

# THE DOWNLOAD

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## calendar BIFMA EVENTS

The Business and Institutional Furniture Manufacturers Association (BIFMA) International had scheduled the following list of meetings and events as of press time. Additional events will be posted to the BIFMA website on the Internet at [www.bifma.org](http://www.bifma.org).

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**June 11, 2008, 7:15 am - 9:00 am**  
BIFMA International's Annual Meeting during NeoCon Merchandise Mart Sauganash Ballroom Chicago, Illinois

**September 23, 2008**  
11:00 am - 4:00 pm  
Statistical Information Committee Meeting, BIFMA Headquarters Grand Rapids, Michigan

**October 8, 2008, 9:00 am - 5 pm**  
Engineering Committee Meeting 4 Points Chicago Sheraton O'Hare Rosemount, Illinois

**October 9, 2008, 9:00 - 5 pm**  
Educational Furniture Meeting 4 Points Chicago Sheraton O'Hare Rosemount, Illinois

**January 29-30, 2009**  
BIFMA Leadership Conference Las Vegas, Nevada

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BIFMA International extends a warm welcome to its newest members:

**Regular Members:**  
• Agati, Inc. - Chicago, IL

**International Members**  
• Eurofins Product Testing A/S - Galten, Denmark

## Annual Meeting Speaker On Surviving Market Turmoil

Mitch Stapley, Chief Fixed Income Officer at Fifth Third Securities in Grand Rapids, MI will address BIFMA members at the Annual Membership Meeting in Chicago on Wednesday morning, June 11, 2008 in the Sauganash Ballroom of the Holiday Inn Mart Plaza. Mr. Stapley will provide an economic outlook for the furniture industry.

He received his BA degree in Economics and Political Science with honors from Albion College in 1981 and was awarded the Chartered Financial Analyst (CFA) designation in 1994 from the Association for Investment Management and Research.

In a recent appearance, the Fifth Third executive predicted an end to the credit crisis. While he calls it "the worst credit crisis we've ever

seen", he does see an end that could come soon enough to avert a recession or, at least, assure that any national recession is short-lived. "Markets are healing," he said. "Clearly, I think we're probably in the sixth or seventh inning of this thing, and that's good news for financial markets."

He expects a "commodities bubble" to

burst some time in the next six months, leading to potentially lower prices on items such as fuel. He believes market prices and trading volumes for some commodities have risen to levels that far exceed demand for products around the world. Still, he advises investors to make sure alternative investments such as gold, real estate investment trusts and commodities are part of their portfolio.

According to Stapley, consumer spending will continue to be the key to the country's overall health since U.S. spending represents a huge portion of global economic growth. As for the stock market in the year ahead, Stapley expects modest growth of 4 to 7 percent.

At BIFMA's Annual Meeting, a breakfast buffet will

be served from 7:15 until 7:45 a.m., and the formal business meeting will begin promptly at 7:45 a.m and adjourn by 9:00 a.m.

True, Inc., formerly InterfaceFABRIC, is pleased to sponsor the speaker at this year's annual meeting.



*Mitch Stapley*

# Election of New Directors Announced

BIFMA International is pleased to announce the election of a new president and five new directors. All were recently elected to their positions at the BIFMA Board of Directors meeting in Chicago on May 13, 2008.

Rebecca Boenigk, Chairman and CEO of Neutral Posture, will succeed Brian Walker as BIFMA's next president. Rebecca has over eighteen years of experience in research, development, design and the manufacturing of ergonomic seating with expertise in the areas of finance, strategic planning, HR, operations, growth and diversity. Neutral Posture is an international company with numerous award-winning patented products and is the only certified Women's Business Enterprise in seating.

Five board seats were filled due to resignation or term limits. Individuals filling the seats vacated by Danny Davis, Julio Hirschfeld, Chris Woodard, Kass Bradley and David Feldberg are Anne Bernhardt, Bernhardt Design; Peter Brunelle, Inscape Corporation; Hank Menke, OFS Brands; Joel Feldberg, The Global Group; and Lynn M. Utter, Knoll, Inc.

Anne Harper Bernhardt was born in Washington, D.C. and raised in Hickory, North Carolina before moving to Lenoir, North Carolina after her marriage. Anne came to work at Bernhardt in 1983 and has been with Bernhardt Design as President since that time. She and her husband, Alex, have three children and five grandchildren. Anne had previously served on the BIFMA board from 1990 to 1996.

