



Spring 2007 Market

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Top Journalists Receive 2007 HOME Awards

HIGH POINT, N.C. – The American Home Furnishing Alliance presented its seventh annual HOME Awards during a press breakfast on Monday, March 26, the opening day of the spring High Point Market here.

The HOME Awards were created by AHFA to “Honor Outstanding Media Efforts” in covering home furnishings products and trends. Entries were received in three categories: newspaper, consumer magazine and trade publication.

Winner in the newspaper category was Patricia Sheridan, associate features editor for the *Pittsburgh Post-Gazette*. “This writer has a superb ability to address today’s timely topics with livable product selections that are useful because they offer comfort – not simply because they support a trend,” wrote one judge. “Her work scored a perfect 10 in all categories for me,” said another judge. “She offers readers just the right mix of data, demographics, product trends and the words of expert sources.” Judges especially commended Sheridan’s feature on “eco-chic” home furnishings. “This resource-packed article reveals a whole new world of environmentally-conscious home furnishings options many readers might not have been aware of.”



Winner in the consumer magazine category was Candice Mutschler, editor of *Sarasota Homes & Lifestyles*, a new magazine just launched in November 2006. “In a category typically dominated by venerable, well-known titles, this newcomer seemed to take the judges by storm,” commented AHFA Vice President Jackie Hirschhaut, who presented the awards. “She does a great job making consumers aware of new home furnishings products and trends,” said one judge. Another commended Mutschler for featuring products “sure to mark a home with a stamp that defines the consumer’s personal style.”

Cheminne Taylor-Smith, former editor of *InFurniture*, a monthly trade magazine published by Fairchild Publications until October 2006, was the winner in the trade category. “Her stories were current, relevant and well-edited,” remarked one of the judges. “Cheminne’s work was always on-target, up-to-the-minute and forward-thinking,” wrote another. Her feature on “Women by the Ages” was admired by several judges, one of whom described it as “superb! It’s clear, concise and enlightening.”

Newspaper and magazine HOME Award entries are judged on the degree to which the writer inspires consumers to enhance their homes with new furnishings. In addition, the judges look for writing that provides consumers with the information they need to make sound furniture buying decisions.

Trade entries are judged on the degree to which the writer helps the industry understand product trends or consumer marketing issues.

All three 2007 first-place winners received a Chinese red “Dogwood” vase created by master potter Ben Owen III of Seagrove, N.C.

Each year the judges also award several honorable mentions where warranted. This year, Sue Doerfler of *The Arizona Republic*, Phoenix, Ariz., and Betsy Lehndorff of the *Rocky Mountain News*, Denver, Colo., received honorable mentions in the newspaper category, while Denise Mullen, editor of *Coastal Carolina HomeStyles*, received honorable mention in the magazine category.

Judges for the awards are members of AHFA's Public Relations Council. Last year's HOME Award winners also helped judge the 2007 entries. They included Eils Lotozo, previously of *The Philadelphia Inquirer*; Krissa Rossbund, design editor for *Traditional Home Magazine*; and Kimberley Wray, previously the editor of BDO Seidman's *Furniture Insights* and now vice president of marketing for the High Point Market Authority.

Members of AHFA's Public Relations Council are Jay Moore, Bassett Furniture; Scott Reid, Broyhill Furniture; Ed Tashjian, Century Furniture; Justin Mills, Flexsteel Industries; Kim Shaver, Hooker Furniture; Lisa Frudden, Palecek; Robin Campbell, Stanley Furniture; Aminy Audi, Stickley; Dot Coggin, Thayer Coggin; Linda Owen, Riverside Furniture; and Holly Blalock, C.R. Laine.

The American Home Furnishings Alliance – located in High Point, N.C. and Washington, D.C. – is the largest association of home furnishings companies in the world and represents more than 200 leading furniture manufacturers and distributors, as well as 225 suppliers to the furniture industry worldwide.