



JOSEPH F. CARROLL

Joe Carroll is publisher of *Furniture/Today*, a Reed Business Information publication and the leading trade publication of the American furniture industry. *Furniture/Today* is published weekly and has over 22,000 subscribers in the U.S., Canada and worldwide.

Mr. Carroll received a B.A. degree in Liberal Arts from the University of Virginia and a Masters Degree in Romance Languages and Literature from Princeton University. He studied a year in Paris at the Sorbonne.

Mr. Carroll taught at several colleges and universities in the U.S. before changing careers. At the age of 30 he went to work for *J. P. Hogan & Company* in Knoxville, Tennessee, an advertising agency that specializes in home furnishings accounts, where he became vice-president/account supervisor.

Mr. Carroll joined *Furniture/Today* in High Point, North Carolina in 1977 at the end of its first year in business. He was promoted to publisher in 1985.

Mr. Carroll frequently speaks at industry conferences, furniture markets and sales meetings. He appears in both live and taped broadcasts during the High Point Market and was a regular guest on the nationally syndicated TV show, *Haven*, sponsored by the Home Furnishings Council.

In 1997, the International Home Furnishings Representatives Association named Mr. Carroll "Pillar of the Industry". He is past President of the American Furniture Hall of Fame, Chairman of the International Alliance of Furnishing Publications, Chairman of the High Point University Home Furnishings Advisory Board, and serves on the board of directors of the High Point Museum, High Point Chamber of Commerce and String & Splinter Club Inc. He is President of the Piedmont Triad Council for International Visitors and Chairman of the North Carolina Alliance for Language Learning. In recognition of his contributions to the furniture industry, Mr. Carroll received the City of Hope 2006 Spirit of Life award.

Mr. Carroll also writes a column, entitled *Furniture*, for the Life Section of the Greensboro News & Record. He is the author of four home furnishings tabletop books ... *The Perfect Home: Living In Style*, *The Perfect Home: Celebrity Designer Collections*, *The Perfect Home: Best of Style* and *The Perfect Home: Making Room For Kids*.

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