Peter Brunelle, was appointed President and CEO of Inscape Corporation in February 2005 and, prior to this, spent 8 years with Herman Miller in various leadership roles. Career life before the contract office furniture industry included a number of executive positions with various organizations in the luxury brand, wholesale distribution and leasing industries. Peter began his career with KPMG in Toronto where he now resides with his family.

Hank Menke is President & CEO of OFS. Headquartered in southern Indiana, OFS manufactures quality wood casegoods, seating and conference products for the contract office furniture market. He is a stockholder and President of the Board of Directors of the company. Hank began his



*Rebecca Boenigk*



*Anne Bernhardt*



*Peter Brunelle*



*Hank Menke*



*Lynn Utter*



*Joel Feldberg*

professional experience in the office furniture industry at Thomasville Furniture.

Lynn Utter was appointed President and COO of Knoll, North America in 2008. Before joining Knoll Lynn served as Chief Strategy Officer for Coors Brewing Company and earlier in her career, Lynn spent six years with Frito-Lay where she held a variety of leadership positions in sales and distribution. Lynn earned her bachelor's degree in business administration in 1984 from the University of Texas at Austin and received her MBA from Stanford University in 1986. Lynn and her husband, Ward, are in the process of relocating to Pennsylvania with their two children.

Joel Feldberg is the current President and Chief Operating Officer of The Global Group. He has been serving in this capacity since May, 2006. Previously, he served as Executive Vice-President, Product Development and Emerging Markets with responsibilities that spanned several areas within the company. Joel has been with The Global Group for over 6 years and has a Bachelor of Laws degree from Osgoode Hall and is a member of the Canadian and Ontario Bar Associations.

Dan Tuohy was re-elected to a second term as a director and will assume the role of BIFMA's Treasurer. BIFMA welcomes all of the new and returning board members!

## New Industry Forecast - May 2008

The most recent industry forecast report was released on May 16, 2008. The econometric forecast model was developed and is maintained by Global Insight on behalf of BIFMA and is revised quarterly. The current projections are:

<u>U.S. Market Consumption</u>		<u>U.S. Production</u>	
<b>2008:</b> \$12.5 billion	-7.0% change	\$10.6 billion	-6.8% change
<b>2009:</b> \$11.8 billion	-5.1% change	\$10.0 billion	-6.3% change

The model uses several industry variables, or drivers, to make its projections. Some of the major ones that impact the model most are the existing stock of nonresidential buildings, new investment in commercial office buildings, corporate profits, and service sector employment. Weakening in these variables along with those of the U.S. macro-economy in general, have resulted in a downward revision from the previous forecast.

# Sustainability Standard Coming Soon!

Following two years of development work on drafting the sustainability assessment standard for business and institutional furniture, a BIFMA Association ballot and comment period was recently conducted. Concurrently, a broader stakeholder review and comment period was also held. The three-month ballot period closed during the first quarter of 2008 and garnered almost 200 specific comments from the 27 association ballots cast. The initial association ballot results were 23 affirmative, 3 opposed, and 1 abstention.

From February until April, the sustainability assessment standard stakeholder group worked to address the comments submitted and made several modifications to the standard as a result of this input. Each individual that cast a ballot and/or submitted a comment received a summary of all comments submitted and a copy of the latest version of the standard reflecting all changes. Balloters were asked to determine if the resulting changes

were cause for them to change their vote from that initially cast. As a result of this "re-ballot" exercise, one of the negative votes has elected to change to an affirmative. Association ballot results now stand at 24 affirmative, 2 opposed and 1 abstention.

Minor refinements to the standard continue to be incorporated, all consistent with input from the ballot and comment period. It is expected that the standard will be released to the formal American National Standards Institute (ANSI) consensus vote in June. Concurrently, a 45-day open public comment period will also be initiated that provides an opportunity for any affected party to provide input on the standard. BIFMA, in cooperation with NSF and all the other stakeholders have utilized a very open process throughout the development of this sustainability standard. Though laborious at times, we believe the process has resulted in a credible, multi-faceted model of sustainable product evaluation that can easily be adapted to other industries.



May 8, 2008 - Sustainability Assessment Standard stakeholders zero in on the final pieces of an ANSI standard for business and institutional furniture at the Joint Committee meeting in Ann Arbor, MI.

# InterfaceFABRIC Announces Renaming

InterfaceFABRIC, commercial contract manufacturer of interior fabrics announced recently it has changed its name to True, Inc. True is a leading provider of fabrics for the office, healthcare, hospitality, institutional, congregational and automotive markets.

