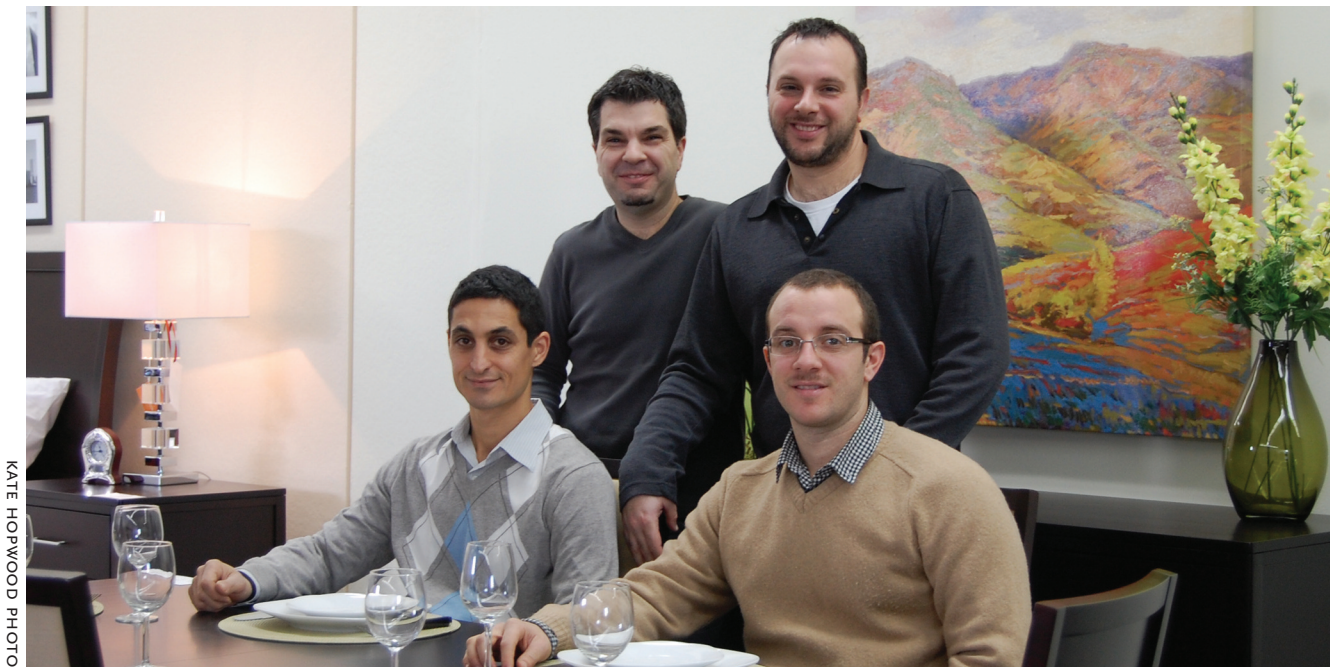


NEW GENERATION



KATE HOPWOOD PHOTO

GEOVIN FURNITURE

CARLO, ANTHONY AND ALEX DI CONZA AND FRANK FOGGIA

What do you do?

Geovin Furniture is a family-owned and operated manufacturer of fine furniture for the residential and commercial markets. We operate a 40,000-square-foot facility in Toronto.

Our management team is divided into two. One group is responsible for overall production, ensuring the furniture built adheres to our extremely high quality standards. The second team is responsible for developing and implementing sales and marketing objectives, guided by our overriding objective: to ensure we not only meet, but exceed, the expectations of our customers.

What do you love about your job?

Our personal and professional visions and dreams are rooted in the experiences we have had growing up around our dad.

He started the business in the hopes his sons could take it to the next level — and that's what we are trying to do. We all grew up around manufacturing and wanted to continue the legacy begun by Vincenzo Di Conza, a man we admired and continue to try to emulate. Our dreams are extensions of his dreams of building one of the pre-eminent furniture companies in Canada.

What are your professional goals?

We want to prove there is an opportunity for Canadian manufacturers to not only survive but prosper in these challenging times. Also, as a second-generation company we want to continue building on the foundation our father laid for us. We want to continue developing the Geovin Furniture brand, both in business and within the Italian community. Personally, we

want to set an example for all second-generation Italians that we can take the businesses our parents struggled to build and turn them into companies they will be proud of.

What are your ties to Italy?

Our parents emigrated in the early 1970s from a small town just outside of Avellino in Campagna. In addition, we support various Italian companies by purchasing our chair frames in Udine.

Do your Italian roots influence the way you do business?

We always look for style direction from our Italian contemporaries and have visited the Salone Internazionale del Mobile in Milan for inspiration. In addition, we try to be on the cutting edge of product styling and manufacturing excellence, traits we observed while visiting factories in northern Italy.

What's the best business advice you can give other young professionals?

Success is not guaranteed and can only be earned through hard work, sacrifices, perseverance and an enormous amount of passion. Something leadership expert John Maxwell says has always remained important to us: relational skills are the most important abilities in leadership.

GEOVIN FURNITURE

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