

FEBRUARY 10

THE SMITH FILES™

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New 286-page catalog

The 2010 Smith System Catalog offers more helpful product information than ever, including specs and simulated classroom, library and lab layouts. Available now, call 800.328.1061 for your copy.



NSSEA a big success

Smith System's two major product introductions both captured attendees' attention and sparked their imagination. In addition to Flavors™ Seating and Cascade™ Storage covered in this issue, new desking options and accessories were introduced.



Cascade™ Storage: A better way to manage educational materials

Enthusiastic reactions to Cascade Storage at NSSEA more than confirmed the value of the line: it truly meets an existing and growing need of schools.

Members of the Architectural and Design (A&D) community quickly embraced the concept behind Cascade Storage: a unified solution for organizing, storing and transporting learning materials of all kinds.

Cascade Storage is a scalable solution. Its system of Totes offers a way to manage learning materials for the whole school, for classrooms and for individual students.

See pgs. 186-201 of the 2010 catalog for more about Cascade Storage.



Cascade Mega-Tower Tote Storage in optional Apple End Panels. The Totes can hold materials organized by subject or by student. A Tote can slide under the student's desktop on a specially designed rail system.



Cascade Mega-Cabinet Shelf Storage in optional Persian Blue End Panels. Its design complements Tote Storage, and the open shelves offer easy access to large and often-needed materials.

Recent trends in education that Smith System detected led to the development of Cascade Storage. "There are two key movements in education today that the Cascade Line serves, like no other product available," says Bill Risdall, vice president of marketing. "First, teachers are using more and more 3-D objects in teaching.

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Introducing Ian Nosek

Midatlantic Regional Sales Manager

Combining more than a decade of experience selling school solutions and a background in education, Ian Nosek has unique insight into the needs of both dealers and districts. Ian knows that dealers need a quality manufacturer

that they can trust to be accurate, prompt and honest, and understands that the furniture needs of districts vary greatly. Harnessing this multifaceted perspective, Ian is a valuable resource to dealers and sales representatives as Smith System's new Midatlantic Regional Sales Manager.

"From my experience as a dealer, I know the importance of a having a good relationship with the customer and how easily it can be affected by the level of support provided by the manufacturer," says Ian. "I understand that dealers need honest information, timely responses and products that perform as promised in order to maintain those relationships, and ultimately a good reputation."

With this background, Ian is determined to continue Smith System's track record of providing thorough, timely support to dealers, and high-quality furniture solution to schools. In addition to working with dealers, he also leads Smith System sales representatives in the Midatlantic region, and works directly with districts and the A&D community to increase

awareness of Smith System's furniture solutions.

Before joining the company in January, Ian developed trustworthy relationships with dealers, districts and architects while working for dealer companies and for a manufacturer in the school industry. In one of these positions, he worked primarily on large new school construction projects.

"Ian has proven experience as a dealer working with large new school projects, outfitting entire schools from classrooms to commons," says Bob Redding, vice president of sales. "He understands the lengthy, detailed process of new school construction and what resources are needed to incorporate furniture into the big picture on time and on budget. This makes him a valuable resource to dealers, and a teacher to sales reps in his region."

A self-professed "jack of all trades," Ian's classroom knowledge reaches beyond his dealer and sales expertise – he also holds degree in elementary education and has taught computer classes.

Finding the right school furniture solution isn't all that Ian is passionate about. He is also an avid reader, citing his favorite book as "Ender's Game" by Orson Scott Card, and is a dedicated comic book collector. A longtime athlete, he enjoys spending his free time running, playing sand volleyball, and taking Judo classes with his 16-year-old son. And if you ever see Ian, you may have to do a double-take because Ian has an identical twin brother who's a Lt. Colonel in the Air Force.

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Cascade™ Storage: a comprehensive storage solution for schools



Cascade Mid-Cabinet Tote Storage

A Tote can hold an individual student's work, supplies and study materials. The Tote can be stored with others in the Cascade Storage Unit, and then transferred under the student's desk that's equipped to accept it.

These "manipulatives" work great, but, in most schools, there isn't a suitable system for storing them – either short-term in the classroom or long-term in a central storage area. Manipulatives are expensive, so they need to be stored responsibly, and they should be able to be shared among all the teachers in the school.

"The second trend is away from textbooks and workbooks. Today, project packets are replacing text books, and these packets need to be managed. Again, Cascade Storage is the most integrated system available for corralling these materials."



Cascade Wardrobe

Shown in Platinum, this multi-functional unit provides ample storage for classroom manipulatives in three sizes of Totes as well as a place for the instructor to hang a coat.



Smith System is dedicating a large portion of the 2010 catalog to Cascade Storage. Buyers will be pleased with the number of choices in size and optional accessories like lockable doors, colored end panels, lecterns and more.



