

Vermont Woods Studios Introduction



Presentation to Vermont House Ways and Means Committee, January 21, 2014

What is Vermont Woods Studios?



- Online Marketing and Sales company for 8 years
- Exclusively Vermont made products
- Stonehurst furniture, home decor and art gallery in Vernon
- Owners: Peggy and Ken Farabaugh

Our Mission at VWS

- Promote Vermont furniture and craftspeople
- Raise awareness about where your furniture comes from
- Promote forest conservation
- Protection of endangered forest species



Who Makes Our Furniture?



- Lyndon Furniture, Lyndonville
- Copeland Furniture, Thetford
- Maple Corner Furniture, Calais
- Vermont Furniture Designs, Colchester
- A few VT Guild members
- Other small custom furniture shops

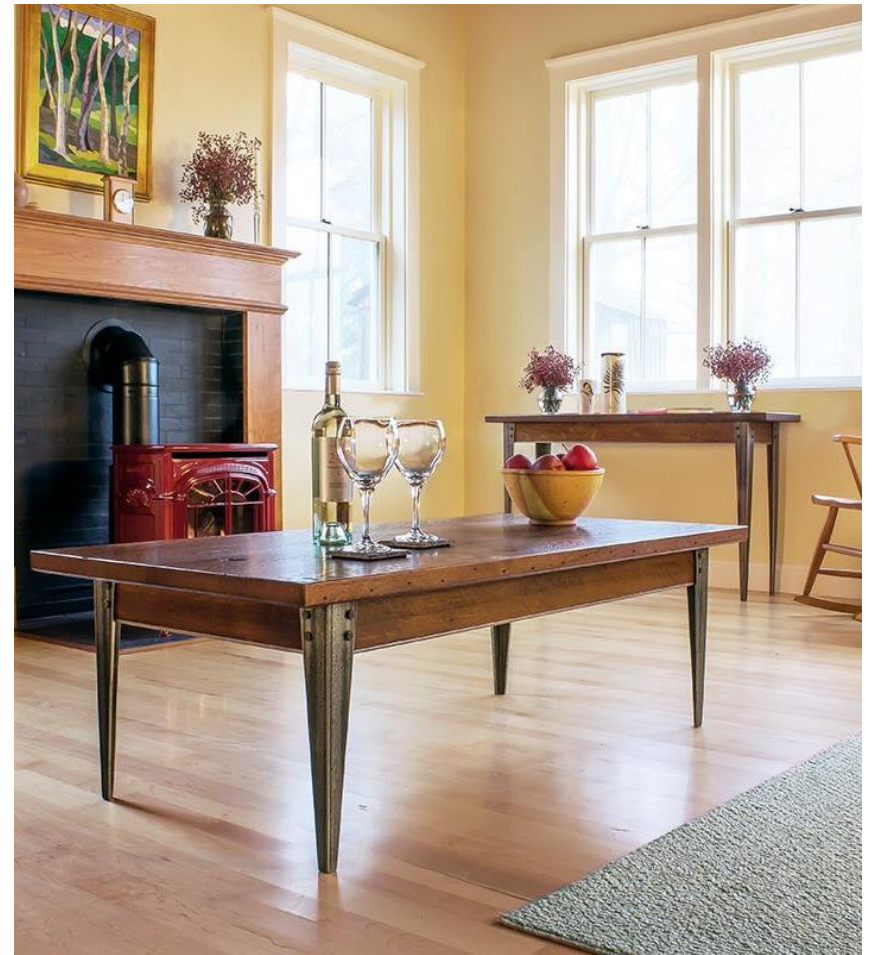
Our Marketing Reach



- We have placed Vermont made furniture in all 50 states, including Alaska and Hawaii
- Plus UK, Norway, Greece, Russia

What is Stonehurst?

- Destination shopping experience
- Location: Pine Top, Lost Ski Area in Vernon
- Showroom for Vermont made furniture and home decor
- Vermont fine art gallery
- Stonehurst dates back to late 1700s





Stonehurst 2012



Restoration and Renovation



Renovation Sourcing: Local and Sustainable



- Kerber Farms Mill
- Green Mountain Window
- Vermont Castings
- Vermont Steelcraft
- Vermont Timberworks
- Vermont slate flooring
- Jeremy Coleman, Architect
- Stevens and Assoc Engineering
- Bob Furlone Builders

Why Locate in the Middle of Nowhere?

- Customer demographics
- Vernon is the first Vermont town in SE Vt
- 6 miles from I 91 exit
- Beautiful wooded 100 acre property
- Overlooks Connecticut River
- Customers “experience” the value of working lands and sustainable forest management



Vermont: the Fine Furniture Capital of America



What we plant in the subconscious mind... will one day become a reality

Earl Nightingale

Thank You for Your Time

