

## Industry Briefing

those that don't.

Research has proven the best solution to the static seating we are so familiar with is to provide seating breaks to improve circulation, muscle tone and vitality. Unfortunately, computer advancements have left us so tied to our desks that we must work at finding ways to provide our bodies the movement it desires to keep us healthy and vibrant. "I hope to be able to educate as many people as possible on the ways we can change our workforce culture," says Dr. Congleton. "We need to fight back against obesity and find ways that allow both the U.S. economy and the health of its employees to flourish."

### Elitra's Good Design Available at Sedia Systems

Sedia Systems introduced the ultra comfortable Elitra office chair



at NeoCon 2009 and is now adding "award winning" to its description. The Elitra was named a Good Design award winner last December.

Designed by Roberto Lucci and Paolo Orlandini, the Elitra delivers innovative comfort with the use of supportive yet flexible elastic nylon panels that don't compress over time like traditional cushioned upholstery or stretch and sag like a mesh chair. The synchronized movement of the seat and backrest follows each change of the user's position and ensures comfortable posture.

Elitra is available in a task version with high or low back, as a visitor's chair with a sled base or on Sedia Systems' premium fixed swing-away system. Optional upholstered cushions are also available.

### ECi Launches Offsite Server Backup Service to Help Businesses Recover Data and Lessen Downtime

ECi Software Solutions (ECi) announced the launch of their Remote Server Backup service. Remote Server Backup.

The service will provide a much needed level of protection against business interruption as the result of data loss. "Requests for a remote service have come from customers in every industry we serve," says Tom Gerrity, SVP of Operations for ECi. "This service fills a critical disaster recovery need for every business. As more businesses rely on technology to automate operations, disaster recovery solutions are more important than ever."

Loss of data could cause a business to fail. Remote Server Backup saves data to an off-site server daily. In the event of an emergency, a company can restore files to their machine through a simple Web interface. If a single file needs to be replaced, business can continue on the server while the download takes place.

Service is subscription based and offered at three levels: Database Service which includes daily back up of databases, with backups kept for 30 days, and monthly for 18 months; Full OS Service includes everything in Database Service plus daily back up of entire business operating system; and Full Disaster Recovery which includes everything in Level 2 plus 7 years of data retention, plus an optional hosting service which would reduce downtime due to a disaster to a matter of hours rather than days.

The service is currently in beta testing and will soon be available to customers who are using any ECi software platform.

### OFDA Announces 2010 Officers and New Directors

The Office Furniture Dealers Alliance (OFDA) announced new officers and directors of its 2010 Board of Governors.

Carlene Wilson, Principal and Vice President of Sales & Market-

ing with Dallas, TX-based BKM Total Office of Texas, will serve as the 2010 Chair of the OFDA Board of Governors following a year as Vice Chair. Frank Gutwein, President of Widmer Interiors, with offices in Peoria, Normal and Champaign, IL, has been elected by the 2009 Board to serve as Vice Chair for 2010.

As Chair, Ms. Wilson will provide leadership with the Board of Governors and OFDA President Chris Bates in setting 2010 priorities and planning and executing OFDA's management education, business benchmarking, communications, government advocacy, OFDAXml standardization and other industry initiatives.

"Carlene's experience as a dealer active in general commercial and, more recently, in expanding business in growing vertical markets such as higher education and healthcare, makes her the ideal candidate to help OFDA members succeed in the future," said OFDA President Chris Bates. Bates added, "Frank Gutwein also is very familiar with OFDA's programs and his success as a smaller city dealer with multiple locations complements Carlene's background. OFDA is very fortunate to have Carlene and Frank on the Board as our officers this year."

OFDA also announced new directors elected by the Association's membership to serve a 2010-12 Board term. They include: David Feder, Principal, ROE/Evolution Interiors in Chicago, IL; Steven Lang, Principal, Dancker, Sellow & Douglas in Somerville, NJ; Jim Mills, Principal of Office Interiors, Inc. in Halifax, Nova Scotia, Canada; and Matt Sveen, Principal of Intereum in Plymouth, MN.

Continuing dealer directors on OFDA's Board include: Jack King (Elements IV Interiors- Dayton, OH), OFDA's past chair; Paul Barr (Premier Office Solutions-Hatboro, PA); David Branch (Facilities Connection-El Paso, TX); William Coon (Office Furniture NOW!-Austin, TX); Steve Freedman (Freedman's Office Furniture & Supplies-Tampa, FL); Marlaine McCauley (Apex Facility Resources-Seattle, WA); and William Stoops (Elements-Denver, CO).

### ODDS & ENDS

**JOINED:** Jean-Michel Brière, joined **20-20 Technologies'** head office in Laval, Québec, as the Vice President of Marketing. Jean-Michel holds an MBA in Marketing and an Engineering degree in Aeronautics. He brings over 18 years of marketing, strategic planning, business intelligence and management experience, mainly in high technology. Over his career, he has lived and worked in North America, Europe and the Pacific Rim. Jean-Michel will be responsible for designing and implementing innovative and competitive marketing and communication strategies to continuously improve 20-20 Technologies' position.

**PROMOTED:** Michelle Barton has been promoted to **Teknion's**



Barton

Regional Manager - Greater Chicago. Her territory includes Illinois, Indiana, Iowa, and Wisconsin. Michelle has been employed with Teknion for eight years, starting her career as Ancillary Product Specialist and subsequently promoted into the positions Architecture and Design Market Manager and District Manager. In her newly appointed position, Michelle will be leading a sales team comprised of Ty Simpson, Jill Olson, Leonard Chapman, Barry Bielawski and Brian Good.

**NOW REPPING:** **BAM Associates** as manufacturer's representatives for Eastern Pennsylvania, Southern New Jersey, Delaware, and West Virginia for **Halcon**. The BAM Team includes Jerry Benn (Principal), Chuck Amos, Maria Kunkulis, and Deb Benn.

**NOW REPPING:** **Morgenstern Consulting Group** for **Grand Rapids Chair Company** covering Northern California along with Western Nevada and Reno.

**HOSTING:** **Global Total Office** will hold its annual Spring Fling event March 25, 5-7 pm. The festivities will be held at the Global NYC Showroom, 192 Lexington Ave., 3rd Floor, NYC. RSVP by March 11. INFO: 212.545.9900. ☎