Meet Matt Coyne

Southeast Regional Sales Manager

With years of experience in educational sales at companies that deliver successful school solutions, Matt Coyne understands the pressures of being a good dealer. Recognizing that individual reputations are on the line, Matt knows dealers need confidence in what they're specifying, accurate and detailed product information, and a manufacturer that is available at a moment's notice. Matt's experience specifying a broad range of products, including Smith System furniture, make him well-equipped to help dealers succeed as Smith System's new Southeast Regional Sales Manager.

Since joining the company in October, Matt works closely with the dealer community by providing the support needed to succeed in a broad range of K-12 and higher education institutions. Matt knows there's no one-size-fits-all approach to getting furniture to end users, and helps dealers determine the best strategy for every district's unique situation.

"As a dealer, I've worked on all sorts of unique projects and have dealt with the gamut of difficult customer situations," says Matt. "These experiences have taught me that dealers need dependable sales people at companies they can trust to provide a high-quality product, the information needed to sell it, on-time delivery and excellent customer service."

In addition to working with dealers, Matt leads the Smith System sales team in the Southeast region by providing training and best practice examples collected throughout his years in the industry. He also works with the A&D community and school districts to generate demand for Smith System's solutions.

"Not only does Matt know firsthand how to simplify the furniture-buying process for dealers working on large projects, he also has proven experience leading sales teams and working with architects and end users," says Bob Redding, vice president of sales. "Matt's experience and reputation for success makes him a valuable resource to Smith System's dealer network, as well as architects, school districts and sales representatives."

Prior to joining the company, Matt established a profitable track record in sales by successfully overseeing large projects from design to finished product while working for dealer companies, and managing the sales of more than 400 associates for a manufacturer in the school industry.

When he's not selling school furniture, Matt enjoys watching sports car races with his wife and two sons. Though he doesn't race cars himself, Matt gets involved as a flag chief at events at the Sebring International Speedway and the Daytona International Speedway. In addition to fast cars, Matt and his family share a passion for music. A longtime tuba player, Matt was the director and co-founder of The Island Band – central New York's most entertaining parade band.

Bob's Column

Upbeat in February

If you like positive signs, you'll really like this column, because it's full of them.

For starters, we're working to fill Sales Manager positions in Texas and Chicago to provide more sales support in those areas.



Next, we've just finished producing our biggest catalog ever – 286 pages.

With just a couple exceptions, we're retaining 2009 pricing in 2010.

And, best of all, at NSSEA the world got its first look at the new product lines we're now offering and the reactions couldn't have been more encouraging.

People came to the Smith System booth looking for something innovative; and they encountered our new Flavors™ Seating line, and Casade™ Storage line. Each generated approval on the parts of dealers, end-users and members of the A&D community.

The Flavors Chair looks inviting, but the real "ah-ha" moment comes when people sit in it and experience the comfortable four-position seating and the engagement that comes from the subtle flex in the back.

Cascade Storage is going to be more of a "concept" sell and promises to be very popular with end users and the A&D segment because it offers so many possibilities for use. Time and again, potential buyers took a look at the line and its components, and started selling themselves on it.

Someday, we will look back and remember 2010 for being the year we introduced Cascade Storage.

A tasteful addition to classrooms: New Flavors™ Seating

A big hit at NSSEA, new Flavors Seating is a full line of seating products, including Stack Chair, Combo Desk, Adjustable Chair and Adjustable Stool. Shaped by the needs of contemporary classrooms, Flavors is a four-position

chair, meaning it sits comfortably for the student facing front, back and either side. Its back has just a little flex in it, straight back and radially. This helps the student concentrate and, according to studies, actually helps them grow.

See pgs. 26-31 of the 2010 catalog for more about Flavors Seating.

Flavors™ Combo Desk
Where student concentration is crucial, the advanced ergonomics of the Flavors Chair can contribute improved achievement and success. For design harmony, the edge molding or band can be coordinated with the color of the chair.

Flavors™ P-Tablet Chair
Combining advanced ergonomics, space efficiency and design harmony, The Flavors P-Tablet Chair rounds out the Flavors line. Buyers can choose from Smith System's wide spectrum of colors for the chair and Bullet T-Mold; there are many finish options for the work surface, too.



Flavors™ Adjustable Chair
When you combine the little bit of flex in the back of the chair together with the ability to custom fit the chair height, the result is a very, very comfortable chair. It's a great option for use in computer labs, art rooms and offices.



Flavors™ Chair, available in 14 colors and four sizes, appropriate for K – adult.

