

CMA Moves Office, Adds Staff

At a time when corporate downsizing is all too normal, a 17-year-old Maryland-based firm has more than tripled in size in the last 5 years and moved its corporate headquarters to Frederick, Maryland to accommodate that growth. That company is CMA, a leading marketer of furniture, flooring, and furnishings to the United States Government.

CMA moved from Gaithersburg to larger quarters in Frederick in June and has added several key personnel in the process of improving its ability to serve government buyers and manufacturers alike.

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 buyers, manufacturers, and employees has contributed to the growth of CMA. Currently CMA offers government buyers an offering from over 25 manufacturers, including a full line of furniture, flooring and furnishings for a wide range of market segments. CMA also provides a full line of services, including design services, turnkey project management, installation and maintenance.

"While the companies we represent are the best in their category, we realized that our primary product at CMA was service," states president Bruce McMahan. "Why should a buyer have to call one firm for design, another for flooring, another for furniture, another for accessories, and yet another for installation or maintenance? Now the buyer can get everything he needs in service or product with one phone call."

McMahan, whose background includes degrees in architecture and business administration with strong professional experience in architectural design and development of commercial and corporate facilities, has helped steer CMA toward this expanded offering while building on the foundation of integrity and service established by the Kauffmans.

"Our word has always been our bond. When we make a promise, we keep it," emphasizes CEO Don Kauffman. "That is the core of our business philosophy. But now we are making it easier for our client to have everything they want...with one phone call."

Even the new CMA logo and marketing communications program reflect this. The new logo includes the promises "One Source, More Solutions, Worldwide" while showing images of the furniture, flooring, and accessories offered.

The new thrust at CMA has not only greatly expanded sales—it has greatly increased the number of manufacturers seeking representation by CMA.

"It's actually a challenge," states McMahan, "We make a commitment to all of our manufacturers that we will only represent one line in any category. So we always want to represent the best quality in each category. That requires a deliberate process in our growth."

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; Matt Yanson becomes vice-president of sales and general manager of furnishings programs; and Steve Ferguson moves to senior associate, flooring programs.

In new additions, Lisa McMahan joins CMA from Gensler, where she was senior associate, bringing 18 years of professional expertise in interior design and project management. Linda Bolick becomes Package Contracts Manager, with 12 years prior experience as facilities manager at Gerber Scientific Products in New Windsor, Connecticut.

Dick Anderson, formerly creative head with several agencies including McCann-Erickson, joined CMA earlier as marketing director. And Cindy Johnson, with over 18 years in contract furniture experience at

firms including Advanced Office Environments, Maryland Office Interiors, and American Office Equipment, starts as operations manager of CMA's Furnishings Program.

McMahan summed up the CMA expansion, " Our entire focus is on making it as easy as possible for the government buyer to get the very best products and services available for any project, with a single phone call. CMA has grown because we put quality, service and integrity first. These are basic American business principles, and I think more businesses would grow if they practiced them."