

AOM Names CMA to Lead GSA Contract Business

In a move to increase customer service to all government buyers, American of Martinsville has named CMA to handle all GSA and AFNAF contract sales for the nearly century old furniture maker.

The announcement was made jointly today by AOM president Noel Chitwood and CMA president Bruce McMahan.

American of Martinsville, founded in 1906, is a leading domestic and international supplier of guest room furniture to hotels, retirement facilities, and the United States government. Owned by La-Z-Boy, the world's largest furniture company, AOM remains an independent division known for quality and design.

Prior to entering the GSA market, American of Martinsville had grown from a \$30,000 initial capital investment in 1906 to almost \$100 million in sales.

In 1972, AOM entered into GSA contract sales, focusing primarily on military housing.

"We currently make what we, and most of the market, think is the standard in furniture for housing, hospitality, and health care. But we don't want to stop there," states Chitwood. "So we decided to improve the quality of our sales and customer service to the GSA buyer as well. That led us to CMA, a healthy, growing company with a well-deserved reputation for integrity and service to the government buyer. It was a natural fit. It's just the beginning of more good news from American of Martinsville."

This new partnership is announced as CMA is expanding to larger headquarters in Frederick, Maryland.

Don and Elayne Kauffman founded CMA, now a second-generation family-owned business, in 1986 to represent Milliken Carpet and Shelby Williams Industries to government buyers. A company commitment to integrity in relationships with both buyers and manufacturers has contributed to the growth of CMA. Currently CMA offers government buyers an offering of over 25 manufacturers, including a full line of furniture, flooring and furnishings for a wide range of market segments. CMA also now offers a full line of services, including design and specification services, turnkey project management and maintenance.

CMA recently made several personnel changes to facilitate this growth.

Don Kauffman becomes C.E.O.; Bruce McMahan moves from executive vice-president to president; Paul Snyder becomes senior vice-president and general manager of flooring programs; and Matt Yanson becomes vice-president of sales and general manager of furnishings programs.

Lisa McMahan leaves Gensler, where she was senior associate, to join CMA, bringing with her 18 years of professional expertise in interior design and project management. Dick Anderson, formerly creative head with several agencies including McCann-Erickson, joined CMA earlier as marketing director.

CMA president Bruce McMahan summed up the new move with American of Martinsville, " Our entire focus is on making it as easy as possible for the government buyer to get the very best products and service available for any project, with a single phone call. Everyone knows American of Martinsville has been the most respected supplier of furniture to the hospitality market for years. We take the same pride in our service to the government community. So we are thrilled, and looking forward to a long partnership."