

# Q&A with **russell a. glotfelty**

ceo/president, hg arts



### What is your company's philosophy?

Our tagline is Creative Design Innovation. We stand behind that as the guiding force for how we operate. We're a fine arts company - creativity is our business. Where we excel is working closely with clients to interpret their vision in innovative ways that use art to truly transform a space. We also know that creativity is just not enough. We're here to forge lasting relationships and to do that, the very heart and soul of HG Arts' corporate philosophy must emphasize the importance of customer service.

### How do you see your company growing within the next five years?

We have big plans in the next five years. In the immediate future, we're expanding our sales capabilities by bringing in a mid-level sales team. Additionally, we're broadening our project portfolio by focusing more on the growing international markets. We've had fantastic experience in the Caribbean, but we're working on developing some great opportunities in Canada, Mexico, and further abroad. In fact, earlier this year we completed a project in Goa! Lastly, we're planning on increasing our production capabilities both domestically and internationally.

### What do you look for in a good partnership? How do you ensure strong partnerships?

Having partners you can trust is vital in this industry. We find that the best partners consistently deliver prompt quotes and accurate lead times. Clients expect us to be flexible and we expect the same! We also evaluate our partners based on minimum order quantities and if they offer advanced technical services like 3D renderings and shop drawings. In the end, strong partnerships are maintained through open communications, clear expectations, and follow through.

### What are some best practices you employ in your business?

Advances in technology have made it easier to communicate than ever before, but the tried and



true method still works the best - we pick up the phone and speak with our clients directly. It is that kind of personal attention and support that creates trusted relationships. It also makes us more accountable. That's why we have dedicated project teams devoted to ensuring client satisfaction!

### What current trends are you keeping your eye on?

Without a doubt, shape and color still dominate the design world. However, we're more excited about some of the latest advances in printing technology. Scale 3D prototypes now offer us a rapid turnaround, low-cost method to developing custom dimensional and sculptural pieces. Lately, we've also been experimenting with new substrates like printed vinyl upholstery to transform traditional guest room headboards into stunning works of art. With the added domestic capabilities we're considering, there'll be no end to the creative possibilities!

### What's one thing people probably don't know about your company?

We sincerely believe that Equality is Universal. At HG Arts, we embrace diversity and prize equality. Our values reflect it and our actions demonstrate it. Just take a look at our wonderfully talented employees, and you'll see a diverse group of individuals spanning all races, genders, and sexual orientations. I'm really proud of that.

