



Trusted Leadership. Essential Resources. Resilient Advocacy.





Table of Contents

ADVOCACY

1-6

CALENDAR

7-11

AWARDS & HONORS

12-15

LOOKING FORWARD

16-17





Trusted Leadership. Essential Resources. Resilient Advocacy.

Economic uncertainty. Slowing product demand. Continuing supply chain challenges complicated by factory shutdowns in China and Vietnam. These were all challenges that defined the business outlook for home furnishings in 2022. But these were not the forces that defined AHFA in 2022.

AHFA routinely uses its annual educational forums to bring member companies expert insights on broad domestic and global issues such as those listed above. But the true value of the Alliance is never clearer than when legislative or regulatory initiatives target our industry and demand our informed, expert advocacy.

No individual corporation, regardless of size or market share, can research a potential regulation's impact on all segments of the industry, craft a representative response and wage a legal battle, if necessary. The industry's most reliable insurance against unnecessary, overly broad or misdirected regulation is a widely respected and deeply knowledgeable watchdog organization.

For more than 115 years, AHFA has served in that watchdog role. In 2022 in particular, the Alliance was the authoritative



voice of the industry, providing informed representation on issues ranging from the chemical content in performance fabrics to formaldehyde emissions to the year's defining issue: furniture stability.

In addition to submitting hundreds of pages of research, cost analysis and product testing results, AHFA spent much of 2022 working on a viable alternative to the Consumer Product Safety Commission's complex and illogical stability standard. The CPSC rule was hotly debated throughout the year and ultimately adopted in November. However, by year's end, AHFA had paved a clear off-ramp from the CPSC rule and gained support for the new approach from parents and other stakeholders.

Although this regulatory battle only directly impacted companies marketing bedroom furniture, the implication for upholstery, outdoor and all other home furnishings segments was clear: AHFA's role as industry advocate is critical.

As we entered 2023, AHFA's trusted leadership, essential resources and resilient advocacy all were focused on serving its members and protecting their interests on all fronts.



While the 2021 Regulatory Summit featured demonstrations to help member companies calculate the “stability rating” required in the CPSC’s Final Rule, the 2022 Summit focused on the new performance test methods proposed for what would become ASTM F2057-23. Leading the demonstration were Stéphane Beauregard, South Shore; Kyle Richards, Sauder Woodworking; and Richard Rosati, Bureau Veritas.

ADVOCACY





KEEP CALM AND CALL AHFA

The regulatory compliance resources and guidance AHFA members value most became indispensable in 2022. As an onerous Consumer Product Safety Commission final rule for clothing storage furniture advanced throughout the year, so did chaos and misinformation. Membership proved to be a company's link to calm advice and reliable updates.

A patchwork of proposed state regulations seeking to ban the use of certain chemicals used in many popular performance fabrics also generated confusion. And compliance deadlines loomed. From the long-anticipated March 2024 deadline for laminated wood product producers to comply with federal formaldehyde rule provisions to the year-end deadline for salvaging the STURDY Act as an alternative to the CPSC rule, the industry seemed in perpetual turmoil. AHFA's expert insight, vital resources and vigilant advocacy provided calm in the chaos.

Providing the manufacturer "best practices" presentation during the 2022 Sustainability program was Tim Copeland, Copeland Furniture.



MANDATORY STABILITY STANDARD

As 2021 came to a close, it was unclear what, if any, progress could be made on a mandatory furniture stability standard in 2022. However, collaboration with parents and consumer advocates throughout the winter had produced a viable strategy for moving forward and, with all stakeholders on the same page, work began in earnest in January to advance a carefully negotiated, three-step plan.

Step one involved revising the current ASTM F2057 voluntary standard to reflect significant changes and additions to its testing protocol to bring it into alignment with key requirements within STURDY – the “Stop Tip-overs of Unstable, Risky Dressers on Youth” Act. Those changes were approved by the ASTM F15.42 Furniture Safety Subcommittee in June.

