



As seen in February Issue; *Sewing, Quilting, Embroidery Professional*

## **Tacony Corporation Celebrates Six Decades A Family Tradition for Sixty Years...**

In 1945, while Nick Tacony was serving his country on a ship in the Pacific, he sent a small amount of money to his wife Emily and asked her to save it for him. When he returned in 1946, Nick started a small business selling and servicing sewing machines from the basement of their home. He invested his savings in used machines, motors and parts, and worked diligently in an industry that had been ignored during the country's industrial support for the war. Nick began to build a family company to serve the needs of independent sewing machine retailers.

In the 1950's he expanded his business by wholesaling sewing parts, accessories and other merchandise to independent retailers throughout the Midwest. Over the next two decades, his business grew to become a Tacony network of distribution centers with an increased customer base. Nick did this by developing a family rapport with his customers, as well as by combining highly efficient administration and distribution techniques to deliver products and services.

This year, Tacony Corporation is celebrating its 60<sup>th</sup> Anniversary. Although it has been six decades since Tacony first opened its doors, the Tacony family continues to uphold the traditions and culture introduced by Nick Tacony. Nick believed in hard work, quality products, and excellent service backed by the highest ideals and ethics. He did his part to ensure that every employee and customer felt like they were a part of his family as well.

In 1970, Ken Tacony joined his father in the business. When Nick Tacony passed away in 1984, Ken assumed the leadership of Tacony Corporation. Under Ken's guidance, Tacony Corporation has grown far beyond being a large distributor of sewing machines. Tacony has become a truly diversified worldwide consumer products company that maintains ten offices and showrooms to serve over 100,000 customers.

Today, Tacony Corporation imports, distributes, and manufactures a full range of products for homes and businesses. With over 500 dedicated associates providing individualized expertise in sales and marketing for each product division as well as a highly efficient administration and distribution structure, Tacony offers a full range of outstanding products, programs and services. To better serve the needs of its customers, Tacony Corporation's fourteen brands are organized into four strategic business units: sewing, home floor care, commercial floor care, and ceiling fans and lighting.

With Nick and Emily's three grandchildren each playing a significant role in Tacony Corporation, the tradition of family continues to this day. Kristin Tacony Humes, Ken's daughter, joined the company in 1994 and is now the vice-president of sales and marketing support. Kennon Tacony joined the company in 1999 to work with international sales, and is now the marketing manager for Elna USA and Simplicity Sewing. In 2001, Korbin Tacony became the assistant manager in the operations group.

The third generation to enter the company is also grounded in the same family traditions of Tacony Corporation, as well as optimism about the future. One of the key beliefs in

Tacony's mission statement is "to always find a better way," and Kristi, Kennon, and Korbin are always on the lookout for advancements to better serve the industries that they support. Additionally, the Tacony's recently celebrated the arrival of the fourth generation of the Nick Tacony's family with the birth of Kristi's son, Andrew.

In every step of the way, Ken Tacony has incorporated a sense of family into the corporation built by his father sixty years ago. One of the most significant corporate goals of Tacony Corporation's mission statement is to "build long-lasting relationships that are based on trust and feel like family." The family's primary objective today and in years to come is to ensure that the retailer will always be served with quality products, delivered promptly with excellent service. Tacony Corporation also maintains an "open door policy" that allows every employee, no matter what position, to feel comfortable sharing concerns and ideas with anyone in management or directly with Ken himself. Ken and the rest of the leaders of Tacony remain as accessible as possible to employees, retailers, and consumers.

Most importantly, Ken Tacony believes that if a company focuses on benefiting its employees, the employees will take care of the customers, who in turn will bring financial success to its shareholders. This is implemented by providing a positive environment, fun activities, community support, and industry-leading benefits for Tacony employees. This extra effort and care has led to a corporate culture that truly embodies Tacony's corporate motto: Tradition. Trust. Teamwork.

## **FAST FACTS**

### **Family of diverse companies:**

- Over 500 employees worldwide
- Ten locations, including 7 distribution centers
- 4 strategic business units: Sewing, Home Floor Care, Commercial Floor Care, and Ceiling Fans & Lighting

### **Sewing Divisions and Brands**

- Baby Lock
- Elna
- Simplicity Sewing
- Amazing Designs
- Nancy's Notions
- Designer's Gallery Software
- Tacony Sewing Central
- Tacony Industrials

### **Home Floor Care Divisions and Brands**

- Riccar Vacuums
- Simplicity Vacuums
- Fuller Brush Vacuums
- Blakeman's

### **Commercial Floor Care Divisions**

- Powr-Flite
- CFR

### **Ceiling Fans & Lighting**

- Regency Ceiling Fans

### **Manufacturing**

- Fort Worth facility manufactures and distributes Powr-Flite and CFR commercial floor care products
- 1997, Tacony Corporation brought production of Simplicity and Riccar upright vacuum cleaners from Taiwan to the United States, establishing Tacony Manufacturing in St. James, MO

### **Facilities**

- Corporate office located in St. Louis, MO
- Seven distribution centers
- Lighting Showroom in the Dallas Trade Mart
- Engineering office in Suzhou, China

### **Associates**

- 514 employees worldwide
  - 10 employees with 30+ years of service
  - 36 employees with 20+ years of service
  - 90 employees with 10+ years of service

### **Sales**

- 1970 - \$3 million
- 1980 - \$10 million
- 1990 - \$50 million
- 2000 - \$100 million
- 2005 - \$160 million

### **Awards**

- 1997 St. Louis Entrepreneur of the Year Award
- 1999 Missouri Governor's Small Business of the Year Award
- 2002 Missouri Impact Award from Missouri Enterprise
- 2003 Missouri Industry of the Year Award