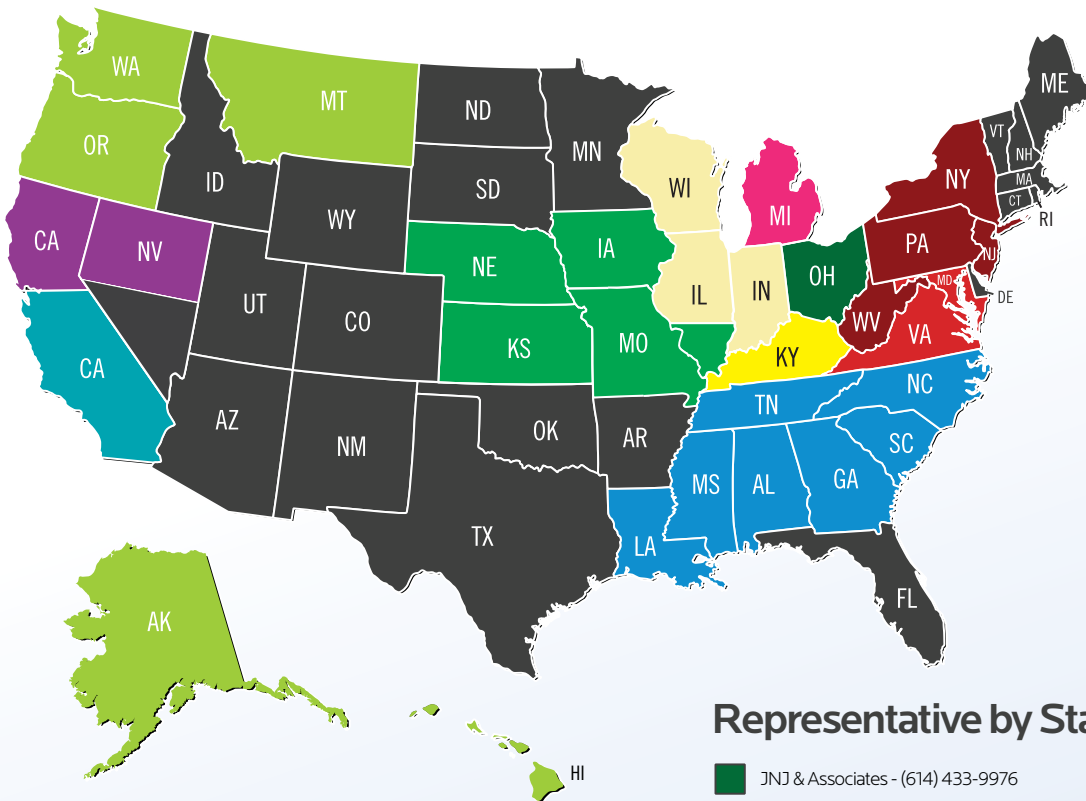
Cascade™ Presentation Carts: Supports, transports and stores presentation materials.



To get an idea of just how versatile and adaptable the Cascade line is, consider Cascade Presentation Carts. At their core, you'll find a Cascade Tote Tray or Shelf Storage Cabinet or Case. To transform it into an optimized Presentation Cart, we outfitted it with a riser shelf, mount and lectern. Our wide variety of models allows you to choose the one that best meets your school's needs for presenting information.



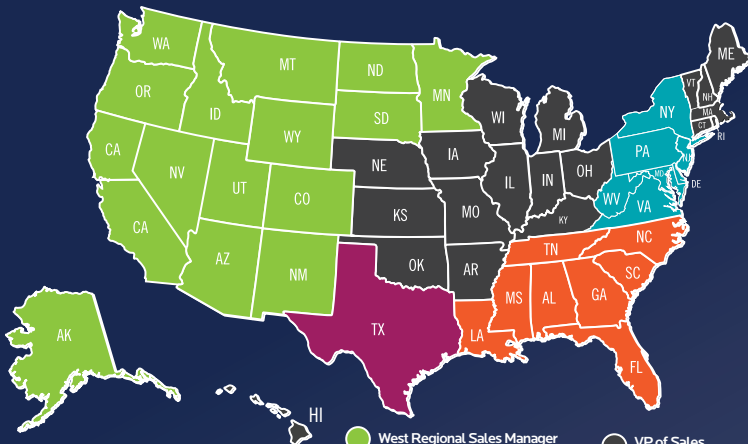
NATIONAL REPRESENTATION CHART



Representative by State:

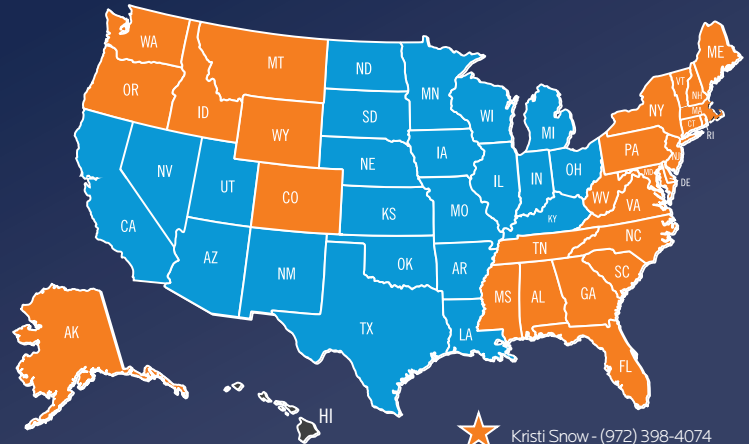
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- | |
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