Meanwhile, AHFA negotiated an amendment to STURDY with one fundamental difference from the original version: it required the CPSC to adopt the updated F2057 as the mandatory standard required by STURDY, as long as it was determined to meet STURDY’s requirements. In contrast,

the original version authorized the CPSC to use a fast-track rulemaking process to adopt the mandatory standard. This broad license to implement a substantial rule without addressing industry concerns resulted in STURDY stalling in the Senate in 2022 just as it had in two previous sessions of Congress. A joint letter signed by AHFA, Parents Against Tip-overs, *Consumer Reports*, the American Academy of Pediatrics and other stakeholders in early May urged the Senate Commerce Committee to advance the newly amended legislation, which they did on the morning of May 11, just as AHFA’s Board of Directors was gathering on Capitol Hill for its annual government affairs meeting. Senator Robert Casey (D-PA) delivered the good news in person to AHFA executives just minutes after the vote.

The full Senate passed the amended STURDY Act by unanimous consent at the end of September, sending it back to the House for approval. With a new, shorter implementation timeline negotiated by AHFA in the waning days of 2022, Congress passed the amended STURDY Act on December 23 as part of the \$1.7 trillion fiscal 2023 omnibus spending bill. President Biden signed it into law on December 29.

Unfortunately, even as momentum built behind the amended version of STURDY, the CPSC focused on advancing the 1,100-page proposed final rule it had released in July 2021. In April, AHFA presented both oral and written testimony in opposition to the rule. AHFA’s 63 pages of written comments focused on the inherently subjective inputs required by the CPSC’s proposed test methods, on overlooked implementation costs, on the unintelligible hang tag required, and on flaws in the study that CPSC commissioned to evaluate the “dynamic force” of children climbing and playing on furniture. Included with AHFA’s written comments was a detailed, independent third-party review of the CPSC’s cost-benefit analysis that concluded the compliance costs estimated by CPSC were significantly understated while the benefits were overstated.

In August, with STURDY and the CPSC final rule both advancing, AHFA dedicated its Regulatory Summit to explaining the differences between the testing methods and labeling requirements of each.



AHFA's 2022 Chair, Roger Bland, at the May board of directors meeting in Washington, D.C.



Bill Perdue, AHFA vice president of regulatory affairs (center), confers with Jameson Dion of City Furniture (left) and Eric Graham, Our House Designs, between Congressional visits at the May board meeting.

Despite AHFA's opposition, CPSC voted to approve its final rule in October and published it on November 25, thereby establishing a May 24, 2023, effective date.

Although the rule mandated by the STURDY Act will supersede the CPSC rule, 2022 was coming to a close with manufacturers still in limbo. There were still two hurdles to clear in order for F2057-23 to become the new mandatory stability standard: ASTM needed to publish the revised voluntary standard, and CPSC needed to officially agree that the revised standard meets all requirements outlined in STURDY. If either failed, companies faced a May 24 effective date for

the existing stability rule, and CPSC was vowing to enforce it. With no other options at hand, AHFA filed a petition for judicial review of the rule and shortly thereafter filed a motion to stay the effective date of the rule until the judicial review could be completed. But on December 28, the U.S. Court of Appeals for the Fifth Circuit declined to rule on the motion for a stay and determined it could wait and be considered at the same time the rule is reviewed.

With this decision, AHFA's legal action, the resolution of the STURDY Act and the fate of many clothing storage unit designs would be undecided until 2023.



Chris Andresen, senior vice president at Dutko Government Relations, gives a thumbs up to prospects of the STURDY Act clearing the Senate Commerce Committee.



Jeremy Hoff, Roy Calcagne, Ron Wanek and Wyatt Bassett were among AHFA executives participating in the May board meeting on Capitol Hill.

PFAS REGULATION

2022 proved to be a pivotal year for performance fabrics. The State of Maine was the first to pass legislation prohibiting the sale of any products – including upholstered furniture – containing PFAS, the acronym for perfluoroalkyl and polyfluoroalkyl substances. These so-called “forever chemicals” are a broad group of chemicals with vastly different properties and uses. What they have in common is their ability to persist in the environment and in the human body. The Maine law, passed in July 2021, doesn’t take effect until 2030, but the state attempted to implement a reporting requirement that would take effect January 1, 2023. That put companies on notice in 2022, and manufacturers and retailers alike began pushing fabric suppliers to disclose the presence of any PFAS. Throughout the year, suppliers were announcing plans to remove PFAS or plans to introduce new performance fabrics with no PFAS.

