

# AHFA Supplier Members Change Division

## Name

August 18, 2014 - HIGH POINT, NC - Supplier members of the American Home Furnishings Alliance will now be known as "Solution Partners."

The new name is part of a rebranding and revitalization of the group, which has been an integral component of AHFA for 50 years.

AHFA's Suppliers Division was organized in 1964 to incorporate suppliers of products and services into the mission of the association. Over the years, the diverse membership of this division has played an essential role in providing needed information and expertise to the manufacturer members of the AHFA.

Original division members were manufacturers of equipment and machinery; suppliers of component parts, materials and supplies; packaging, transportation and warehousing products, services and support; and domestic and international logistics companies. These members continue to be an integral part of the division.

In recent years, membership has expanded as the industry has changed. Now the membership base also includes financial institutions, technology companies, marketing and public relations agencies, insurance brokers and underwriters, law firms, social and digital media advisors, internet sales support, and waste disposal and environmental services.

In 2000, the division began a Scholarship Golf Tournament, which now funds six annual scholarships of \$2,000 each awarded to the children of regular, full-time employees of AHFA member companies. The one-year scholarships are presented based on financial need and academic merit of the student. The program is open to both manufacturer and supplier members of the Alliance, and it has presented 46 scholarships since its inception in 2000.

"Supplier members have long been 'partners' to the AHFA membership in addressing industry challenges and working toward creative and effective solutions," explains Solution Partners chairman Jack Hicks of Womble, Carlyle, Sandridge and Rice, Greensboro, N.C. "Our new name, Solution Partners, captures the essence of our active role in the Alliance and is a fitting description of our strategic direction for the future."

The mission of the Solution Partners is to improve the effectiveness of companies serving the home furnishings industry by:

- addressing industry issues and trends;
- increasing understanding and communication between solution providers and manufacturers;
- sponsoring programs that provide knowledge, solutions and tools to build and strengthen the home furnishings industry; and,
- promoting individual professional development of its members.

The American Home Furnishings Alliance, based in High Point, N.C., represents more than 200 leading furniture manufacturers and distributors, plus over 150 suppliers to the furniture industry worldwide. AHFA is the industry's representative on Capitol Hill and elsewhere throughout the United States on legislative and regulatory matters that impact the import and manufacture of

residential furnishings.