The renaming completes the company's ownership transition since Sun Capital Partners, Inc., a private equity firm, purchased it from Interface, Inc., in mid-2007.

"Our corporate mission and core values will remain unchanged," said Rob Harper, Senior VP Sales & Marketing of True, Inc. "True is committed to delivering the quality, innovative and sustainable products and business

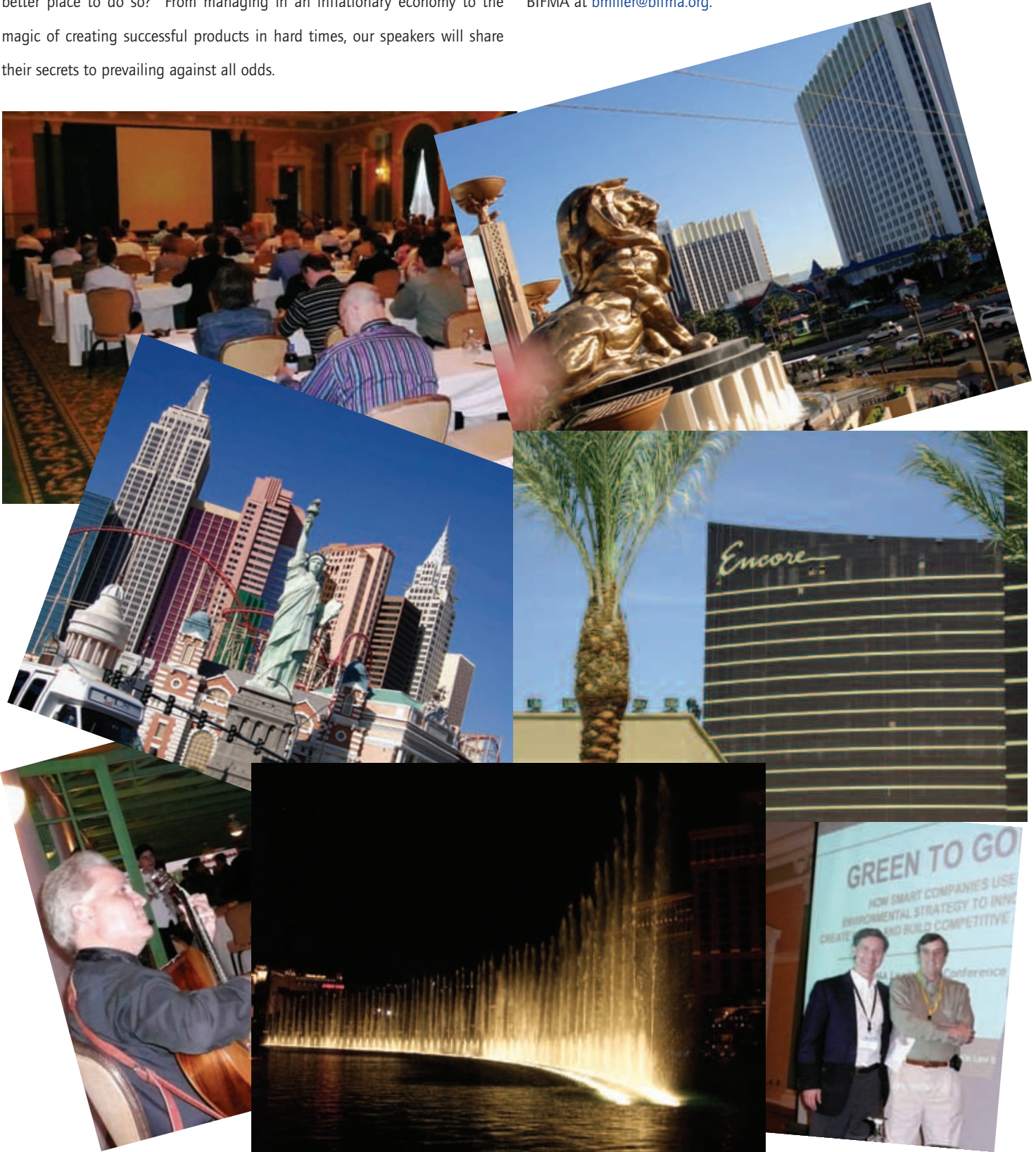
practices our customers have come to expect. As a stand-alone company, though, we are able to be more nimble and responsive, and offer complete transparency to all of our stakeholders. 'True' represents who we are and how we go to market."