These announcements came as California passed a law in February prohibiting textile articles, including furnishings, from containing any PFAS. It is effective in January 2025. Colorado followed suit in March with a law specifically prohibiting the sale of upholstered furniture containing PFAS. It takes effect January 2025 for indoor furniture and January 2027 for outdoor furniture. Similar laws have been considered in Michigan, Minnesota, Rhode Island, Vermont and New York, but none of these advanced in 2022. Nevertheless, AHFA dedicated two sessions at its 2022 Regulatory Summit in August to the topic, including a panel of performance fabric suppliers discussing new performance technologies and plans for communicating newly revised performance capabilities to consumers. AHFA kept members apprised of all these activities throughout the year.

LAMINATED PRODUCTS

When Title VI of the Toxic Substances Control Act (TSCA) – otherwise known as the Formaldehyde Emission Standard for Composite Wood Products – went into effect in May 2017, it gave manufacturers (defined as “fabricators”) a seven-year window to find alternatives to UF resins used in the fabrication of laminated products. Without viable NAF (no-added formaldehyde) or ULEF (ultra low-emitting formaldehyde) resin options, manufacturers using laminated component parts in a finished product will be subject to testing and record-keeping requirements – the same as for panel producers – beginning March 22, 2024. To prepare for the coming deadline, AHFA conducted a member survey in 2022 to determine whether companies were prepared for the coming deadline. Results of the survey prompted a workshop to be scheduled in early 2023, during which suppliers of NAF and phenol resins were invited to speak. The survey results also prompted AHFA to revise plans to file a petition to exempt laminated products from the EPA rule.



CALENDAR

This month-by-month recap spotlights AHFA's work to provide effective services and meaningful resources for member companies throughout 2022.



JANUARY

CPSC amends its Notice of Proposed Rulemaking for clothing storage furniture, reducing the compliance timeline from 180 days to just 30 days and adding a stringent new stockpiling provision. AHFA adds these amendments to its list of objections to the NPR.

ICFA unveils a mobile app providing members with easy access to event information, industry news and chat groups as well as ICFA member contact info.

ICFA and TheMART, Chicago, announce the previously scheduled July 2022 preview event and the September Casual Market Chicago will be combined into a single Casual Market event slated July 19-22.



FEBRUARY

AHFA participates in a roundtable discussion sponsored by the U.S. Small Business Administration to provide information on how the CPSC proposed rule for clothing storage furniture will impact the industry's small businesses.

Publication of the CPSC's proposed rule on February 2 opens a 75-day comment period. AHFA requests a 90-day extension so it can review data from the agency's 2020 tip-over report – data not yet released by the agency and the subject of an AHFA Freedom of Information Act request.

ICFA holds its annual Educational Conference with nearly 200 attendees at the Walt Disney World Swan

Resort in Orlando. Village Green Home & Garden receives its second Mary Fruehauf Retail Genius Award and Outdura, the upholstery fabric division of Sattler AG, receives the 2022 Industry Partner Award.



ICFA Educational Conference

MARCH



Cane-line Hive chair

CPSC denies AHFA's request for an extension to the public comment period on the Notice of Proposed Rulemaking for Clothing Storage Furniture and sets a March 23 deadline for comments to be submitted for an April 6 webcast hearing. Having just received the CPSC data it requested in June 2021, AHFA has thousands of pages of new injury and fatality reports to analyze before the comment deadline.

ICFA releases results of its annual consumer research, this year showing 71 percent of Americans report spending more time in their outdoor spaces at home and 63 percent plan to upgrade their furniture or accessories for outdoors in 2022.

APRIL

AHFA presents oral comments at the CPSC's public hearing on its proposed clothing storage furniture rule and details its flaws. A week later, the Alliance submits more than 60 pages of detailed written comments on the rule.

AHFA negotiates revisions to the STURDY Act designed to move CPSC toward adopting the ASTM voluntary standard F2057 as a mandatory, federal safety standard for clothing storage furniture. The amended legislation wins support from Parents Against Tip-overs and all other stakeholders.

