

The research team at the Reed Retail Group

The research team for the Reed Retail Group provides original research for Furniture/Today, Home Accents Today, Casual Living magazine, Kids Today, Home Textiles Today, Gifts and Decorative Accessories magazine and Playthings magazine.

The research group is responsible for all original survey research appearing in these publications including rankings of the Top 100 Furniture Stores, the Top 25 Furniture Sources for the U.S. market, the Top 50 Home Textiles Retailers, the Top 25 Furniture Retailers, the Top 20 Kids Retailers, the Top 20 Playthings Retailers and the Top 50 Home Accents Retailers. The research group also prepares the annual Furniture Store Performance Report, periodic Retail Operations Reports for Gifts and Decorative Accessories, Home Accents Today and Kids Today. Since 1999 the research group has undertaken massive consumer surveys to determine the demographics of furniture and home accessory buyers as well as uncover how much consumers pay for various products, where they shop and buy and what drives the shopping experience. The group also regularly surveys retailers to what styles are selling at retail. In addition, the research staff reviews a multitude of research reports each year, helping to select and present those that will provide the best and most useful information to the furniture and home furnishings industry. Researchers maintain extensive files of financial information on publicly held furniture companies and have a primary role in preparing financial analyses that appear in the publications.

The research team is headed by Kay Anderson a 30 plus-year furniture and home textiles industry veteran. Before joining Furniture/Today in 1979 to establish its Research department, Anderson was librarian at the Southern Furniture Manufacturers Association (now the American Home Furnishings Alliance). Prior to entering the furniture industry, Anderson was Director of Staff and Community Services for the Southeastern Regional Economic Development Commission based in Taunton, Mass. and a technical assistance planner for the Piedmont Triad Council of Governments. She also worked briefly as the librarian for the University of North Carolina at Chapel Hill's Center for Research in Pharmacology and Toxicology. Anderson holds a Master of Science degree from the University of North Carolina at Chapel Hill. She has done post-graduate work at the Boston Architectural Center, The Center for Creative Leadership, the



Anderson

University of North Carolina at Chapel Hill, Wake Forest University, the University of North Carolina at Greensboro, and the Burke Institute, Center for Applied Marketing Research.

Prior to joining the research staff in 1999, Senior Research Specialist Dana French was a Research Analyst at Carolina Biological, a leading educational science supplier. While at Carolina Biological, French was responsible for competitive analysis studies, sales analysis studies and customer satisfaction surveys. Her undergraduate degree in Business Administration comes from Queens College and her master's degree in Public Administration is from the University of Kentucky.



French

Research Specialist Judi Fulbright, joined Reed early in 1999. With an undergraduate degree in Interior Design and a Master of Science in Housing and Interior Design, Fulbright brings more than 20 years of experience from the School of Human Environmental Sciences at the University of North Carolina at Greensboro. At UNC-G she researched issues such as consumer behavior and concerns as they relate to housing, textiles, clothing and family and human development.



Fulbright

Research Specialist Daphne Garland-McLean joined Reed in 2000 after ten years with Bank of America where she held various positions including Bankruptcy Support Manager. She holds a MA in Sociology from the University of North Carolina at Greensboro. Her undergraduate degree in Sociology and Business Administration is from North Carolina Agricultural and Technical State University.



Research Specialist Diane Hoth has been part of the research team since 1993. Hoth honed her extensive research skills while working for M/A/R/C, one of the ten largest marketing research firms in the U.S. Hoth holds a Master's degree in marketing from Texas A & M University and has done post-graduate study at the Burke Institute, Center for Applied Marketing Research.

Managing the research databases is Database Coordinator Cynthia Myers who has substantial experience in database design and management. She has been with Furniture/Today over fifteen years. Before entering the furniture industry, Myers worked for R. J. Reynolds in the Database Management Center. She has studied computer maintenance and programming at High Point University as well as in special courses at Computer Tree, ExecuTrain, The Minich Group, Lan Technologies and Piedmont Associated Industries. Assisting Myers in maintaining the department's extensive databases is Stephanie Rutledge who joined Reed in 1998.



Research Associate Julie Perkins Gunn received her degree from Florida State University. She has been associated with Furniture/Today since 1990 and has done extensive surveying of the home furnishings retail community. Before working for Reed, Gunn was with Nations Bank as a bankruptcy specialist. She has also been employed by the state of Wyoming as a Communications Manager and by Cook Communications as a Human Resources Specialist.

