



# Dinner & Dance

December 7, 2013



HONORING  
SATYA TIWARI • PAT LUTHY • SAL DEMARCO • JEFF HOROWITZ • PETER & ANDREW ORSHAN

“If you don't know where you are going,  
you'll end up someplace else.”

—Yogi Berra

## Sal DeMarco

An exceptional person  
of integrity & dedication  
who knows where he is going.

from your friends at...





Greater Metropolitan Furnishings Association

## Dinner & Dance

*Saturday Evening, December 7<sup>th</sup>, 2013*

### Honoring Pillars of the Furniture Industry

*Howard Liveright Award Recipient*

Pat Luthy - Suburban Furniture & Mattress



*Jerry Gans Memorial Award Recipient*

Satya Tiwari - Surya

#### Special Recognition Awards

*Representative of The Year 2013*

Sal DeMarco, Natuzzi

*Retailer of The Year 2013*

Peter Andrews Furniture

*Best Advertising 2013*

LS Direct Marketing

#### *Dinner Dance Committee*

Tony Bellarosa • Russell Bienenstock • Patrick Cory • Andrew Gans • Alan Granetz • Harris Kirsch • Tommy Leflein

**BLACK TIE PREFERRED**



# Satya Tiwari's Photo Album

Angelo Surmelis of Angelo Home and Satya Tiwari.



Satya Tiwari in Surya's High Point Showroom with Len Burke of Klaussner & George Oliphant the popular host of NBC's "George to the Rescue".

Surya rugs being hand-loomed and hand-cut.



Surya carpets sun drying.



Satya Tiwari presenting one of Surya's display solutions during the High Point Market.

Satya Tiwari speaking at the recent High Point Market



HGTV's Candice Olson and Satya Tiwari in Surya's High Point showroom.





## We Honor Satya Tiwari

*President at SURYA*

### Jerry Gans Memorial Award 2013

A passionate business leader committed to bringing to market inspired rugs and home accessories that meet the needs of a variety of lifestyles and budgets, Surya president Satya Tiwari brings a unique vision to the home furnishings industry. Growing up in India as the only boy among four sisters, Satya spent much of his youth among the offices and looms of his father's eponymously named rug company, Surya. Education was always strongly emphasized in the Tiwari household and, as a teen, Satya saw an opportunity to expand his knowledge, making the life-altering decision to move to the United States to reside with an uncle living on the east coast. After completing his high school studies, he attended Northwestern University, where he earned dual degrees in computer engineering and economics.

Possessing a strong desire to explore aspects of the business world beyond the rug and home furnishings industry, Satya relocated to New York City, where he worked for several years as an investment banking analyst. His tenure in New York afforded him the opportunity to learn firsthand the inner workings of diverse industries from across the globe and to gain valuable understanding of different business philosophies.

As he contemplated the next steps in his professional journey, Satya spoke often with his father, Surya Tiwari, about the company he had built from the ground up and the keys behind its success and longevity. It was then that Satya began to realize that he could transform the family-owned business from a successful manufacturer and wholesaler of rugs into a comprehensive lifestyle brand offering a broad spectrum of product categories.

In 2004, Satya officially joined Surya's U.S. division. At that time, the company had annual sales of \$2.7 million, approximately 150 products and only a handful of employees. He went to work immediately, applying everything he had learned about the importance of sales and marketing as he worked to build the brand's American presence.

Satya believed that for future growth to be sustainable, the Surya brand would have to evolve into a comprehensive solutions company. Under his leadership and vision, the brand has continued to expand the breadth of its product offering which, in addition to rugs, now features a full range of coordinating home accessories, including pillows, throws, poufs and art, along with recently launched mirror, lighting and accent furniture lines.

A greater emphasis on trend-focused product, in particular, has been pivotal to the brand's growth in recent years. A large in-house design team works directly with customers to translate the most popular looks in fashion into fresh and highly relevant products that reflect the latest trends in color, design and texture. In addition, Satya has partnered with world renowned designers such as Brian Gluckstein, Angelo Surmelis and HGTV-host Candice Olson, along with emerging talent to develop inspirational, trend-driven products.

Satya has always believed that success starts and ends with the customer. After joining Surya, he traveled extensively, meeting with retailers from across the country to learn more about their businesses and markets. He quickly identified an underserved need among smaller, independent retailers who often lacked the tools and services needed to successfully market rugs and accessories. As a result, Satya made the strategic decision to work closely with these retailers to understand their most pressing challenges and to develop solutions to address them.

Among those solutions are Surya's broad range of creative displays and merchandising tools, including an innovative space-saving display system – ideal for small boutique stores – along with onsite training and an array of print and digital materials designed to inform and inspire. Today, independent contribute to the majority of Surya's sales.

Satya remains committed to using the company as a tool to build sustainable communities – both through the work of the company and its own production facilities, as well through the patronage of several life-changing nonprofit organizations. Surya employs more than 50,000 weavers across India, helping to provide financial stability to local communities while also preserving the centuries-old artisan craft of rug weaving. Through Satya's leadership, the company also provides support to the East Meets West Foundation and Akshaya Patra, both of which are committed to improving the quality of lives in rural communities in Asia by elevating the accessibility and quality of healthcare and education for the next generation.

Today, Surya offers more than 4,000 rug designs across multiple price points and constructions, along with over 1,000 coordinating accessory options. Based on this diverse product offering and unyielding commitment to serving its customers, the company continues to experience double-digit gains each year, reaching \$64 million in revenues in 2012, and on target to realize similar growth in 2013.

# Pat Luthy's Photo Album



Pat with her  
six sisters.



Kenny and Pat at High Point Market

Ballroom  
competitor.



"Thumbs-up" for sky diving.



Pat with  
granddaughters  
Harper at left  
and Arden  
at right.

Pat enjoying  
another favorite  
love... Broadway!



Suburban  
Furniture



The Luthy  
family: Son  
Craig, daughter  
in law Suzanne,  
granddaughters  
Arden & Harper,  
husband Ken, sons  
Brian and Kenny.



Pat's a Roller Coaster enthusiast!



## We Honor Pat Luthy

*Suburban Furniture & Mattress*

Howard Liveright Memorial Award 2013

Pat Luthy is a true "Jersey Girl". She was born in Newark, grew up in Madison with her six sisters, and has always lived in New Jersey. She met husband Ken at Fairleigh Dickinson University in Madison. They have three sons: Kenny, who co-owns Suburban Furniture, Brian, a CPA in Morristown, and Craig, a senior account executive with an IT recruiting company, who lives in Austin, TX with his wife Suzanne, and two daughters, Arden and Harper... much too far away for Pat!!

Ken Sr. began his career as a CPA, then in 1975, ventured into the furniture industry. He first owned and operated a dinette manufacturing plant, then started a chain of waterbed retail stores, and eventually opened Suburban Furniture in Succasunna in 1992. Pat was at his side through all the ventures, initially only part time as their children were young. But when Suburban Furniture opened, she became the full time "Mom" behind the family owned store she runs with Ken and son Kenny. Suburban runs itself on family values, providing honest and excellent service and giving back to many local community groups.