AHFA's Furniture Foundation announces \$54,000 in grants for 2022, including \$22,000 for scholarships to the

Catawba Valley Community College furniture academies — one in Hickory and the other in Taylorsville, N.C.



MAY



Supply chain disruptions, transportation bottlenecks and intermodal improvements are key topics of discussion during the annual Board of Directors meeting in Washington, D.C. But the meeting's highlight is a visit from Sen. Robert Casey less than an hour after the Senate Commerce Committee votes to advance AHFA's amended version of the STURDY Act to the full Senate.

ICFA announces Rory Rehmer of Castelle will receive the 2022 Lifetime Achievement Award.

The Solution Partners Education Fund awards its 12 annual \$2,500 scholarships to students with a parent working full-time at an AHFA member company. Among them is Abigail Strickland, left.



*Senator Robert Casey,
AHFA May Board Meeting*

JUNE

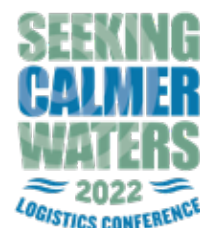
*Dave Mirabito, Andrew Sauer and Bill Smith,
2022 Logistics Conference*



Sponsored by the Specialized Furniture Carriers, the annual Logistics Conference brings more than 120 logistics executives together in Wilmington, N.C., to discuss global transportation and logistics challenges.

Ed Long receives the Specialized Furniture Carriers' Lifetime Achievement Award. With nearly 50 years in transportation/logistics, Long is known for his professionalism, industry expertise and mentorship.

Deliveright Logistics, an AHFA Specialized Furniture Carriers member, announces it will fund a one-time \$5,000 scholarship in memory of William Hauck, who died in 2021 and was honored at the 2022 Logistics Conference.



JULY

ICFA holds its Retail Seminar and Think Tank during Casual Market Chicago, along with its last Awards Gala in the Windy City before moving the annual outdoor market and related events to Atlanta in 2023. Telescope Casual Furniture is awarded Manufacturer of the Year; American Casual Living, Suwanee, Georgia, and Elegant Outdoor Living, Bonita Springs, Florida, receive Apollo Awards; Courtney Randolph is Sales Rep of the Year; and Christy Dase of Gensun receives the Mia Nault Unsung Hero Award.

Jensen Outdoor receives the Lillian B. Winchester “Best of Show” award for its Tempo lounge chair, which also receives the “Lilly” award for outdoor furniture. TUUCI’s Ocean Master Mega Max umbrella receives the “Lilly” for outdoor accents.



Three fundraising events at Casual Market Chicago net \$25,500 in donations for City of Hope, the association’s philanthropy partner. Above, Angela Kolb, Elaine Smith, Eli Hymer and Zachary Hertlein on ICFA “Pink Out” day.

AUGUST

AHFA’s 2022 Summit combines timely regulatory topics with emerging sustainability issues for a two-day program. New stability test methods proposed as part of a revision to the ASTM F2057 voluntary standard are explained and demonstrated.

ICFA and AmericasMart unveil new branding for Casual Market Atlanta, which will debut July 2023, and announce a new industry event, Outdoor Design Days, to launch September 2023.

AHFA releases an updated Responsible Sourcing Manual with new sections on supply chain mapping and the Uyghur Forced Labor Prevention Act, as well as five updated country risk profiles.



SEPTEMBER



AHFA’s Solution Partners division holds its 31st Annual Education Golf Tournament, with more than 100 golfers and two dozen sponsors raising over \$30,000 for annual scholarships. The first-place team (above) includes Rick Shew, Dr. Mark Poarch, Patrick Laney and Dennis Seagle.

With strong backing from all stakeholders except the CPSC, the amended STURDY Act receives rare bipartisan support and passes the U.S. Senate. Thanks to the revised language negotiated by AHFA and our persistent advocacy on Capitol Hill, it is the first time since STURDY was first introduced in 2015 that the legislation has cleared the Senate.

With Governor Gavin Newsom’s signature on the Safer Clothes and Textiles Act, California becomes the first state to phase out the use of so-called “forever” PFAS chemicals in clothes and textiles, including upholstery fabrics and upholstered furniture. However, he vetoes a companion measure opposed by AHFA and other organizations that would have created a public database of information on products containing PFAS.