# Leadership Conference Going To Vegas

The BIFMA Leadership Conference will be held on January 29-30, 2009 in Las Vegas. Mark your calendars now for a memorable time in this town that rose from the desert to capture the imagination of dreamers everywhere. This year's program will focus on financial matters, and what better place to do so? From managing in an inflationary economy to the magic of creating successful products in hard times, our speakers will share their secrets to prevailing against all odds.

Opportunities to sponsor speakers, receptions, dinners, and golf abound. Get in on the action. Contact BIFMA with sponsorship proposals today and help lead the industry through the desert to tomorrow's prosperity. Join the conference organizing committee by calling 616-285-3963 or writing BIFMA at [bmiller@bifma.org](mailto:bmiller@bifma.org).



# “LEED 2009” Focuses on Energy, Carbon Performance of Buildings, Regional Buys

On May 19, 2008, the U.S. Green Building Council (USGBC) opened the first public comment period on LEED 2009, the next evolution of the LEED green building certification system. LEED 2009 represents a reorganization of the existing LEED rating systems for commercial buildings, combined with a series of major technical advancements focused on improving energy efficiency, reducing carbon emissions, and addressing other environmental and human health outcomes.

"Continuing to seek the right balance between technical advancement and market transformation was a driving force behind the LEED 2009 work," explained Scot Horst, Chairman of the volunteer LEED Steering Committee, which leads the technical development of the LEED rating system. "The 'big ideas' we've proposed include transparent weightings of LEED credits so the highest-priority credits achieve the most points, a new mechanism for incorporating bioregional credits, and a more nimble framework that supports rapid response to emerging environmental and human health issues."

The LEED Green Building Rating System was developed by USGBC to drive market transformation in the building industry by defining a consensus metric for leadership in green building that forms a basis for continuous improvement. The evolution of LEED is based on technical,

scientific and market-based advancements.

"When it was introduced in 2000, the LEED Green Building Rating System helped to spark a revolution that is changing the way we build and operate our offices, schools, hospitals and homes," said Rick Fedrizzi, President, CEO & Founding Chair, USGBC. "LEED 2009 resets the bar for green building leadership because the urgency of our mission has challenged the industry to move faster and reach further."



LEED 2009 is the product of thousands of hours of volunteer time and the deep expertise generously given by representatives from every corner of the building industry who serve on the USGBC member committees and oversee the development of LEED. LEED 2009, coupled with an expanded third-party certification program and significant enhancements to LEED Online, make up a multi-faceted initiative referred to as LEED Version 3.0.

Detailed information about specific proposed technical changes to the rating system can be found in the number of background documents that accompany the public comment forms on USGBC's Web site at <http://www.usgbc.org/DisplayPage.aspx?CMSPageID=1849>. The public comment period is a critical part of the consensus process by which LEED is developed and will be open for 30 days, from May 19 through June 22, 2008.

## Embracing a Green Future

Sustainable business strategies have proven to increase manufacturing competitiveness by helping to reduce costs, and increase efficiency and market share. In a growing recognition of this powerful business case, OEMs are looking for increasing evidence of sustainability in their products and supply chains.

This June, The Right Place, Inc./MMTC-West is offering an intensive event that will provide manufacturers with the specific, practical tools and strategies to help them achieve successes like these:

- A 50% reduction in energy costs - Rapid-Line, Inc.
- A 10% reduction in operating costs - H&L Advantage
- A 16-million-gallon reduction in water use, saving more than \$30,000 each year - Metalworks
- A 35% reduction in metal scrap-Whirlpool, Corp.

Conference sessions will give you the practical advice you need to

implement sustainable strategies throughout your company, including environmental management systems, product design, operations, purchasing, marketing and more.

On day two, take a deeper dive by attending one of the intensive, half-day workshops. Learn more about the new BIFMA Sustainability Assessment Standard, green and lean manufacturing practices, and innovation in sustainable design.

Also featuring keynote presentations by:

- Brian Walker, President/CEO, Herman Miller, Inc.
- Dan Radomski, VP Industry Services, NextEnergy
- Fred Keller, Chairman and CEO, Cascade Engineering

"Embracing a Green Future - a conference for manufacturers" will be held on June 24 & 25, 2008 at the GVSU Eberhard Center in Grand Rapids, MI. Visit [www.rightplace.org/greenconference](http://www.rightplace.org/greenconference) to register.