While she wears many hats, Pat is the chief buyer and visual display manager for Suburban. Pat says she gets her inspiration from High Point Market which she's been going to for over 35 years. She understands that furniture is a fashion business and that is what guides Suburban Furniture. In 1999, Pat won the well deserved "Best Home Furnishings Display" Award from the Metro Furnishings Association of NJ.

When not at work, Pat is a bit of a dare-devil and thrill seeker. She is a roller coaster enthusiast; she did an 880 ft. free-fall jump off the Stratosphere Hotel in Las Vegas, and recently survived her first sky dive jump with sons Kenny and Brian. When her feet are on the ground, Pat is a competitive ballroom dancer. She also enjoys classical music, Broadway shows, tennis, and sunny days at the beach with her sisters. Pat has spent many years as a volunteer fundraiser for the Association for Retarded Citizens in Essex County and as a reading instructor with Literacy Volunteers of Morris County.

Presently, Pat has no intentions of retiring. "I am extremely honored & proud to receive this award", says Pat. "I love what I do. And I love that I get to do it with my family. The furniture business is my life!!".





## We Honor Member's Choice Award Winners

Sal DeMarco • Jeff Horowitz • Peter & Andrew Orshan



Sal DeMarco



Jeff Horowitz



Andrew & Peter Orshan

### Sal DeMarco 2013 Representative Of The Year

Sal DeMarco was born and raised in Northern New Jersey. He started his career in the furniture industry as a sales representative in the New York/New Jersey area over 30 years ago.

Sal, married to Susan Tenenbaum, father of son Jeffrey and grandfather to five beautiful grandchildren has a passion for the industry which is reflected every day in his work performance.

He has gained the respect and loyalty of his peers, dealers, and factory owners by doing a job he loves in an industry he loves more and lives by the motto, "It is not work if you enjoy what you are doing."

### Jeff Horowitz 2013 Advertiser Of The Year

Jeff Horowitz is a third-generation furniture storeowner, who has gone on to become President and CEO of his own company, LS Direct Marketing, which is the #1 provider of customized direct mail for North America's furniture industry. Learning the retail furniture business from his parents, Arnold and Helen Horowitz, Jeff served ten years as the Vice President of Suffern Fine Furniture in New York's Hudson Valley.

Jeff founded LS Direct Marketing in 1997 with just two employees. Since establishing the business, Jeff's leadership has brought the company impressive growth while satisfying the direct marketing needs of thousands of companies. Originally called LS Advertising, LS Direct Marketing evolved from exclusively servicing the print needs of furniture stores to offering clients in a variety of industries turnkey solutions to acquire, re-

tain and sustain customer loyalty using data driven design.

Jeff joined the Greater Metropolitan Furnishings Association at the time the Greater New York Home Furnishings Association and the Metropolitan Furnishings Association of New Jersey merged. His membership spans over 20 years. Given both his retail experience and marketing expertise, Jeff believes in GMFA's mission and its union. From the beginning, he has seen the merger as a way to eliminate operational redundancies and strengthen the organization's ability to represent its trade. Jeff also serves the Good Samaritan Hospital Foundation Board of Directors, located in Suffern, New York.

Jeff's off-hours passion is automobiles. It is something he shared with his late father, Arnold Horowitz. It was the very first car they restored together, a 1937 Packard 120 convertible coupe, that went on to achieve acclaim in the movie "Arthur", featuring Dudley Moore and Liza Minelli. Today, Jeff's taste in automobiles is a bit more contemporary. He shares his passion for collecting and driving with his wife, Aileen, and their two children, Jordyn and Kyler. Together, they also enjoy boating, jet skiing, and snowmobiling.

## Peter Andrews Furniture

### 2013 Retailer Of Year

Peter Andrews Furniture was founded in 1981 by Peter and Andrew Orshan, while Andrew, "the little" brother was still in college in Wisconsin, then NYU.

Their first store had been an old supermarket; wood floor, brick walls, steel beams. It had a lot of flavor, not a lot of customers.

Peter's wife Patti contributed her great eye for color and design, the store started to evolve and they began to get a following selling mostly European crystal and ceramics, prestigious brands... and of course they loved a great closeout. And an extra 50/10/5!!! The company bought directly from factories in Finland, Sweden, Italy, Portugal... great adventures, good food and wine. The whole family came along. The customers loved it.

In 1987 Peter and Andrew's dad Joe had just retired. Joe had worked as a salesman for a small dinnerware company, eventually becoming its chairman. Mikasa, at the time he retired was "the" fashion leader in the tabletop industry; color, shape, design, cutting edge in his industry. He said "Sometimes the competition copied us before we get to market!" Joe love watching them find their own look and direction.

The U.S. State Department asked Joe as a retired executive, to help develop businesses in the Far East. (He had been on the first trade mission to China in the early 1970s).

Joe and Andrew went to Thailand, Indonesia, China, Vietnam; Joe helping out his industry, while Andrew and Joe discovered hand carved antique furniture and mirrors, ancient wood bowls, recycled teak doors. On their first trip he and Andrew found a hand carved window frame with shutters in Indonesia. They put a mirror in the window and shipped three of them to the stores. Then they shipped 24 pieces. Customers fought over them—eventually they bought a container of the one item, 660 pieces!

The store became an eclectic mix of handcrafted furniture, cool ceramics, lamps, crystal vases and porcelain. Customers described the store as a treasure hunt.

2013 Retailer Of The Year Peter Andrews Furniture is always exploring and evolving into new areas. A few years ago Andrew brought in some great outdoor furniture and people loved it. Who knows what they will be selling tomorrow?

Peter and Andrew would like to thank, "Their our wonderful mom Judy and our sister Jan and 'brother' Barry, Peter's wife Patti and their children, Eden, Reuben and Renee and Andrew's Charlotte and everyone who has guided us with good thoughts and support through the years!"

We Honor All Recipients Of The  
**Jerry Gans Memorial Award**



**In recognition of an individual who has distinguished himself/herself with deeds and service in our industry.**

**This award has been established in the name of Jerry Gans who gave honor and dignity to his profession.**

1970 William Sachs, President, Sachs, N.Y.  
1971 Daniel Lewittes, President, Lewittes Enterprises  
1972 Albert A. L. Kapp, President, New York Furniture Exchange  
1973 Jack Siegel, President, Madison House Industries  
1974 Morris Muster, Exec. Secy., Home Furnishings Assn. of N.Y.  
1975 Jack L. Block, President, Schoolfield Furniture Industries  
1976 Arthur A. Licata, Ardlee Metro, N.Y.  
1977 Lou Nagelsmith, President, Schoolfield Furniture Industries  
1978 Harold Winikoff, President, Therapedic Sleep Products  
1979 Samuel N. Schwat, Vice President, Sealy Mattress Co.  
1980 Mike Massood, Chairman, M.G.M. Transport  
1981 Stanley N. Rosenberg, President, Cryder Dist. Inc.  
1982 Lee A. Corson, Chairman, Corson Furn. Ind.  
1983 Joseph Cory, Chairman/Chief Executive, Joseph Cory Co.  
1984 M. Lee Click, Group Mgr, Mdse. Sales, Levitz Furniture  
1985 George Massood, President, M.G.M. Transport Corp.  
1986 David Druckman, Bassett Furniture Industries  
1987 Charles Boneparth, President, C.E.O., Woodfield Furniture  
1988 Jerome Gans, Vice President, Gans Brothers  
1989 Laurence Gans, President, Gans Brothers  
1990 Jack M. Bagoon, Vice President, Spring Air Mattress Co.  
1992 Les Gamza, President, Great Gee  
1993 Alan Rosenberg, President, Seaman Furniture Company, Inc.  
1994 Rob Spilman, Executive VP Mktg., Bassett Furniture Industries  
1995 Jack Turano, Chairman, John Turano & Sons Inc.  
1995 Cliff Young, President, Cliff Young, Ltd.  
1996 Frank Lettieri, President, Cellini Furniture Crafters, Inc.  
1996 Ronald Seigerman, President, Seigerman's Furniture Co.  
1997 Laurence Gans, President, Gans Brothers  
1997 Seymour Fineman, President, Fineman Furniture