OCTOBER

Overriding hundreds of pages of objections from AHFA and other stakeholders, CPSC votes to approve the Safety Standard for Clothing Storage Units it began developing in 2017, dashing industry hopes that STURDY might be passed before the CPSC's final rule was promulgated.



ICFA holds its October Board and Membership Meeting in Charlotte to plan for the coming year. The meeting is highlighted by a reception at retail member showroom, Viridien.

AHFA's Solution Partners Board of Directors elects Andrew Wright of Smith Leonard in High Point its 2023 board chair. Bill Smith, vice president of business development and sales for CV International is named chair of the Specialized Furniture Carriers Board of Directors.



Andrew Wright

ICFA announces Melissa Glikes, founder of Sissett's in Gainesville, Florida, will chair the 2023 Retail Council, while Donn Raseman, an independent sales rep based in Kalamazoo, Michigan, will chair the 2023 Sales Representative Council.

NOVEMBER

At AHFA's Annual Meeting and CEO Conference in Sea Island, Georgia, Gat Caperton is honored with the industry's Distinguished Service Award. Roger Bland, 2022 Chair of the Board of Directors, passes the gavel to Joe Johnston, CEO of Johnston Casuals, who becomes board chair on January 1.

In light of CPSC's approval of its final rule, on November 9 AHFA invites agency staff to a one-day workshop in High Point to demonstrate their test methods and to help AHFA members understand the requirements of the rule. A mid-December date is proposed.

CPSC publishes its Safety Standard for Clothing Storage Units on Black Friday (November 25), establishing the

rule's May 24, 2023, effective date. The month ends with no response from the agency to AHFA's invitation to a workshop.

The ICFA Sunshine team participates in the City of Hope's "Walk for Hope," conducting individual events near their businesses for company employees and friends to raise awareness of women's cancers.

Larry Furiani and Chris Andresen, Sea Island Board Meeting



DECEMBER

ICFA announces Erik Mueller, president and CEO of Watson's in Cincinnati, will serve as 2023 chair of the Board of Directors.

On December 5, AHFA files a petition for judicial review of the CPSC Safety Standard for Clothing Storage Units, seeking to have the rule vacated. A week later it files a motion to delay the rule's effective date.

On December 21, CPSC finally responds to AHFA's November 9 workshop invitation, declining to come to High Point but offering a public meeting January 30 in Rockville, Maryland.

In a year-end surprise, STURDY is written into the 2023 omnibus spending bill, and passed on December 23. On December 28, the U.S. Court of Appeals for the

Fifth Circuit denies AHFA's petition to expedite review of the CPSC's final rule and orders that AHFA's motion to delay the rule's effective date be considered at the same time the rule is reviewed next year. A day later, President Biden signs the 2023 omnibus spending bill, which includes STURDY.





AWARDS & HONORS

**AHFA's long tradition of honoring lifetime achievement,
industry excellence and future leaders continued in 2022.**

Gat Caperton, CEO of Gat Creek Furniture (center), received AHFA's 2022 Distinguished Service Award. Joining in the 2022 Annual Meeting presentation were AHFA CEO Andy Counts (left) and Board Chair Roger Bland of Southern Motion.



LIFETIME LEADERSHIP

Manufacturer and environmentalist **Gat Caperton** received AHFA's highest honor, the Distinguished Service Award, in recognition of his innovative business strategies and lifelong commitment to stewardship, economic development and the local economy in Berkeley Springs, West Virginia. Caperton purchased Tom Seely Furniture in 1996 and transformed the ailing company into a robust manufacturing enterprise. He served as chair of AHFA's Board of Directors in 2019 and helped establish the Sustainable Furnishings Council.

Rory S. Rehmert, senior vice president of sales at Castelle Furniture Company, received ICFA's Lifetime Achievement Award. With more than 40 years of experience in the casual furnishings industry, Rehmer is known for being a dedicated supporter and advocate of the ICFA. He has held many board positions, including president and chairman. He was president in 2007 when the Summer and Casual Furniture Manufacturers Association was expanded to create the new International Casual Furnishings Association.

