

Get to know the 2021 NEWH ICON of Industry

Lawrence (aka Larry) Chalfin was on a path to a musical career. At a young age his beautiful singing voice led him to classical studies with distinguished vocalists and then on to The Juilliard School of Music to pursue vocal arts. All the while, another calling persisted, one that would change his life and that of Samuelson Furniture, then known as Invincible Parlor Frame.

Throughout his growing years from childhood on, Larry spent Saturdays and school vacations at the Invincible furniture factory with his visionary father, Samuel. As a highly regarded manufacturer and global supplier of white wood product to the furniture industry, Samuel provided Larry with a hands-on education in the business of fine furniture production. As Larry sorted chair parts, did inventory, observed skilled craftsmen as they operated machinery and transformed wooden blocks into stunning hand-carved design elements, he developed a deep understanding and love of furniture creation. It was this passion that clarified his choice to join Samuel in the furniture business in 1974.



LARRY CHALFIN
President
Samuelson Furniture



Through the creative influences of his father and interior designer mother, Larry had captured his own visionary spirit. He brought fresh, expansive ideas to the company such as development of finishes unique to the industry, establishing furniture trends reflecting art deco, nouveau, and custom design, broadening the scope of offerings with custom cabinetry and case goods. These transformations called for a trade showroom presence in major cities throughout the country. As a foundation and precursor to the hospitality sector of the business, Larry had taken best quality craftsmanship and catapulted Samuelson Furniture beyond his expectations.

As a third generation to his grandfather and father, Larry took over the company as President of Samuelson Furniture. He is now joined by his son Michael Chalfin, Executive VP, proudly becoming the only fourth-generation company dedicated to the hospitality and senior living sectors of the business, now spanning over 85 years.

As a source and manufacturer of furniture for the finest four- and five-star properties, Samuelson maintains offices in the far east which include on-site management and quality control teams under the supervision of Larry and Michael in addition to working with trusted partners in both Europe and South America. Their frequent travels assure the oversight necessary to maintain Samuelson's high production standards. Locally, the factory, corporate offices and showrooms stand proudly in their original 85-year location in Paterson, NJ, remaining active in domestic production and product development.

While technology and modernization of the NJ facility are state of the art, the old-world values, heart and soul of the company permeate the building. Larry is reminded of this each day as he walks through the factory stopping to chat with life-long employees, overseeing new product development and feeling the presence of his grandfather and father. It is their true character in addition to his dedication that continues this legacy through Larry.



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Each year NEWH gives out its most prestigious award, the **ICON of Industry**. The award celebrates the leaders of the manufacturing side of hospitality, those who have uniquely impacted the industry through their innovative work, consistently dedicated their time and efforts to community or industry outreach through education and/or corporate giving, and been doing business in hospitality for more than 30 years. In addition, a \$7,500 annual scholarship is awarded to an exemplary student in the recipient's honor. The scholarship recipient's travel and lodging to the award gala is paid by NEWH, Inc.