



Syracuse SUCCESS STORIES SCRIPT
L & JG Stickley, Inc.

Aminy Audi

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VIDEO:

furniture in showroom
-chairs
-dining room sets
wide shot of showroom
craftsmen at work
-by hand
-by machine
finished piece
exterior of Stickley building

Mission style furniture

close up of a unique Stickley design

craftsmen measuring piece by hand

pushing a drawer in with one finger

shots of the production process
- sorting wood
- cutting wood
- sanding wood
- assembling pieces
- staining wood
- final product

shots of showroom pieces

Alfred and Aminy being interviewed

furniture being manufactured
employees working around factory and
showroom

AUDIO:

Fine, hand-crafted furniture is a rarity these days, a casualty of today's fast-paced society. Fortunately, a company in Syracuse has kept the old values of quality craftsmanship alive while at the same time using the benefits of modern technology to create functional works of art.

L. and J. - G. Stickley

The company providing the best of both these worlds is L. & J.G. Stickley. Highly acclaimed for its "Mission" or "Arts and Crafts" style of furniture, Stickley continues to manufacture designs over a century old. Each new piece meets the exacting standards of excellence that the Stickley brothers developed and upheld since the turn of the century.

To continue the practice of hand-crafting wood furniture is not an easy task. It is a time-consuming process, but one both manufacturer and consumer alike appreciate because the end product is one-of-a-kind and capable of withstanding the test of time.

like the car
ow-dee

As a longtime admirer of Stickley furniture and the largest Stickley dealer, Alfred Audi and his wife Aminy bought the company in 1974 and ever since then have experienced tremendous growth, innovation and success. Thanks to the Audi's and the entire Stickley family of

VIDEO:

Stickley employees at work

Stickley pieces in showroom

AUDIO:

employees, people all over the world can still enjoy the simple luxury of Stickley furniture and have the opportunity to pass it along for generation after generation to cherish.

VIDEO:

Interview with Alfred Audi
pieces of Stickley furniture
craftsman pinning the pieces together
(standing in a drawer showing strength)

Interview with Aminy Audi
placing separate pieces of glass in wood
close ups of individual craftsman
wide shot of manufacturing
barcoding a piece
sanding and cutting machines

Interview with Aminy
picture of Gustav Stickley
customers in the showroom

Interview with Alfred
conference in office with several employees
customers talking with salesperson

AUDIO:

- 1. What motivated you to bring Stickley furniture back to life? (Alfred Audi)**
 - always loved personal Stickley furniture
 - sold it in the store in family business
 - quality of the furniture
- 2. Tell us about the innovative steps you've taken to better serve your customers. (Aminy Audi)**
 - kept the best of the old
 - hand-crafted the old-fashioned way
 - talented employees
 - individual stations (no assembly line)
 - added the best of the new
 - computerized tracking of products (bar-coding)
 - precision sanding and cutting machines
- 3. Why keep these high standards of production? (Aminy)**
 - "Als ik kan" Philosophy
 - standard set by Gustav Stickley
 - customers world-wide appreciate this standard of perfection
- 4. You have brought this company a long way without even changing its product. What improvements can be made from here? (Alfred)**
 - continually look for ways to improve
 - have expanded tremendously
 - look to provide unmatched customer service through a nationwide network of dealers

(Remember to end with a strong, positive statement for the future!)