The Specialized Furniture Carriers presented its most prestigious honor – the Alvin W. Daughtridge Lifetime Achievement Award – to career transportation executive **Ed Long**. He launched his career with Glosson Motor Lines in Lexington, North Carolina, and later worked for Old Dominion Freight Line for more than a decade. He spent another 10 years at

W&L Motor Lines in Hickory, until it was sold to AmeriTruck. He purchased Harold Shull Trucking in 1998, sold it to SunBelt Xpress in 2011, and has spent recent years consulting with Jarrett Transportation.

CASUAL INDUSTRY ACCOLADES

ICFA marked the end of more than four decades of awards celebrations in Chicago with a festive gala in July in the Aon Grand Ballroom at Navy Pier. **Telescope Casual Furniture** was honored as Manufacturer of the Year – a tribute to the design and quality of the company's products as well as its outstanding merchandising, customer service and trade relations. **Courtney Randolph** was named Sales Representative of the Year, and **Christy Dase** of Gensun received the Mia Nault Unsung Hero Award for customer service excellence. Apollo Awards for retail excellence went to **American Casual Living** of Suwanee, Georgia, in the single-store category and to **Elegant Outdoor Living**, Bonita Springs, Florida, in the multi-store category. Finally, the "Tempo" modern lounge chair from **Jensen Outdoor** crafted in the company's signature all-weather ipe wood received the prestigious Lillian B. Winchester "Best of Show" award in the Design Excellence competition. Earlier in the year ICFA presented its Mary Fruehauf Retail Genius Award to **Village Green Home & Garden** of Rockford, Illinois – the company's second retail genius honor – and recognized **Outdura** with its Industry Partner Award.



ICFA Board Chair Erik Mueller (left) helped celebrate ICFA's Lifetime Achievement Award winner Rory S. Rehmer of Castelle Furniture Company at the 2022 Awards Gala in Chicago.



Ed Long, Jarrett Transportation, received the Alvin W. Daughtridge Lifetime Achievement Award at the 2022 Logistics Conference.



Telescope Casual Furniture was honored as ICFA's 2022 Manufacturer of the Year.



ICFA's 2022 Sales Representative of the Year, Courtney Randolph.



Winner of the Mia Nault Unsung Hero Award, Christy Dase of Gensun, with 2021 winner Sara Brown of Telescope Casual Furniture.



Lee and Maureen Recchia and daughter, Lauren Corley, of American Casual Living received the single-store Apollo Award.



Tom and Debbie Stegman of Elegant Outdoor Living received the multi-store Apollo Award from Steve Elton of Brown Jordan.

FOUNDATION GRANTS

AHFA's Furniture Foundation awarded \$54,000 in grants for 2022, including \$22,000 to Catawba Valley Community College in Hickory, North Carolina, for scholarships to its two furniture academies, one at the main campus and a second at its Alexander County facility in Taylorsville. In addition, the foundation awarded \$10,000 for scholarships and marketing/recruitment for the Caldwell Community College & Technical Institute Furniture Technology Institute in Hudson, North Carolina; \$12,000 for four \$3,000 scholarships to the furniture design program at Appalachian State University in Boone, North Carolina; \$5,000 to the Bienenstock Furniture Library in High Point to sponsor five student participants in the

Bienenstock Future Designers Summit; and \$5,000 to WithIt, the home furnishings industry's leadership development network for women, to fund professional conference registrations.



Seth Lawrence, Appalachian State University furniture design student.

SOLUTION PARTNERS SCHOLARSHIPS

Supported by an annual Education Golf Tournament, the Solution Partners Scholarship Program now awards 12 \$2,500 scholarships annually to students who have a parent working for an AHFA member company. Companies with recipients in 2022 included Legacy Classic I Modern, Ethan Allen, Sherrill Furniture, Bassett Furniture, McCreary Modern, Lee Industries, Hooker Furniture, Century Furniture, Hanes Industries, Motioncraft by Sherrill, Culp and HM Richards.