# International Fire Code Hearing

BIFMA and the American Home Furnishings Alliance (AHFA) recently partnered with other organizations such as the Building Owners and Managers Association (BOMA) and American Institute of Architects (AIA) to provide testimony on proposals for the 2009 edition of the International Fire Code (IFC). This code regulates and controls all aspects of fire safety within building occupancies and is often adopted by local and state governments.

The International Fire Code (IFC) proposals of particular interest to BIFMA during the February 26-28 hearings in Palm Springs, CA focused on upholstered furniture used in buildings and could have significantly affected the construction of that furniture. The proposals were directed at requiring new furniture to pass stringent fire tests (Example: TB-133) for use in all occupancies.

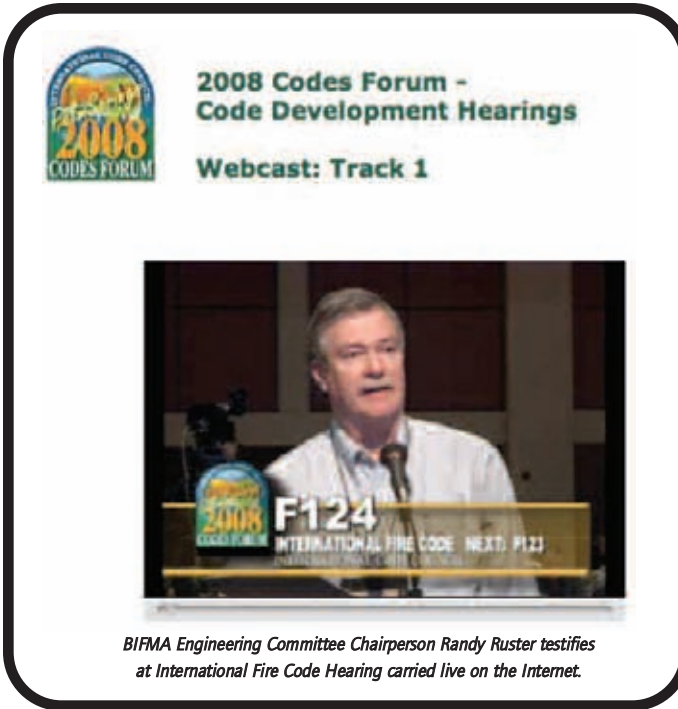
The IFC already requires an elevated level of fire protection for upholstered furniture used in certain public, high-risk occupancies, but only in cases where sprinkler systems are not

present. The proposed changes called for the same elevated level of fire protection for upholstered furniture used in all occupancies, whether sprinkled or not.

The team effort, consisting of representatives from BIFMA, Haworth, Herman Miller, Steelcase, AHFA and others required testimony before a code proposal review panel and was successful. The IFC code revision review panel

disapproved the code proposals that could have dramatically increased the use of fire retardant chemicals and barriers, increased overall costs, limited customer options and done relatively little to protect human life and capital investment. We continue to believe that the issue of fire safety is most effectively addressed at the ignition source and with sprinkling systems.

BIFMA thanks all who participated in this collaborative effort and is grateful for the opportunity to provide testimony to the IFC proposal review panel that assisted them in reaching the appropriate decision.



# Postal Service Celebrates Modern Design

The U.S. Postal Service is teaming up with Herman Miller, Inc. and Chicago's Merchandise Mart for a special unveiling of new Charles and Ray Eames stamps. A special unveiling of a 40" x 40" enlargement of the 16 stamp pane will take place on Monday, June 9 at 4 p.m. during the NeoCon World's Trade Fair in the Merchandise Mart at the Herman Miller Showroom.

With these 16 stamps, the Postal Service honors the creativity and vision of designers Charles and Ray Eames. Perhaps best known for their furniture, the designers used new materials and technology to create high-quality products that addressed everyday problems and popularized modern design, including the molded plywood chair. Their extraordinary body of creative work, reflecting the nation's youthful and inventive outlook after World War II, also included architecture, films and exhibits. Grandson Eames Demetrios will be on-hand to share memories of his talented and creative grandparents.

The objects that appear on the stamps were selected from among hundred of items created by the talented and dynamic duo. The NeoCon

special stamp unveiling will precede the official dedication at the Eames Office in Santa Monica, CA, on June 17, on what would have been Charles' 101st birthday.



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# True Identity.

Introducing True, Inc., formerly known as InterfaceFABRIC.

