



LEADERS HOLDING CO.™

Est. 1971

## History of Leader's Holding Company & Leader's Casual Furniture®

Established in 1971 in the heart of the fast growing West Florida market, Leader's Casual Furniture® was founded in a small converted house in St. Petersburg, Florida by Marvin Johnson and Floyd Crater under the name Casual Furniture. Marvin and Floyd started their career in the furniture industry at Kane's. In 1971 casual furniture was a unique category that no other company focused on. As the category gained popularity many companies came up with similar names and copied the format of Casual Furniture. To combat the "me too" competition the management team at Casual Furniture legally changed the name to Leader's Casual Furniture®.



**Casual Furniture, Inc. 3-DAYS ONLY**

**INVENTORY SALE**

HURRY: SHOP EARLY FOR BEST SELECTION. SOME ITEMS ARE LIMITED!

**WROUGHT IRON LOVE SEAT** \$158 REG. \$175.00  
**SPRING CHAIR** \$88 REG. \$129.95  
**FREE! END TABLE** (with purchase of love seat or spring chair)

**ASSORTED BAR STOOLS** \$49.99 REG. \$79.99 TO \$119.95

**ALUMINUM PATIO DINETTE** \$298 REG. \$399.95

**5-PIECE DINETTE SET** \$139 REG. \$169.95

**CLASSIC STYLE DIRECTOR'S CHAIR** \$28 REG. \$39.95

**DELUXE RATTAN SWIVEL ROCKER** \$188 REG. \$219.95

**3-PIECE CONTINENTAL DINING SET** \$89.98 REG. \$129.95

**EXTRA CHAIR** \$26.98 REG. \$39.95

**ALUMINUM BROSSE OUTDOOR FURNITURE**

**LOVE SEAT** \$175 REG. \$249.95  
**END TABLE** \$142.95 REG. \$199.95  
**ARM CHAIR** \$142.95 REG. \$199.95  
**COFFEE TABLE** \$142.95 REG. \$199.95

**6-CUSHION SOFA** \$258 REG. \$372.95

**DURABLE SWIVEL ROCKER** \$98 REG. \$129.95

**COMFORT CONTOUR SWIVEL ROCKER WITH OTTOMAN** \$158 REG. \$199.95

**VINYL STRAP & ALUMINUM LAWN FURNITURE**

**FOLDING CHAIR** \$36 REG. \$49.95  
**FOLDING CHAIRS** \$68 REG. \$89.95

SEE OUR BRADENTON/SARASOTA SHOWROOM

ST. PETERSBURG NEW PORT RICHT CLEARWATER  
848-8888 847-1144 831-8888

REPLACEMENT CUSHIONS FOR RATTAN & WROUGHT IRON FURNITURE

May 1980

**LEADER'S Casual FURNITURE**

Furniture worth Staying Home for

**OUTDOOR TABLE LAMP** \$79.95

**SANIBEL SEATING**

Our Sanibel Collection is an instant classic in all-weather wicker & Polartex® fabric that will stand up to the elements. Not only is it comfortable, but it is also constructed with durable, long-lasting components that mimic natural materials. With two finishes and a wide variety of fabrics to choose from, it's easy to create a look to match your style.

**FLORIDA SUN APPROVED!**  
Crafted from 100% Outdoor Materials

**CREATE YOUR OWN**  
Choose from 2 finishes & 16 new color dyes

**MADE IN THE USA**  
American Made & Crafted Components

**MATCHING PIECES**

Item	Size	Price
Sofa	118" x 72" x 30"	\$2199
Love Seat	84" x 72" x 30"	\$1299
Club Chair	34" x 34" x 30"	\$399
Swivel Rocker	34" x 34" x 30"	\$399
Optional Two Pillows Available	18" x 18" x 5"	\$59

**WWW.LEADERSFURNITURE.COM**

February  
2017

With Leader's added to the name the goal was clear; Leader's Casual Furniture® would strive to become the dominant supplier of the finest selection of "Casual Home Furnishings" in the United States.



In 1978 Jerry Newton (President and primary principle) was a successful Operations Manager at NCR, a corporation that processed business records and entered them into a large computer database. Jerry's success earned him a promotion to the NCR national headquarters in Dayton, Ohio. Jerry, who is a Florida native born in St. Petersburg, had no interest in moving his young family north to Ohio. The Newtons enjoy camping, boating, and anything to do with the outdoors. A shortened summer and cold winter with ice and snow were not an option.