WITHIT WOW AWARD

Amy Vernon, director of sustainability, ESG and global product compliance for La-Z-Boy Inc., and a dedicated member of AHFA's Furniture Safety Task Group, received the WOW Award for Industry Leadership in October. The honor recognized Vernon's passion for home furnishings product safety, including 22 years at Sauder Woodworking, where she developed a product safety program and compliance database. She holds patents for drawer slides and a drawer interlock system, both designed to improve furniture safety. A longtime member of the ASTM International Furniture Safety Subcommittee, she helped update the F2057 voluntary standard that will become a federal regulation in 2023. Beyond her work with AHFA and ASTM, Vernon helped raise the bar on product safety throughout the industry by working with safety experts at Wal-Mart, Target and other large retailers to incorporate proper testing protocols for furniture sold all over the world.



WithIt WOW Award winner Amy Vernon with husband, Josh (left), and AHFA's Bill Perdue.

CITY OF HOPE

City of Hope's International Home Furnishings Industry honored three industry leaders – all AHFA members – at the annual Spirit of Life Award dinner in April. Recognized for their service and generosity were **Nathan Cressman**, president and CEO of Magnussen Home; **Andrew Koenig**, CEO of City Furniture; and **Roger Friesen**, chief revenue officer of Palliser Furniture.



City of Hope honoree Nathan Cressman (far right) with son, Ty; daughter, Georgia; and wife, Lisa.



City of Hope honoree Andrew Koenig with wife, Deanna, and two of their three children.



City of Hope honoree Roger Friesen, with daughter, Lisa Townsend (left), and wife, Marsha.

LOOKING AHEAD



AHFA's Bill Perdue (middle row, far left) is joined by parents, legislators and child safety advocates who gathered in Washington, D.C., early in 2023 to celebrate the President's signing of the STURDY Act in December 2022. Helping members implement the provisions within the Act will be a key objective in 2023.

TOP OF MIND FOR 2023

Regulatory deadlines were looming as the calendar turned to 2023, and AHFA was poised to once again offer its member companies the guidance needed to meet approaching obligations. Strong advocacy remains a top priority, as well as providing programs and resources to help members meet the challenges ahead. These issues and goals were top of mind for 2023:

IMPLEMENTING STURDY

AHFA will work to see nearly a decade's worth of advocacy on furniture stability come to fruition in 2023. As 2022 came to a close, the Alliance took bold legal action to ensure that the broad stakeholder and Congressional backers of STURDY were not discounted by CPSC action. The timely implementation of STURDY is the year's top goal.

PFAS REGULATIONS

AHFA will continue monitoring chemical regulatory activities involving PFAS (per- and polyfluoroalkyl substances) and their impact on our industry's indoor and outdoor performance fabrics. With both federal and state action brewing, timely updates will remain critical in 2023.

REVIVING A MARKETING/PR FORUM

An all-new media landscape, advances in imaging technology and challenges related to communicating product health and safety concerns to consumers have resulted in renewed interest in an AHFA-sponsored marketing/public relations conference. Reviving the event is a key objective of AHFA's 2023 Chairman Joe Johnston.

ICFA

ICFA celebrates its 65th year in 2023. It will launch the year with an information-packed educational conference in Nashville, followed by the inaugural Casual Market in its new AmericasMart home in Atlanta. ICFA is working to host a robust first market in mid-July and new Outdoor Design Days in mid-September, complete with educational and social activities. Significant funding is being directed at bringing buyers and designers across expanded channels to attend. Increasing membership and strengthening benefit programs is a renewed priority.

SOLUTION PARTNERS

To bolster plans for increased programming, a supplier member recruitment campaign is planned in 2023. The Specialized Furniture Carriers division will determine the feasibility of a new training and certification program for furniture logistics professionals and will bring another roster of industry experts to its Logistics Conference program in June. Finally, after a record-breaking year for the Solution Partners Education Golf Tournament – both in terms of golfer participation and in terms of monies raised – new efforts will be aimed at increasing the number of scholarship applications each year.

The mission of the American Home Furnishings Alliance is to promote the growth and global leadership of its member companies by:

- Providing exceptional advocacy;
- Promoting effective product and safety standards;
- Presenting relevant education; and
- Serving as the preeminent media resource on industry news and trends.



1912 Eastchester Drive, Suite 100
High Point, North Carolina 27265
336.884.5000 www.ahfa.us