

TRIAD BUSINESS JOURNAL



No. 2 Distinction Hospitality

4100 MENDENHALL OAKS PARKWAY, SUITE 200, HIGH POINT 27265

What does your company do or make?

Develops and distributes hospitality furniture

Founded: 2014

Top executive: Stan Sapp, President/CEO

Phone: 336-875-3043

Website: www.distinctionhospitality.com

2016 revenue: Undisclosed

No. of Triad employees: Eight

No. of employees total: 15

Locations in Triad: One (High Point)

Offices outside Triad: Two (Chicago, Ill., and Shanghai, China)

What's the primary driver (other than workforce and customer service) to which you attribute your growth over the past three years? Our core strengths include product development, supply chain management and execution, global logistics management and execution, and timely customer communication.

Examples of your company's growth during the past three years. We started with nothing – so some examples of large furniture projects we have or are completing would include N.C. projects: Marriott Durham and Cambria Asheville. Also, we manage the production of our projects in the U.S., Mexico, China and Vietnam.

How much of your future growth will be in the Triad vs. outside the region? Our headquarters is in High Point, and we make our home in Oak Ridge. We see this area as a continued focus of key employee addition.

Are you likely to eye an acquisition in the next two years? We will not rule it out; however, we believe significant opportunity

Stan Sapp is CEO of Distinction Hospitality in High Point.



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for growth continues to exist in our existing core business.

You're taking a free, companywide trip. Where do you go, and why? For an economical local trip, it would be Asheville – so our team can see our furniture installed at the Cambria Asheville and experience a nice dinner and few sights such as the Biltmore. For an expensive international trip, it would be Cairo, Egypt – so our team can see our furniture installed at the St. Regis, Cairo, and experience the Pyramids and other sights.

If your company's motto for growth was a bumper sticker, what would it say? "Whatever it takes"

How big do you hope to become, and what's the biggest challenge to getting there? \$50 million. It will take finding the right people to continue our

incredible service to our existing customer relationships while expanding into additional relationships.

Are you struggling to find workers? If so, what positions? We are currently leveraging a number of contractors. It is not easy to find experienced and skilled product development and engineering talent.

As your company continues to grow rapidly, what is the most difficult quality or value to maintain? Timely and accurate customer communication and service.

Given that our event theme is "In the Fast Lane," what type of car reflects your company or its culture? An Acura MDX Crossover Sport Utility. It can move like a sports car, adjust in a moment, holds the tight curves, but can still carry the workload when needed – whatever it takes.