1998 JR Regueiro, President, The Place Furniture Galleries  
1998 Michael King, President, Michael King Wholesale Furniture  
1999 Steve Halper, COO, Seaman's Furniture Company  
2000 Tony Bellarosa, CEO, Furniture Concepts, Inc.  
2001 Sal Alamia, President, American Furniture Co.  
2001 Fash-n-Home Furniture Distributors, Inc.  
2002 Tom Martinez, Sr. VP of Merchandising, Seaman's Furniture  
2003 Joe Mehran, Sr., Chairman, Futurama  
2004 Simon Kaplan, President, Value City/Crest Furniture  
2005 Andrew M. Gans, Gans Brothers  
2005 Richard Healy, The Place Furniture Galleries  
2006 Kevin O'Connor, Samson Holding  
2007 Julio Reguero, The Place Furniture Galleries  
2007 Dennis Spiegel, Ashley Furniture Industries  
2008 Julius M. Feinblum, Julius M. Feinblum Real Estate  
2009 Neil, Michael & Steven Goldberg, Raymour and Flanigan  
2010 Jeff Katz, The Fulton Stores  
2011 Edward Massood, Thomasville of NJ  
2012 Irwin Friedman, Crest Furniture  
2013 Satya Tiwari, Surya

David Druckman Lifetime Achievement Award (not presented this year).

1999 Barton Bienenstock, Furniture World Magazine  
2000 Michael & George Massood - MGM Transport  
2001 The Eusters, The Yellow Barn  
2003 Joseph Cory, Sr., Cory Home Delivery  
2004 Norman Waxman - Schnadig Corporation  
2006 Larry Gans, Gans Brothers  
2008 Joe Bograd, Bograd's Fine Furniture





We Honor All Recipients Of  
**The Howard Liveright Memorial Award**

**The Howard Liveright Memorial Award was inaugurated in 1961 for the purpose of perpetuating the memory of Howard Liveright and to provide an opportunity to acknowledge people who have made outstanding contributions to the home furnishings industry.**

1961 Roy H. Kirch, .Sr.	1988 Bruno Castellano
1962 Charles Seidenman	1989 Alan B. Granetz
1963 Milton Goodman	1990 Joseph Cory
1964 E. Louis Billington	1991 George Massood
1965 Irving E. Gennet	1992 Thomas Kozlowski
1966 Arthur C. Huffman	1993 Jeffrey Silverman
1967 Edward A. Lifson	1994 Larry Tennen
1968 Richard D. Kastner	1995 Larry Karel
1969 Michael Massood	1996 Les Gamza
1970 Matthew Zeigner	1997 Roy Levine
1971 Benjamin B. Goldman	1998 Simon Kaplan
1972 Jerry Goldman	1999 Vincent Lorenzo, Sr
1973 Shirley Friedman	2000 Joe Bograd
1974 John H. Kozlowski	2001 Lloyd Silverman
1975 Reuben Granetz	2002 Frank O'Connor
1976 Theodore R. Cherry	2003 Sam Chase, C.H.R
1977 Roland W. Bermudez	2004 David Goldstein
1978 Irving J. Blank	2005 The Greenbaum Family
1979 Louis Nagelsmith	2006 Kenneth X. Luthy
1980 E. Louis Billington, Jr.	2007 Thomas Leflein
1981 Jack M. Bagoon	2008 Louis Massood
1982 Gerald Gershaw	2009 Albin Grundner
1983 Lester Soloway	2010 Eric Bernstein
1984 Harry Sylvester	2011 Patrick Cory
1985 Daniel Fastenberg	2012 Mehmet Bilici
1986 Joseph Fishman	2013 Pat Luthy
1987 Milton A. Weiner	



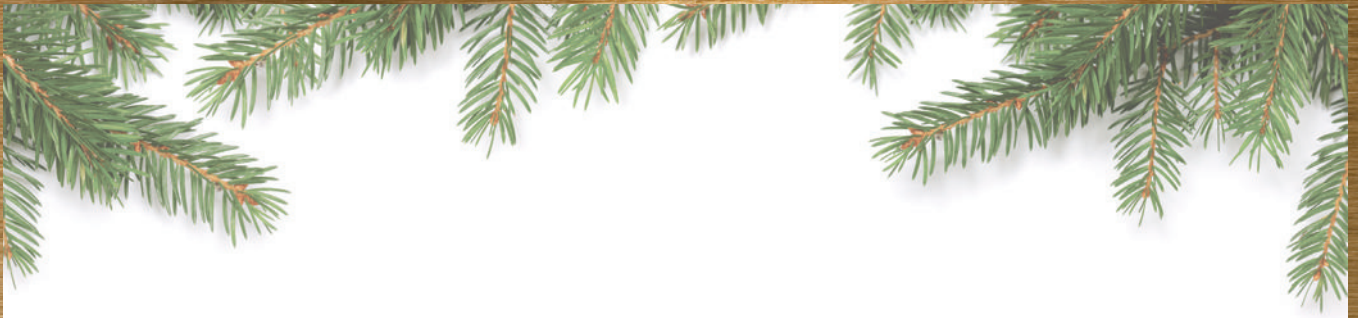
## We Honor All Recipients Of The Dean of IHFRA Award

Each year, chapters of the International Home Furnishings Representatives Association nominate one chapter membership who, by exemplary action and devotion, has contributed in a significant way to the advancement of IHFRA's objectives. This award recognizes quality of service and dedication that sets an outstanding example for others to follow.

Frank Boschwitz -MFA  
Judd Brafman -MFA  
Maurice Tydor -MFA  
Peter Colli -MFA  
Carl Hauser -MFA  
Albin Grundner, CHR -MFA  
Mark Scharff, CHR -MFA  
Tony Homsey, CHR -MFA  
Samuel Chase, CHR -MFA  
Steve Dardanello, CHR -MFA  
Marty Caplan - MFA  
Alan B. Grossberg, CHR - MFA  
William A. Richmond, CHR -MFA  
Jeff Dickens - MFA  
E. Louis Billington -MFA  
Michael Manheim - GNYHFA  
David Goldstein - MFA  
Albin Grundner, CHR - MFA  
Andy Gans CHR - GNYHFA  
Russell Bienenstock - GNYHFA  
Thomas Leflein - MFA  
Lenny Kharitonov, CHR - GNYHFA  
Tony Bellarosa - GNYHFA  
Chris Clarizio - MFA  
Russell Bienenstock - GNYHFA  
Rick Aaronson - GMFA

### Board of Directors

**Patrick Cory (President)** • Rick Aaronson • Frank Arroyo • Tony Bellarosa • Eric Bernstein • Russell Bienenstock  
Chris Clarizio • Ron Cooper • Chris De Lisa • Abraham Feinblum • Amy Filippone • Michael Fischer • Andy Gans  
Albin Grundner • Jeff Horowitz • Lenny Kharitonov • Harris Kirsch • Jim Lubas • Harvey Leis • Roy Levine • Brad Pyne  
Tommy Leflein • Mark Scharff • Executive Director - Alan Granetz.



