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**LATEST AND GREATEST DEBUTED AT UNFINISHED FURNITURE ASSOCIATION  
NATIONAL CONVENTION & TRADE SHOW**

**MT. LAUREL, NJ**, May 15, 2005– The Unfinished Furniture Association (UFA) hosts its annual National Convention & Trade Show July 16-19, 2005 at the Greater Columbus Convention Center in Columbus, Ohio. This premier event is the only show of its kind dedicated to unfinished furniture, accessories, and related products and offers attendees an exciting look at the unfinished furniture industry. This year, more than 1,000 new product introductions are expected!

The ever-popular Education Day on July 16 offers money-saving, business building strategies to help retailers do their business better. Keynote speaker, Neeli Bendapudi, Associate Professor of Marketing for Fisher College of Business at Ohio State University presents “The Living Brand.” In her presentation, Professor Bendapudi teaches how small companies can use their employees as brand ambassadors to gain big benefits. Professor Bendapudi specializes in the study of consumer behavior in services. Her current research deals with customers’ willingness and ability to maintain long-term relationships with firms and with the brands and employees that represent them.

In addition, breakout sessions teach attendees *How an Interior Decorator Can Help*, *How To Read a Profit and Loss Statement*, *What’s Hot- What’s Not*, *Managing Your Business in a Down Economy*, and more.

Other highlights include Hot Topic Luncheon Round Tables, New Product Showcase featuring the latest introductions for the coming year, and a casual Welcome Reception. UFA’s brand awareness campaign, Real Wood Furniture Finished Your Way® celebrates its third successful year through a variety of events including a special reception for certified members and a peer reviewed contest on promotional efforts for the program.

“The Annual Convention is a valuable forum for members of the unfinished furniture industry and an event I personally look forward to every year,” said Jack Campbell, UFA President. “This is the perfect opportunity to learn, network and connect with other leaders in the industry with the same interests and facing similar challenges.”

UFA is an international trade association of more than 650 retailers, manufacturers and sales representatives in the United States, Canada and Bahamas whose mission is to actively support the growth of the unfinished furniture industry and association membership through education and awareness.

For more information on the 2005 Unfinished Furniture Association National Convention & Trade Show, contact the UFA office at 15000 Commerce Parkway, Suite C, Mt. Laurel, NJ 08054; phone: 800-487-8321; fax: 856-439-0525; or visit [www.unfinishedfurniture.org](http://www.unfinishedfurniture.org)

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