

# ROOTNOTES

News, Commentary, Insight from

## Mike & Jay Root

**FSMA Celebrates 60 Years As the Foremost Authority On Innovative Marketing For The Home Furnishings Industry**

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**Award Winning Salesmen,  
Marketer & Entrepreneur**

### Mike's Moment: 2023 Spring Market Sixty Years Later

This past month as I have traveled to various dealers & experienced all kinds of weather. From ice storms, to March snow storms, to unseasonably wet weather in the desert, and gusty wind storms in the Midwest. The good news is that spring should be here any day even if Minnesota and the Dakotas won't get rid of their snow until June! As I write this the extended forecast is mid-70s for the week we are in High Point which sounds pretty good if we can keep the rain away. I will certainly check the weather as we get closer.

I talk about weather because as it gets nicer people are spending more money on outdoor living. In much of my territory it is a limited season but still very profitable. But as I talk to dealers, this year I believe if the season is good, there could be a scramble for goods towards mid season. Many major dealers buy the category by containers, but because of the unpredictability of business, many are not loading up on seasonal purchases as much this year. That means if sales are good, they may run low on sets. Please keep us in mind because we represent product that is stocked in the US, that can fill holes on your floor if needed. High Point is a perfect opportunity to shop this category for any future merchandising challenges.

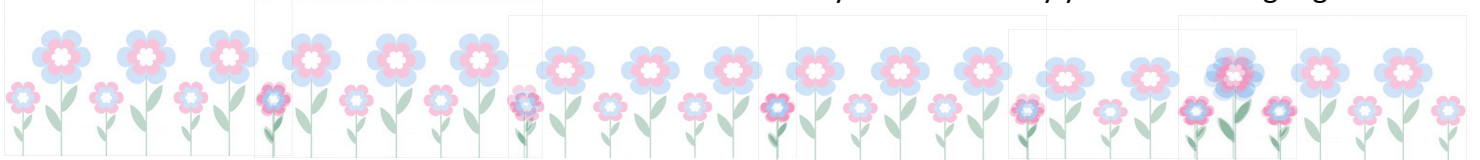
Another category I believe will be worth consideration for an extra look at market is the promotional upholstery. As we know from the national news and our own pocketbooks, the average consumer is getting financially stretched because of inflation in food, gas and housing among other things. So when they need

to look for new furniture, a well built Hughes sofa may fit their needs now versus higher priced alternatives.

Interestingly there are still a lot of consumers with purchasing power as evidenced by the amazing sales of Cozzia. I guess the customer that is buying an \$8500 massage chair is not concerned with gas or food prices, but rather just wants to spend money on their personal health and wellness. Don't overlook this.

We represent several other opportunities in motion upholstery that we are very excited about. More information is included within. Jay and I look forward to working with you at market. If you would like to schedule an appointment beforehand, give us a call at the office (402-391-2166), text us when in High Point, or come into the space and they will track us down.

One final note before we head off to market. I changed the header that maybe only I would notice. But it is pretty exciting for us. Furniture Sales of Mid-America was founded by my dad in 1963 as he headed off to the Spring Market. So this market will officially mark 60 years of service to the industry. Dad sold furniture with his dad from the mid 1950's, and incorporated as Furniture Sales of Mid-America in 1963. When he started the business model was entirely different than what it is now. Certainly to survive another decade or more, there will be more changes. But the bedrock of our success has always been representing factories that produce quality products at a fair price, and taking care of our valued customers. Thank you for the many years of working together!!!



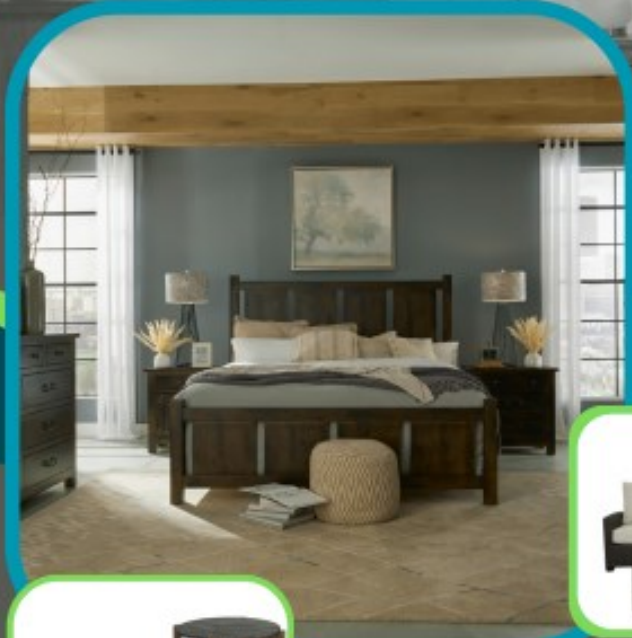


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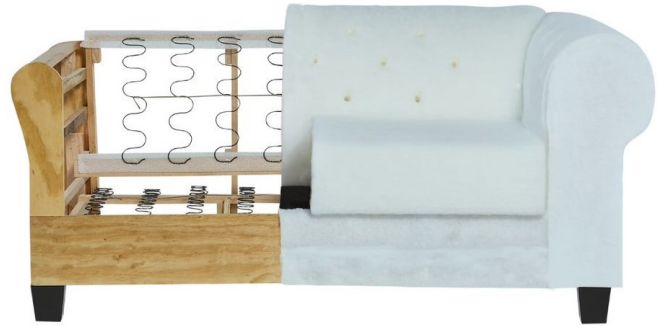
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