# Best Wishes For A Wonderful Holiday Season

To all GMFA Members  
& 2013 Dinner Dance Guests

## GMFA Board Members

Patrick Cory (President) • Rick Aaronson • Frank Arroyo • Tony Bellarosa • Eric Bernstein  
Russell Bienenstock • Chris Clarizio • Ron Cooper • Chris De Lisa • Abraham Feinblum  
Amy Filippone • Andy Gans • Albin Grundner • Lenny Kharitonov • Harris Kirsch • Jim Lubas  
Harvey Leis • Roy Levine • Brad Pyne • Tommy Leflein • Mark Scharff • Kevin Snyder  
Executive Director -Alan Granetz.





Congratulations to this year's  
2013 awards dinner recipients.

Our industry's pillars...

Jerry Gans Memorial Award to Satya Tiwari  
The Howard Liveright Award to Pat Luthy

Plus, our friends Sal DeMarco,  
Peter & Andrew Orshan and Jeff Horowitz.

You have all demonstrated to our industry  
the hard work and dedication  
being recognized here tonight.

Best of luck in the next year.

Your friends,

~ Gans Brothers Inc. ~

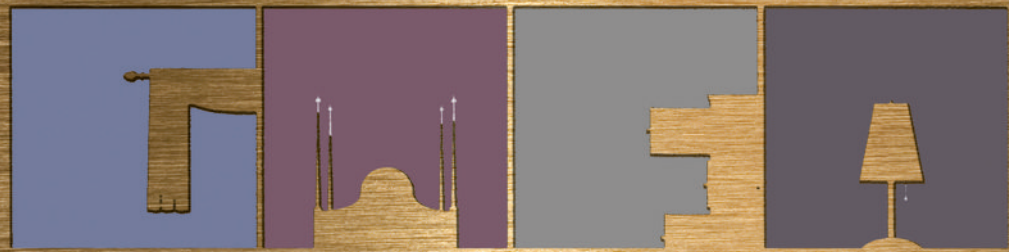
We would like  
to take this opportunity  
to congratulate

*Pat Luthy*  
*Suburban Furniture*

Mike Siegel  
Scott Symons  
Jon Goldberg  
Jay Madison

We admire your *passion,*  
*dedication and commitment*





GREATER METROPOLITAN FURNISHINGS ASSOCIATION

GOLD TRIBUTE

**Congratulations to**  
**Peter Andrews**  
**2013 Retailer of the Year**

**With Geat Appreciation**

**Eric Newman**  
**Schnadig**



# To our dear friend Satya Tiwari, Surya

Congratulations for being chosen  
as this year's Honoree. We salute you!

We admire and respect your dedication  
& involvement with such a worthy cause.

May you always continue to be a great team leader  
to your family, friends, and Co-workers.

We are honored to be able to share this special night with you.

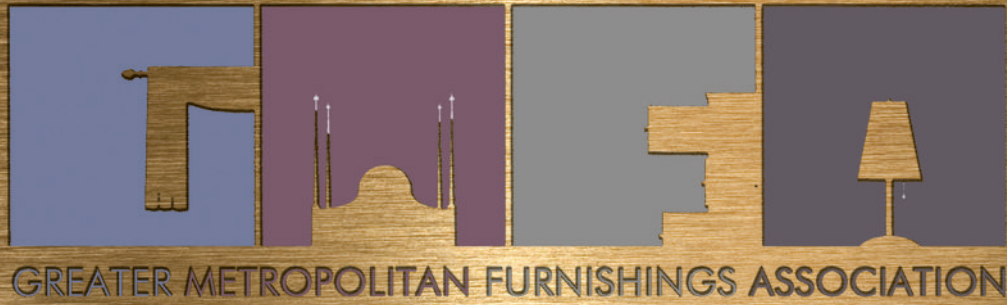
*-From the entire Quality Down & Fibers Corp.-  
Jacob Kessler • Shulem Kessler • Sam Fogel*



*In memory of my Father*

*Jerry Gans*

*- Andrew -*



GOLD TRIBUTE

HUFFMAN KOOS FURNITURE GALLERY

## CONGRATULATES SAL DEMARCO

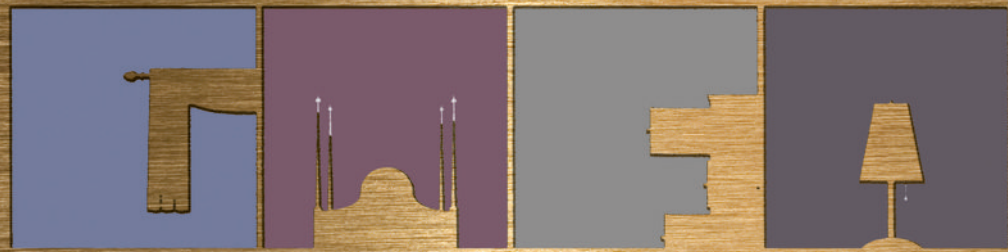
A man of great character  
who loves what he does, and it shows.

-Your friend, Anthony-

*"Choose a job you love, and you will never have to work a day in your life." — Confucius*

Huffman Koos®  
Furniture Gallery





GREATER METROPOLITAN FURNISHINGS ASSOCIATION

GOLD TRIBUTE

# Cory Wishes GMFA Members & Guests

A Wonderful Holiday Season & A Healthy Productive 2014

## Congratulations To This Year's Honorees

SAL DEMARCO OF NATUZZI

PAT LUTHY OF SUBURBAN FURNITURE

SATYA TIWARI OF SURYA

PETER & ANDREW ORSHAN OF PETER ANDREWS FURNITURE

JEFF HOROWITZ OF LS DIRECT MARKETING



*Family owned and operated since 1934*

Celebrating 80 years of serving top 100 stores, independent home furnishings retailers and the design trade.

GOLD TRIBUTE

# *Congratulations*

## Sal DeMarco



GMFA 2013 Rep of the Year

from



*Thanks for 14 years of loyalty and service to the company  
and most importantly the retail partners.*

“Nothing splendid has ever been achieved except by those who dared  
believe that something inside them was superior to circumstance.”

