

BRADLEY COUNTY ECONOMIC DEVELOPMENT CORPORATION

Updates from: Maxwell Hardwood Flooring, Ouachita Hardwood, and Townsend Flooring

Thomas Maxwell, owner of Maxwell Hardwood Flooring and Rose Mary Laster-Cummings, Sr. Director of Marketing and Product Development of Maxwell Hardwood Flooring, Townsend Flooring, and Ouachita Hardwood presented an overview of the three companies.

Mr. Maxwell reported that Maxwell Hardwood Flooring in Monticello currently has 165 – 170 employees and runs two shifts. They have invested heavily in the facility in the past 3-4 years with close to \$5 million in capital improvements. Mr. Maxwell explained that the industry was unchanged for about 40-years; products were produced the same way with the same type equipment. In the late 1990’s changes began occurring, with the need for modernized equipment. In 2012, Maxwell Hardwood Flooring started investing in modernization and now has state of the art equipment. Mr. Maxwell explained that in the flooring industry, demand and pricing fluctuates, often with the economy. In 2012, 2013 and half of 2014, the industry was in an accelerating price market. But, in the last 8-months, the industry has been in a decelerating market. Mr. Maxwell advised that they have lowered their prices, which has resulted in increased sells. People building houses can afford more flooring if the price is lower. Mr. Maxwell stressed that Maxwell Hardwood Flooring’s business is and has always been very good and very stable with a great list of customers.

Mr. Maxwell discussed their primary marketing tool, duck hunting. Mr. Maxwell explained that the organization has invested heavily in duck hunting properties. These properties are utilized often and successfully for marketing of Maxwell Hardwood Flooring, Ouachita Hardwood, and Townsend Flooring. Mr. Maxwell stated that his company can provide to their customers, a duck hunting experience that nobody else in the country can offer. Mr. Maxwell explained that they have a large financial investment in their duck hunting properties, which have continued to rise in value and have proven to be a great investment.

Tommy Maxwell provided an overview of Ouachita Hardwood and Townsend Flooring.

He stated that Ouachita Hardwood will be celebrating their 10-year anniversary on September 11th. Both facilities are very well managed by Shay Dougal and Wil Maxwell. Ouachita has had recent capital investments of about \$1.5 to \$2 million and additional investment is expected. Ouachita has 40 plus employees. All of the Ouachita and Townsend products are marketed under Maxwell Hardwood Flooring, although, the product lines are different. Mr. Maxwell explained that he wanted to develop the engineered wood flooring product, but did not want to produce the product at Maxwell Hardwood Flooring in Monticello. That is when Shay Dougal and Wil Maxwell decided to open the facilities in Warren.

Rose Mary Laster-Cummings explained the company’s marketing and sales process. Ms. Laster-Cummings stated that when they have new customers or new distributors they are provided a first class duck hunting experience. They are also shown a power point presentation explaining the companies’ products and demonstrating actual uses of the products. And, are given tours of all three facilities. Ms. Laster-Cummings explained the importance of the customers understanding the production process and high quality standards. She stated that it is important for their employees to meet the customers as they tour the facilities. The company tries to involve their employees as much as possible, so they know how important their work is to the success of the companies.

John Lipton asked Mr. Maxwell to discuss their product line. Mr. Maxwell stated that Rose Mary Laster-Cummings was responsible for the product development of all of the product lines in the Warren facilities. Mr. Maxwell explained that they began by making the specialty wide planks with a ¾ inch thickness. Then about 3-years ago Townsend Flooring opened and began producing engineered flooring. They now have about 40 employees. He provided an example of the engineered flooring. Mr. Maxwell explained that the back of the flooring is constructed of Russian Burch Plywood, which is the highest quality plywood in the world. It is a 9-ply product and comes in fully assembled. (cont.)

HOW CAN BCEDC HELP LOCAL BUSINESSES?

BCEDC can help your business in such areas as:

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BCEDC Is Affiliated With:

- Southeast Arkansas Cornerstone Coalition
- Southeast Arkansas Regional Intermodal Authority
- Arkansas Heavy Equipment Training Program
- Southeast Arkansas Community Based Education Center
- Arkansas Small Business and Technology Dev. Ctr. @UAM
- Bradley County Chamber of Commerce

