandle. They believe in bringing to market, office furnishings that are recognized for their functional and aesthetic value. They pride themselves on working closely with manufacturers that share our vision of responsiveness, excellent customer service, and a continuing commitment to our dealer distribution network.*

[cfcgroupinc.com](http://cfcgroupinc.com)

**Q: Tell us a little bit about how your rep group got started?**

**A:** My dad and I started the CFC Group in 1999. He was a furniture dealer principal my whole life and had the opportunity to take an early retirement from the company that he built his career with. He wasn't ready to stop working altogether, still relatively young, and knew that he wanted to continue in the industry. He decided to become a manufacturer rep. He introduced me to the contract furniture world and taught me everything I know. We first worked out of his basement and had a ton of fun along the way. As our business grew Todd my husband came on board, he was instrumental in helping the CFC Group get to the next level.

**Q: How has the company changed over the years? How hasn't it?**

**A:** Our business is continually evolving, we learned a lot during Covid and implemented new ways to educate and reach out to our clients, technology has played a big role in this. Check out our reels and posts @cfcgroup\_scoop on Instagram. What hasn't changed is the importance of having a showroom and being a valued resource to our dealers and designers.



**REP FEATURE:  
CFC GROUP**

**Q: What do you think is the secret to your rep groups longevity and success?**

**A:** Our secret to longevity and success are the relationships with our clients, as well as partnering with manufacturers that share our vision of responsiveness, excellent customer service, and a continuing commitment to our dealer distribution network. We also work hard to bring young people into our organization so our manufacturers can rely on us now and in the future.

**Q: What makes you most excited about working in the contract and hospitality industry?**

**A:** I like to listen to what a client is trying to achieve and be a part of implementing their vision, seeing it come to life is so rewarding.

**Q: How do you think your group will evolve over the next 5-10 years?**

**A:** Technology is going to be a big driver in how we evolve over the next decade. One example, we are now working towards generating all our quotes using CET. This will enable us to respond faster, provide renderings, and an overall more professional image.

**Q: If you could use just one word to describe your rep group, what would it be?**

**A:** Consistent...consistency builds credibility

c f c g r o u p

# KEEPING CONNECTED

With the challenges that 2020 and 2021 brought, it is more important than ever to "Keep Connected" to our clients, friends and colleagues. We have been simply inspired by all of the innovative ways our Rep Group friends have found to do just that! The pandemic hasn't slowed them down one bit, and relationships are still at the center of their strategy.

In the "Keeping Connected" section of Delve Magazine, we will highlight inspirational snapshots of what our Rep Group partners are up to, and how they are finding innovative ways to stay connected to their clients.

We hope you enjoy this new feature, and are inspired as much as we are!



## Pickleball Tournament

The first annual Pickleball Tournament was a success! Thanks to everyone who participated and congrats to the winners.... Dan and Grace! See you all next year! Hosted by [Carrot Rep Group](#), [Shaw Contract](#) and [Luck Rep Group](#).

See all the pics [HERE](#).

## Contract Source Group

Contract Source Group hosted their first annual Michigan Contract Furniture Industry Cornhole Championship and Showroom Event/Party on Thursday, September 29th, at their newly expanded showroom in Lake Orion: 140 Engelwood Drive Suite B, Lake Orion, MI 48359

The Cornhole Tournament was a culmination of the 2022 Roadshows. Fourteen of the competing teams were chosen during a roadshow event held at their dealership during the Spring and Summer. There were also a few "Wild Card" spots available so any firm that didn't host a Summer event was still able to participate. The weather was wonderful and with the great food and beverages, they had an awesome turnout. All are looking forward to improving on the theme and doing it again next year!

[Contract Source Group](#)



## Contract Source Group (cont)



## Inside Evolutions

(Left)

Blair Wautlet, from Inside Evolutions, showcasing the latest new products from her high design, high value product lines direct from Neocon 2022 with RDLR Architects.

[insideevolutions.com](https://insideevolutions.com)

**delve**<sup>MRL</sup>  
NOV 2022V32

Published by  
**MYRESOURCELIBRARY.COM**