—Bruce Barton

*Congratulations Satya, Pat, Sal,  
Jeff, Peter & Andrew who are recognized  
tonight for all that you give back  
to our industry and beyond.*



*We make a living by what we get.  
We make a life by what we give.”  
- Winston Churchill-*

- Barbara, Barton, Russell & Cathy Bienenstock -

**furniture**  
**WORLD**  
Magazine serving furniture retailers since 1870



# Congratulations

to our friend and partner

## Satya Tiwari

2013 Jerry Gans Memorial Award Recipient

-angelo

angelo:HOME  
*design fun!*





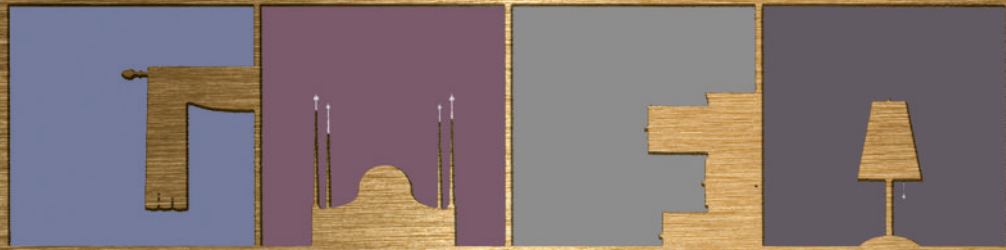
We are pleased to congratulate  
**Satya Tiwari**  
on the occasion of his  
2013 Jerry Gans Memorial Award honor.

Jeffrey L. Portman, Sr.  
President and Chief Operating Officer

And the Officers and Staff of



**AmericasMart®Atlanta**



GREATER METROPOLITAN FURNISHINGS ASSOCIATION

GOLD TRIBUTE



5926 16<sup>th</sup> Avenue Brooklyn NY 11204 399

399 cedar Bridge Avenue Lakewood NJ 08701

**On behalf of everyone at Living Quarters, we would like to convey our good wishes and hearty congratulations to Sal DeMarco upon this achievement. We are fortunate to work with you, and look forward to more success in the future.**

**Best Wishes,**

**Nathan and Pessi Friedman**



Congratulation Dad on receiving the  
GMA 2013 Rep of the Year award!

We are really proud of you!!

Love,  
Your boys,  
Bailey and Joey





Congratulations to  
**Satya Tiwari**

You are most deserving of receiving the  
Jerry Gans Memorial Award for 2013.

We are honored to have your name  
associated with the character, strength  
and integrity that comes with this award  
established after our father.

All the best to you and your family.

~Andy and Sarah Gans~

# Sal DeMarco

**2013 Rep of the Year!**

**I'm so proud of you for who you are  
and what you've accomplished.**

**Susan Tenenbaum**



516-860-4455



Sal, Mom and Dad would be so  
proud of all your accomplishments!

Congratulations on all your  
successes.

Love,  
The DeMarco Family



From your family at  
SS Sales

**CONGRATULATIONS**

on being named

2013 Representative  
of the year!!

# **CONGRATULATIONS TO**

**Pat Luthy - Suburban Furniture**

**and**

**Satya Tiwari – Surya**

**Thanks for the opportunity to share  
your vision of creating  
High Performance companies.**

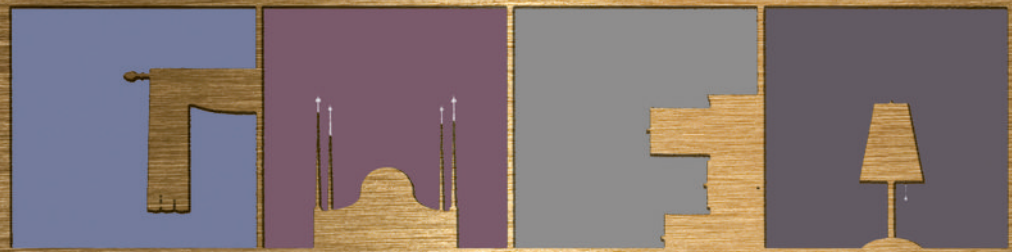


**FurnitureCore.com**

Connect • Organize • Research • Expand



**HOME FURNISHINGS**  
**Business**  
IMPACTFUL STRATEGY FOR THE FURNITURE INDUSTRY



GREATER METROPOLITAN FURNISHINGS ASSOCIATION

GOLD TRIBUTE

In Memory of Jerry

You continue to inspire me  
each and every day

Love and miss you...

Mona Gans-Mendelsohn

**Congratulations to**  
**Sal DeMarco**

**On Being Named  
2013 Rep of the Year!**

**Well Deserved.**

**Love,  
The Caspers**



HEARTY CONGRATULATIONS

to

**Mr. Satya Tiwari**

ON THE OCCASION OF BEING HONOURED BY  
THE GREATER METROPOLITAN FURNISHINGS ASSOCIATION

WITH THE

**Jerry Gans Memorial Award for 2013**

FOR OUTSTANDING PERFORMANCE IN  
THE HOME FURNISHING BUSINESS

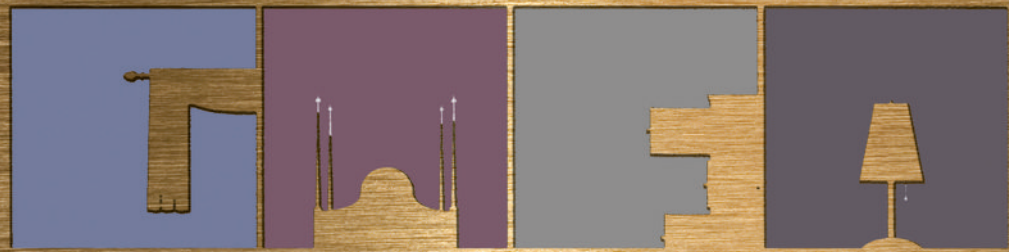
**-CLASSIC COIR FACTORY-**

Congratulations to Sal DeMarco  
on this prestigious award!

GMFA 2013 Rep of the Year!

From your family  
at





GREATER METROPOLITAN FURNISHINGS ASSOCIATION

GOLD TRIBUTE

In memory of my brother  
Jerry Gans

~ Larry Gans ~



"Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion."

American business titan, author & chemical engineer  
Jack Welch

*Congratulations*

Jerry Gans Memorial Award Winner

**Pat Luthy**

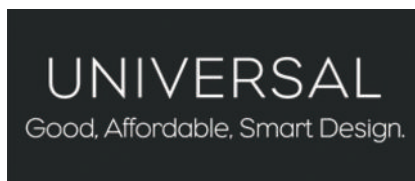
Suburban Furniture

Howard Liveright Award Winner

**Peter & Andrew Orshan**

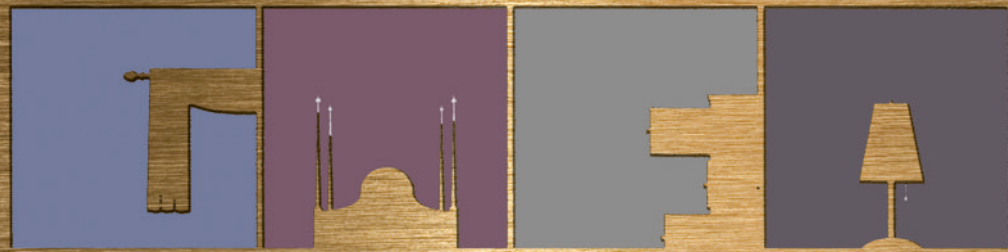
Peter Andrews

**Chris DeLisa**



**Todd Weinstein**



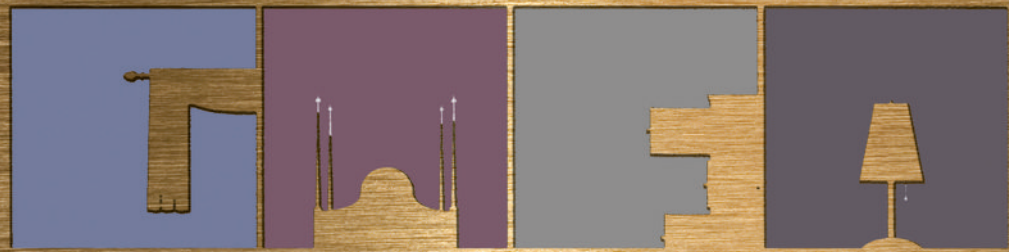


## Hail To Our Rug King And Chief

Mastermind Of Marketing • Deliberate With Display  
Prodigy Of Poufs • Accessory Market Maverick  
Our Throw Virtuoso • Our Paragon Of Pillows  
Our Framed Art New-Bee • The Backbone Of Surya