When Jerry realized that the only way to continue to climb the ladder at NCR was to move to Ohio, he resigned to look for another opportunity.

Fresh from a computer background at NCR and 29 years old, Jerry Newton became involved with the company in 1979. He heard of an opportunity through a friend of a friend that Casual Furniture was looking for owner operators to expand. Jerry opened the Bradenton showroom in 1979. Many years later it was discovered that Jerry's showroom had been stocked by the company with scratch and dent and left over inventory. Despite this, under the influence of Jerry's energy and management, the Bradenton showroom became the top store in the company the first year it was open. In 1980, excited about the success of the Bradenton showroom, Jerry relocated his family and opened an additional showroom in Sarasota. Linda Newton (Treasurer and primary principle), employed as a medical assistant, started helping Jerry keep the stores successful on her days off.



Linda and Jerry received the opportunity to buy controlling interest in the company in 1986. Their focus on employees, efficient systems, and building a stable company positioned Leader's for accelerated stable growth. In 1993 Jerry and Linda purchased 100% of the company stock.

The transformation to an industry leading company did not happen overnight. It has always been the opinion of Leader's Casual Furniture's ownership to grow steadily and under control. In order to keep this control, the Leader's Casual Furniture® distribution system has always been at the forefront of technology. Leader's has had information technology and computer systems in place since the first commercial computer, the Radio Shack TRS-80, came out in 1979. This system was primarily used for accounting. A Tyler system was implemented in 1988 to automate



inventory management, accounting, buying, sales analyses, and begin a point of sales system. In 1993 FROG (Furniture Retail Organization Group) was implemented. FROG is a fully integrated furniture company management system that controls all facets of the business. In order to continue on the company's quest to utilize technology to be as efficient as possible and to make decisions based on real time data the warehouse management portion was split off FROG and on to the more advanced BoxKeeper system in 2010. Many of our casual furniture industry competitors still operate with no business or inventory management systems today.

The first warehouse was leased in the mid 70's in St. Petersburg, FL. At approximately 15,000 square feet it was more than adequate for Leader's 2 Showrooms. In 1983 Leaders grew to a 4 Store chain and it was time to find a larger distribution center located in Clearwater. This facility served the company needs till 1994. This warehouse supported 9 showrooms. From 1995 To 2003 Leader's Casual Furniture® was in a 52,000 square foot facility also in Clearwater. This was adequate until the company reached record volume.



In 2004 Leader's Casual Furniture® moved into their current state of the art facility. All Leader's Casual Furniture® showrooms are supported by one massive 170,000 square foot distribution center which is 56 ft high. With its towering ceiling and large square footage, the building has approximately 5,000,000 cubic feet of storage space.

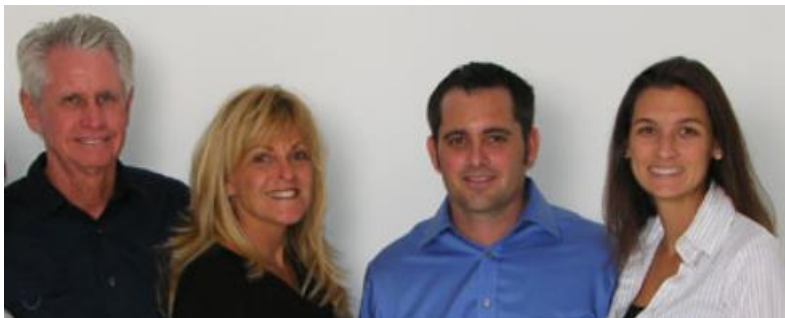






**Distribution & Office Team 2011**

State of the art Technology is used to allow maximum efficiency in receipt, storage, retrieval and distribution of thousands of products everyday. Leader's Casual Furniture® inventory is tracked in real time through a state of the art warehouse management system. At any given time a piece of merchandise can be located anywhere in the company including any of the retail locations. Over the years many productive decisions have been made. Leader's has evolved into one of the largest and strongest casual furniture sources in America. Leader's Casual Furniture® was awarded top honors in the casual industry with the Apollo Award in 1990. In 2012 Leader's Casual Furniture® was recognized as the Casual Furniture Retailer of the year. Leader's Casual Furniture® continues to thrive ahead of the industry curve because all team members are focused on working together to achieve the goal of "A Happy Customer the First Time."



**From left, Jerry Newton - President, Linda Newton - Treasurer, Tim Newton - Managing Director, & Ashley Newton - Director of Purchasing & Advertising**