



THE NORTH CAROLINA FURNITURE INSTITUTE IS AN ASSOCIATION OF NORTH CAROLINA FURNITURE MANUFACTURERS, SUPPLIERS, RETAILERS, DESIGNERS, BUSINESSES, ORGANIZATIONS, INDIVIDUALS AND EDUCATORS WHOSE MISSION IS TO SUSTAIN AND GROW FURNITURE PRODUCTION AND SALES IN NORTH CAROLINA. WE FULFILL OUR MISSION BY MEETING, SHARING KNOWLEDGE, DISCUSSING IDEAS AND IMPLEMENTING STRATEGIES.

January 2017

Dear Potential North Carolina Furniture Institute Associate:

This letter is intended to generate interest in our regional industry's membership in the NCFI. We encourage the following groups to indicate their interest by completing the form on our website and attending our next meeting which is on the 1st Thursday of each month at the High Point Regional Visitors Center.

CURRENT and POTENTIAL MEMBERS

- Businesses/institutions/organizations/ individuals (small, medium, or large) associated/connected in some way with the furniture industry in High Point, surrounding communities, and North Carolina
- Manufacturers, suppliers, retailers, designers, educators/consultants, universities, photography, sales and marketing firms, local businesses that support the furniture industry, the local and regional Chambers, CVBs and the High Point Furniture Market.
- Any group or individual who is sincerely interested in “supporting and growing” our furniture industry either through donations, volunteerism, or just sharing ideas that might help grow our community.

OUTREACH / DEVELOPMENT OPPORTUNITIES

- Events during the year and during High Point Furniture Market (Spring and Fall)
- Meetings/tours to different manufacturing/retail venues for continued learning/idea sharing
- BUSINESS EDUCATION -Speakers and “Share your knowledge” meetings on certain “focused” areas of expertise that can perpetuate the NC furniture industry. Examples: transportation/packaging/human resource-hiring strategies/sales strategies/marketing ideas/facility maintenance/export strategies/supply chain models/etc.
- Advertising online, through e-blasts, local newspapers, NC magazines local broadcast etc.

Thank you for your interest. We are excited to meet you in person and to help each other grow furniture production in North Carolina. Please visit ncfurnitureinstitute.com to indicate your interest.

Regards,

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Gregg Arrington
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