THANK YOU FOR ALL YOU DO FROM YOUR COMMITTED SALES FORCE

Harris Kirsch  
Rick Austin  
Alan Bryan  
Candy and Farley Shuler  
Ed Goldberger  
Ron Adelman and Barbara Baxt  
Russ Jones  
John Mcelman  
Judy Bynum  
Susan Hatch  
Harper Whinery  
Jeffrey Hagedorn  
Jodie Woolard  
Karl Osman  
Cindy Rogers  
Marcie Gelfand, Gina Sgambellone & Hilary Orozco  
Dean and Karen Scherr  
John King  
Pat Fields  
Jim Govola



GREATER METROPOLITAN FURNISHINGS ASSOCIATION

GOLD TRIBUTE

**Your hard work, talent and dedication have  
earned you this prestigious award.**

**CONGRATULATIONS PAT**

**From Your Ashley Sales Team**

- Mike Siegel -**
- Scott Symons -**
- Jon Goldberg -**
- Jay Madison -**



THE WORLD CLASS FURNITURE COMPANY®



# Congratulations **Satya Tiwari**

2013 recipient of the  
Jerry Gans Memorial Award



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MARKET CENTERS  
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GOLD TRIBUTE

## Honors Well Deserved. Congratulations All!

Howard Liveright Award Recipient

Pat Luthy - Suburban Furniture & Mattress

Jerry Gans Memorial Award Recipient

Satya Tiwari - Surya

Representative of The Year 2013

Sal DeMarco, Natuzzi

Retailer of The Year 2013

Peter Andrews Furniture

Best Advertising 2013

LS Direct Marketing

from

-Brad Pyne-



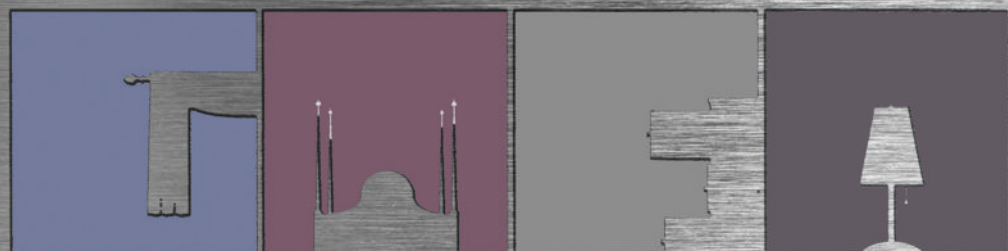


*Congratulations to Peter and Andrew Orshan*  
*Retailer of the Year – 2013*

*Jay Madison & Jan Korman*







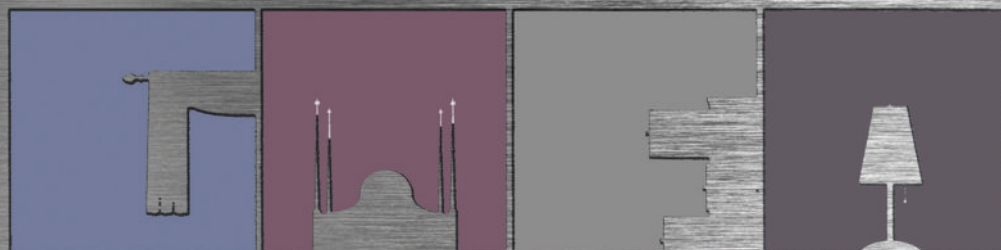
GREATER METROPOLITAN FURNISHINGS ASSOCIATION

SILVER TRIBUTE

# Congratulations to Peter, Andy & Pat

From

Dave Pauley  
Barry Birdoff  
& Richard Weisglass



GREATER METROPOLITAN FURNISHINGS ASSOCIATION

SILVER TRIBUTE

# CONGRATULATIONS!

## **Sal DeMarco**

*GMFA Rep of The Year 2013*

*Thank you for your dedication and passion in the work that you do. It has been a pleasure to work with you all these years and we look forward to many more.*

***SIGNATURE LEATHER***  
Timeless Contemporary Furniture Designs



Heartfelt Congratulations To Our Dear Friends  
**PETER AND ANDREW ORSHAN**

And The Great Team At Peter Andrews Furniture

DESERVED RECIPIENTS OF THE  
GMFA 2013 RETAILER OF THE YEAR AWARD

WITH GREAT ADMIRATION AND MUCH AFFECTION,  
MAGGIE & RICHARD





*Congratulates*  
**CONGRATULATES**

**PETER ORSHAN &  
ANDREW ORSHAN**  
OF PETER ANDREWS FURNITURE

— ON BEING NAMED —

**2013 RETAILER  
OF THE YEAR**

— AND —

**PAT LUTHY**  
OF SUBURBAN FURNITURE

— ON BEING NAMED RECIPIENT OF THE —

**HOWARD LIVERIGHT AWARD**

Congratulations Sal  
To a great rep and a better person  
From your family at Natuzzi

Charlie C.  
Charles M.  
Don M.  
Keith M.  
Ray H.  
Pam P.  
Frankie B.  
Mike B.  
Tracy J.  
Lisa B.  
Daryl F.  
Alvin R.  
John T.  
Steve T.





# ***Congratulations*** ***on your outstanding achievement!!!***

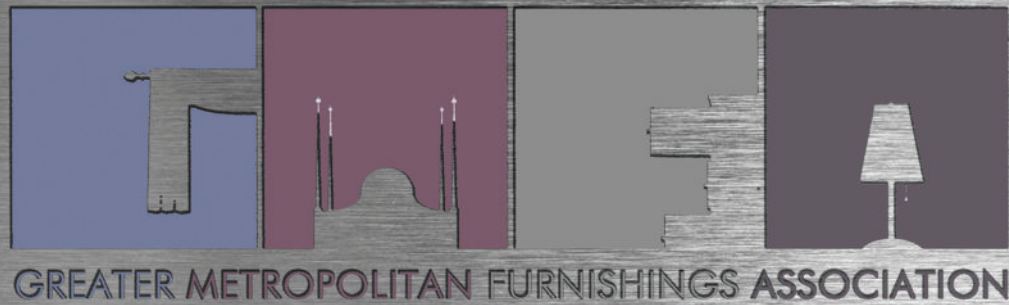
Congratulations, **Pat Luthy**, on becoming the  
**2013 Howard Liveright Award Recipient!**  
We are proud to be a partner and a friend.

We wish you continued success in all your endeavors.