August 2015— Jobs Update		
Bradley Co. Employers	# Emp.	Openings
AR Superior Federal CU	13	0
Armstrong Flooring	246	0+
Ashcraft Wood Products	21	0
Bradley Brand Furniture	5	3
Bradley County	68	0
Bradley Co. Medical Ctr.	259	26
Chapel Woods Health & Rehab	97	4
City of Hermitage	6	0
City of Warren	41	2
First Presbyterian Childcare Ctr	21	0*
First State Bank of Warren	31	0
Fulghum Fibers	10	0
Hermitage Schools	82	4
New Beginnings, CASA	23	1
Oasis Trading	36	1
OK Foods	19	0
Ouachita Hardwood	45	1*
Ozark Mountain Poultry	320	1
Potlatch	166	2
SE AR Community Action Corp.	84	0
SE AR Human Dev. Ctr.	254	10
Super Valu Foods	59	1**
The Mad Butcher	66	6***
Townsend Flooring	31	1*
UAMS/KIDS FIRST—Warren	19	1
Union Bank	8	0
Warren Bank & Trust	37	0
Warren School Dist.	286	1
TOTAL	2353	65

*Taking Applications **Applications on Thur. ***Applications on Mon., 1-4 pm

UPDATES—CONTINUED

Townsend vertically saws the face off of solid wood, which is then glued to the Russian Burch Plywood. The product has the same look as a 3/4 - inch solid, but the engineered flooring has attributes that make the product more stable. It can be installed on a slab or in a basement where 3/4 - inch solid cannot, which opens up new markets. This product line has been growing at about 35% to 40% per year. Mr. Maxwell stated that the facility has had recent capital improvements of over \$1 million. The manufacturing process is much more complicated than standard wood flooring production, but it has been very profitable. Mr. Maxwell explained that with the 3 facilities Maxwell Flooring is a well-rounded flooring company. They have almost any type of unfinished wood flooring that can be found in the world. Red Oak is the predominate species. It is about 75% of the sales.

Mr. Maxwell stated that they are the only company producing this type product that performs every step in

JOB OPENINGS AT:

Armstrong Flooring: Has ongoing True Temp production worker positions. The positions are typically long term with the possibility of becoming perm. Interested candidates apply at ESA in Monticello. Permanent positions may be found at www.armstrong.com as they become available.

Bradley Co. Medical Center: All employment opportunities are posted on the BCMC website. For open positions, in all departments, to apply go to — www.bradleycountymedicalcenter.com/jobs

Chapel Woods Health & Rehab: Has job openings for 2-nurses and 1-CNA. There is also an opening in Personnel. For additional information and to apply call 870-226-6766.

City of Warren: Has job openings for 2-Police Officer. Contact the Warren Police Dept. for additional information. 870-226-3701

Hermitage Schools: Has job openings for 1-Lunch Cook, 1-General Laborer (5 hours a day) and 2-Bus Drivers. For additional information and to apply call 870-463-2246.

New Beginnings, CASA: Has a job opening for a Security Worker. Call 870-226-9970 for additional information or to apply.

Oasis Trading, LLC.: Has an opening for a loader operator. Call 870-463-2688 or visit Oasis Trading to apply.

Ozark Mountain Poultry: Always looking for good production workers with 6-months poultry experience. Contact the Arkansas Workforce Center in Monticello, AR at 870-367-2476 for employment information.

house, except making the plywood.

Dr. Bob Smalling asked about the shipping process of the Russian Plywood. Mr. Maxwell explained that the Russian sheet plywood comes in containers by ship to the Houston Port then by truck to Warren.

Carlton Davis stated that the last time Mr. Maxwell met with BCEDC he indicated that they were budgeting for a ramp-up in production. Mr. Davis asked if that has occurred. Mr. Maxwell explained that the market was really slow in January, February and March. In late April production began to pick up, and it has been very busy since.

Gary Harrison asked Mr. Max-

HOW CAN BCEDC HELP

BCEDC

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websites:

www.bcedc.com

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Potlatch Corporation: Has openings for fully qualified electricians. For additional information and to apply go to www.potlatchcorp.com. EEO/AA / Veteran employer with competitive wages and benefits.

SE AR Human Development Ctr.: Openings of salaried positions are advertised in the Shoppers Guide. For information on all job openings and to apply please go to www.arstatejobs.com

The Mad Butcher: Has 6 openings for Part-Time workers. Application taken on Mondays, from 1:00 to 4:00 pm at Mad Butcher.

UAM/KIDS FIRST—Warren: Has a job opening for an Early Childhood Developmental Specialist (position #50039658). Apply online at www.uams.edu/jobs

Warren School Dist.: For details on job opening and to apply contact the Warren School Dist. at 870-226-6738 or online at www.edline.net/pages/warren_sd

To list your company's job listings, in the BCEDC Newsletter, please call 870-226-3760 or email us at bradleycountyidc@sbcglobal.net.

well about the manufacturing of wood pellets. Mr. Maxwell explained that they sell wood pellets for residential use. He stated that production runs about 8 months a year and their production goal is over 300 tons a week. The pellet mill employs an additional 10-15 people.

John Lipton expressed BCEDC's desire to help the community with creating and retaining jobs. Mr. Lipton thanked Mr. Maxwell for all he and Maxwell Hardwood Flooring, Townsend Flooring, and Ouachita Hardwood does for the community.