Since we are no longer part of Interface<sup>®</sup>, we're starting to be recognized for things that might surprise you, like our newfound nimbleness and responsiveness. That's in addition to everything else you've come to expect from us. Sound too good to be, well, True? See for yourself at Neocon 2008, Space 1033A.

The Download is published quarterly by BIFMA International to provide a brief update of association activities.

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Chris Richard, True, Inc.

Chuck Saylor, izzydesign

Paul Simons, The Mayline Group

Lynn Utter, Knoll, Inc.

Brian Walker, Herman Miller Inc.

# CALENDAR

## of industry events

Updated regularly on BIFMA's Internet Site: [www.bifma.org](http://www.bifma.org)

June 9-11, 2008 – 40th Annual NeoCon® World's Trade Fair - Chicago, IL; Contact: Merchandise Mart Properties, Inc.; Telephone: 800-643-6074 or 312-527-7300; [www.merchandisemart.com](http://www.merchandisemart.com) (click on NeoCon)

June 11, 2008, BIFMA International's Annual Meeting - Chicago, IL; Telephone: 616-285-3963; Fax: 616-285-3765; Email: [email@bifma.org](mailto:email@bifma.org); [www.bifma.org](http://www.bifma.org)

June 22-24, 2008 – 5th Annual Greening the Heartland Conference – St. Louis, MO; <http://www.greeningtheheartland.org>; General Info: 866-933-4GRN or 314-621-2033

July 9-11, 2008 - ISOT 2008 - Tokyo, Japan; <http://web.reedexpo.co.jp/isot>

July 16-19, 2008 - San Francisco Furniture Market, Summer Market 2008 - San Francisco, California; <http://www.sfmart.com>

August 20-23, 2008 - International Woodworking Machinery & Furniture Supply Fair®-USA; Georgia World Congress Center, Atlanta, <http://www.iwfatlanta.com>

August 20-21, 2008 - NeoCon Xpress – The Los Angeles Convention Center, Los Angeles, CA; <http://www.mmart.com/neoconxpress/>

September 17-18, 2008 – Office Furniture Distribution Seminar – Annual Meeting; Amway Plaza Hotel, Grand Rapids, MI, <http://www.theofda.org>

September 22-26, 2008 - Human Factors and Ergonomics Society 52nd Annual Meeting – New York, NY; <http://www.hfes.org/web/HFESMeetings/meetings.html>

September 25-26, 2008 - IIDEX/NeoCon Canada 2008; [www.iidexneocon.com](http://www.iidexneocon.com), The Direct Energy Centre, Toronto, ON Canada

September 28-30, 2008 - HPVA 2008 Fall Conference; Omni Severin Hotel Indianapolis, IN; <http://www.hpva.org>, 703-435-2900

October 2-3, 2008 – 2nd Annual NeoCon Xpress; Los Angeles Convention Center, Los Angeles, CA; [www.merchandisemart.com](http://www.merchandisemart.com); 800-677-6278

October 4-7, 2008 – India International Trade Centre (IITC-INDIA) Exhibition on Global Furniture & Interiors Expo 2008; [iitcindiaevents1@mtnl.net.in](mailto:iitcindiaevents1@mtnl.net.in); +91-9820337228

October 15-17, 2008 - World Workplace 2008 Conference & Expo – Dallas, Texas, USA; Contact: [IFMA.org; www.worldworkplace.org](http://www.worldworkplace.org)

October 15-18, 2008 – ZOW 2008 - Milano – Italy  
39 02 8699 5712 Fax: 39 02 8699 5112, <http://www.zow.it>, [info@zow.it](mailto:info@zow.it)

October 20-26, 2008 - Fall International Home Furnishings Market - High Point, NC; <http://www.ihfc.com>; 336-888-3700

October 21-25, 2008 – ORGATEC 2008 – Cologne, Germany (biannual); Veronica Woods – [v.woods@kolnmessenaftha.com](mailto:v.woods@kolnmessenaftha.com), + 1 773-326-9922; <http://www.orgatec.com>

October 29-30, 2008 - NeoCon East – Baltimore Convention Center; 677-6278; <http://www.merchandisemart.com/neoconeast/overview.html>

November 12-15, 2008 - OFDA Dealer Strategies Conference & Expo - New Orleans, LA; Internet: <http://www.ofdanet.org>

November 19-21, 2008 - Greenbuild International Conference & Expo – in Boston, MA; <http://www.greenbuildexpo.org>