[www.BestHF.com](http://www.BestHF.com)





**Congratulations**

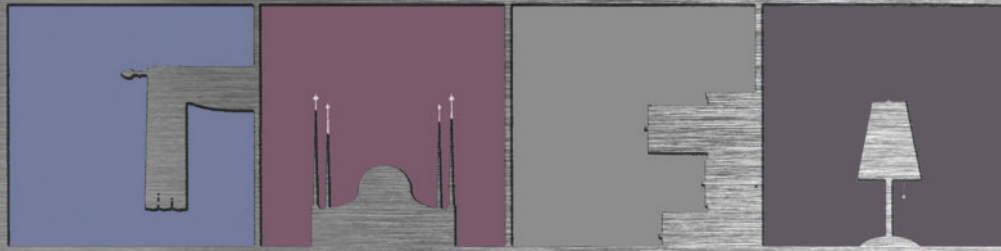
**SATYA TIWARI**

The Recipient of the  
JERRY GANS  
MEMORIAL AWARD

We Salute Your Leadership,  
Excitement, & Integrity  
You bring to the  
Home Furnishings Industry

**TONY BELLAROSA, CHRIS CLARIZIO  
AND RICK AARONSON**





GREATER METROPOLITAN FURNISHINGS ASSOCIATION

SILVER TRIBUTE



# **CONGRATULATIONS Pat Luthy**

**On Receiving The  
Howard Liveright Award**

**- Dave & Lee Brownstein -**

Pat Luthy

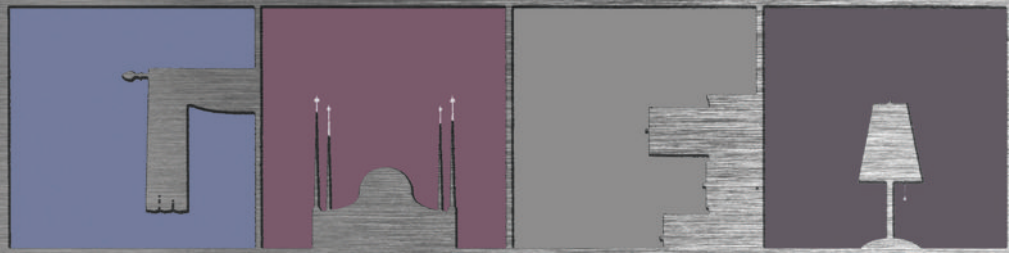
Congratulations on a well deserved Award.

The 2013 Howard Liveright Award

From  
Jim Costello  
and Your Friends at Broyhill Furniture







GREATER METROPOLITAN FURNISHINGS ASSOCIATION

SILVER TRIBUTE

# Congratulations

## **PAT LUTHY**

2013 HOWARD LIVERIGHT AWARD WINNER

from your friends at

a m e r i c a n  d r e w®

 H A M M A R Y®  
STYLE | VALUE | SERVICE

**Lea**®  
The Youth Specialist™

**Sal DeMarco**  
**A well deserved honor.**

**You are, as always, our rep  
(and FRIEND) of the year!**

**-The Seigerman's -  
Ron, Blossom ,Keith, Mark, Jayne and Aaron.**

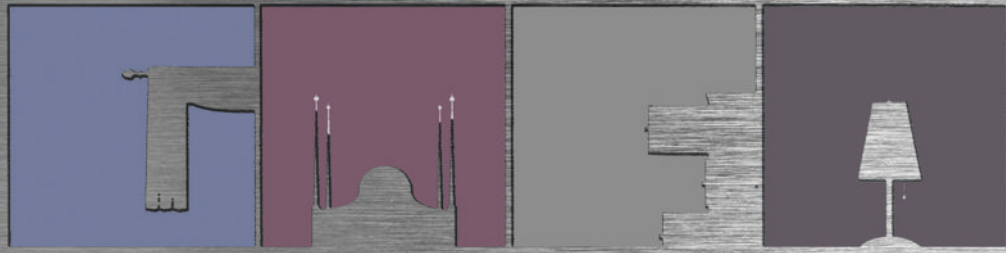
# Congratulations Satya and Pat!

From your friends and website partner,  
FurnitureDealer.Net.



***FurnitureDealer.Net***





*Congratulations and Best Wishes  
To Pat Luthy, a most worthy recipient*

*2013*

*Howard Liveright Award*

*Legacy*  
CLASSIC FURNITURE

*le kids*  
legacy classic

UNIVERSAL  
Good, Affordable, Smart Design.

smartstuff<sup>™</sup>  
furniture for kids.

# Congratulations!

**Satya Tiwari - Surya**  
*Jerry Gans Memorial Award*

**Pat Luthy - Suburban Furniture & Mattress**  
*Howard Liveright Award*

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## *And Special Recognition Award Winners*

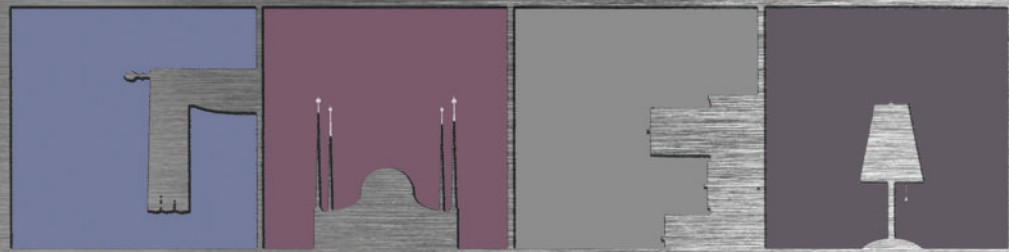
*2013 Retailer Of The Year*  
**Peter & Andrew Orshan - Peter Andrews Furniture**

*2013 Rep Of The Year*  
**Sal DeMarco - Natuzzi**

*2013 Best Advertising Award*  
**Jeff Horowitz - L.S. Direct Marketing**



Proudly serving the Home Furnishings  
industry for over 15 years.



GREATER METROPOLITAN FURNISHINGS ASSOCIATION

SILVER TRIBUTE

# Satya: Congratulations!!!!

You are a gifted visionary,  
who is committed to excellence  
in business, and raising the hopes  
and dreams of others in life.

You truly are The Man of the Year

**-Harris and Doreen Kirsch-**



Congratulations

And

Best Wishes

To

**PAT LUTHY**

Recipient of the  
**Howard Liveright Award**

**Tony Bellarosa, Chris Clarizio,  
& Rick Aaronson**





# Congratulations

## Pat Luthy

Suburban Furniture

for an honor well deserved  
from your friends at



[www.sdjtrucking.com](http://www.sdjtrucking.com)



Congratulations to Sal DeMarco  
No one more deserving than you

**B**iF





“Leaders should influence others in such a way that it builds people up, encourages and edifies them so they can duplicate this attitude in others.”

*-Bob Goshen, Author and Professional Business Speaker-*

Sal,

You represent your factories with a level of professionalism that makes your dealers grateful you are a part of their business.

The energy, passion and commitment you bring everyday makes you a truly dedicated person.

I am honored to have learned “the street” from you, but even more proud after all of these years to call you a friend.

**-Todd Weinstein-**



# Congratulations To Our Special Friend Sal DeMarco

- Ray and Cece Vanaria -



MALESARDI, QUACKENBUSH, SWIFT & COMPANY LLC  
**Certified Public Accountants**

**Excellence is a habit!**

**To my friend Satya  
who continues to  
inspire me.**

**Thank You.**

**-Emily Truett-**



**Our Best Wishes To Our Dear Friend**

**Sal DeMarco**

**Natuzzi Italia**

**A most deserving recipient of the  
GMFA REPRESENTATIVE OF THE YEAR**

**Kenneth R. Rubenstein, D.D.S.**

**Brian M. Rubenstein, D.D.S.**

Gateways Executive Mall, 800 Woodbury Road, Suite J, Woodbury, NY 11797  
Tel: 516-364-3388 • [www.rubensteindentalgroup.com](http://www.rubensteindentalgroup.com)

**Congratulations  
to Pat & Sal  
You Are The Best!**

- Tommy Leflein, Lexington Furniture -



# **Best Wishes To Our Dear Friend**

**Sal DeMarco**  
NATUZZI

A most deserving recipient of the  
GMFA 2013 Rep Of The Year

**International Furniture**

113 Bowery, New York, NY 10002



# ***Congratulations!***

**Mike, Hector, Ron and the staff at PMP congratulate**

**Satya Tiwari**

recipient of the **Jerry Gans Memorial Award,**

and **Pat Luthy**

recipient of the **Howard Liveright Award!**

Congratulations to **Peter & Andrew Orshan** of Peter Andrews Furniture  
on receiving the award for Retailer of The Year 2013,

to **Sal DeMarco** of Natuzzi  
on receiving the award for Rep of The Year 2013,

and to **Jeff Horowitz** of LS Direct Marketing  
on receiving the award for Best Advertising 2013!



***The Most Trusted  
Furniture Promotion Company***

Offices in PA, NY, NJ, NC  
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*...serving the furniture industry for over 60 years*

- Auditing • Tax Preparation
- Tax Planning • Estate Planning
- Financial Planning • Business Valuations
- Management Services
- Litigation Support Services

§

**CONGRATULATIONS TO  
Satya Tiwari - Surya and Pat Luthy  
on being honored as leaders  
in the furniture industry**

§

Roy I. Levine, CPA  
*Member of the Firm*  
email: rlevine@ljcpa.com

James A. Kruper, CPA  
email: jkruper@ljcpa.com

333 Eisenhower Parkway  
Livingston, New Jersey 07039  
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**Congratulations  
To  
PETER & ANDREW  
OF  
PETER ANDREWS FURNITURE  
2013  
Retailor of The Year  
A Well Deserved  
Award**

**TONY BELLAROSA, CHRIS  
CLARIZIO  
& RICK AARONSON**



Congratulations To

Pat Luthy

Suburban Furniture

2013 Recipient  
Howard Liveright Award

From your friends at  
Heritage Community Bank



Congratulations Pat  
on receiving the well deserved  
Howard Liveright Award

“There is no place like home” is the best way  
to describe what you have put into  
Suburban Furniture. Your beautiful floor  
display creates a warm and inviting atmosphere from  
the first moment the customer walks into the store and  
encourages him to picture such a display in his own  
home. I truly admire your love, creativity  
and dedication to Suburban Furniture.

All the best,  
Yoav Meron

Vaughan-  
*furniture company* Bassett

“WE MAKE IT EASY.”



**Best Wishes  
to Satya Tiwari  
SURYA**

**From your friends at the  
High Point Market Authority**





## Heartfelt Congratulations To GMFA Honorees

Howard Liveright Award Recipient

Pat Luthy - Suburban Furniture & Mattress

Jerry Gans Memorial Award Recipient

Satya Tiwari - Surya

Representative of The Year 2013 - Sal DeMarco, Natuzzi

Retailer of The Year 2013 - Peter Andrews Furniture

Best Advertising 2013 - LS Direct Marketing

**BedroomFurniture**  
DISCOUNTS.COM

**TVStands**  
OUTLET.COM

**DiningRooms**  
OUTLET.COM

**DiscountLiving**  
ROOMS.COM

*EmmaMason.com*





**Best Wishes  
Sal DeMarco  
NATUZZI GROUP**

You are truly deserving of the  
2013 Representative Of The Year Honor.

from your friends at







Sal, With dedication  
and hard work like yours,  
success was certain  
to be achieved.  
Well done and congratulations  
on this wonderful honor.

**-Noble Furniture-**



Congratulations To  
**PAT LUTHY**

One of the loveliest, , most talented,  
dedicated and caring people  
in the furniture business.

It's been a pleasure working with you  
and everyone at Suburban Furniture  
these past 25 years.

Gary Starr  
Bassett Mirror  
DWSilks

Congratulations Pat!  
You are one of the smartest women  
I know in this industry.  
You my friend,  
deserve to be honored!!!

XOXO  
Connie Post

*Affordable Design*<sup>™</sup>  
SOLUTIONS  
CONNIE POST INTERNATIONAL



**Congratulations To**

**JEFF HOROWITZ,  
LS Direct Marketing**

**2013 Advertising Company Award**

**YOU ARE  
ALWAYS #1  
WITH US**

**TONY BELLAROSA,  
CHRIS CLARIZIO  
& RICK AARONSON**





## CONGRATULATIONS

Pat Luthy, Satya Tiwari  
Sal DeMarco, Peter Orshan,  
Andrew Orshan &  
Jeff Horowitz. You join a  
pantheon of important industry leaders  
who have been recognized for  
distinguished service to our industry  
by this Association.

We Salute You!

GMFA Board Members

Patrick Cory (President) • Rick Aaronson • Frank Arroyo • Tony Bellarosa • Eric Bernstein  
Russell Bienenstock • Chris Clarizio • Ron Cooper • Chris De Lisa • Abraham Feinblum  
Amy Filippone • Andy Gans • Albin Grundner • Lenny Kharitonov • Harris Kirsch • Jim Lubas  
Harvey Leis • Roy Levine • Brad Pyne • Tommy Leflein • Mark Scharff • Kevin Snyder  
Executive Director -Alan Granetz.



**CONGRATULATIONS TO JEFF HOROWITZ,  
LS DIRECT MARKETING**

**A WELL DESERVED HONOR**

**Thanks so much for your  
continued support & generosity**





## GMFA SALUTES

The Dean Michael Clarizio Cancer Foundation

Helping families cope  
in the most difficult  
of circumstances.





# *Congratulations*

*Satya, Pat, Sal, Jeff, Peter & Andrew.*

## From The Bienenstock Furniture Library

Where furniture and interior designers, students, market visitors and researchers find design inspiration, conduct classes and host seminars/events.

The Bienenstock Furniture Library the world's largest research collection of over 5,000 volumes on the history and design of furniture, interiors, architecture, textiles, finishes and construction.

**AN INVESTMENT IN THE FUTURE  
OF THE FURNITURE INDUSTRY**



**BIENENSTOCK FURNITURE LIBRARY**





**We Salute Our Friends**

**Satya Tiwari**  
**Pat Luthy**

**deserving honorees**

**- the Cory Team -**



*Family owned and operated since 1934*



America's #1  
Mattress Manufacturer

Congratulations to Pat Luthy for being named the  
2013 recipient of the Howard Liveright Award  
from your friends at Serta® Mattress Company.

