

# Undercover

by

**Bowles**  
MATTRESS CO.

SINCE 1975

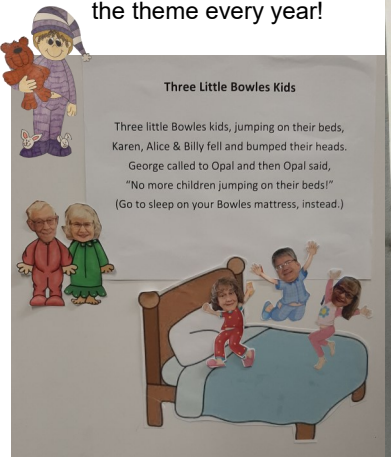
## In this issue:

1. Last Quarter of 2022 Recap: Employee Appreciation, Sam's Baby Shower, FAQ
2. Christmas Luncheon & Oral History Presentation, Employee Awards, & Milestone Birthdays
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## Welcome to the First Bowles Newsletter of 2023!

And what better way to start the New Year than to recap the last quarter of 2022!

Starting with the Bowles' Employee Appreciation Week! Always fun and full of food—our Karen does an amazing job with the theme every year!



Our lovely Samantha Madrid and her fiancé Brian Reidinger have become one! Congratulations to you both! We anxiously await the return of Samantha Reidinger.

We held a baby shower for Sam (and Brian!) in November. The Bowles' team shared the love! Little Greyson has quite the fan club at Bowles Mattress Company!



**FAQ:** I love a soft mattress, shouldn't I want the same for my baby?

Good question! Please consult with your doctor for any safety questions or advice! Overly soft sleeping surfaces may not be safe at all, as babies don't have motor control and may sink into the padding, resulting in suffocation! [Click here for more info.](#)

**Edition 2, Volume 1, 2023**

The 2022 Bowles' Christmas Luncheon was a blast! There were several retiree's in attendance, and a great time was had by all! Enjoy a few images of the event:



Alice Hartley, Alison Ernspiker, Bill Fellows, Opal & George Bowles



Dick Zuberer, Billy Bowles & Randy Davis



Devon Waxler & Adam Terrell



Angela Dunaway & Scott Armstrong



This event was catered by Mission BBQ in Clarksville, Indiana. If you have an event you need catered, we HIGHLY recommend this place!



We made time to celebrate & sing to Justin Lemonds turning the big 5-0!

This year we asked Opal to give an oral history of the company for all the new faces added over the last few years, and she shined as always!



As has been our custom for quite some time, Employee Years of Service Awards were recognized during the event. Justin Lemonds passed out the following awards:



Monica Espinoza—15 Years



Calvin Mudd—30 Years



Dennis Hammel—40 Years

We also found time to celebrate some milestone birthdays at the end of the year!



We celebrated with Walter Colvin on turning the Big 7-0!  
 "Wait, you say? "Didn't Walter retire?"  
 Why, yes he did! He helps us out whenever needed—as long as it's not hunting season and the fish aren't biting!



We celebrated with Scott Armstrong on turning the Big 6-0!  
 A nice cap to his first full year as President of BMC!



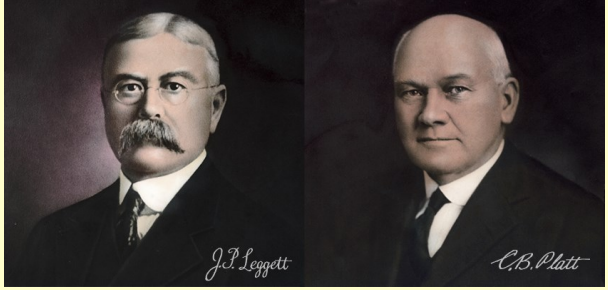
We celebrated with Bill Shaver on turning the Big 7-0!  
 Bill retired from Dawn Foods, and in 2016, his neighbor, (our Randy Davis) encouraged him to join our team part time!  
 Best. Idea. Ever!

In this issue, we begin what we plan to be a recurring feature where we will introduce you to our Valued Supply Partners. We focus on having a strong relationship with the people producing and selling the high-quality components we utilize in our products that help us build the best beds and offer our a guests a better night's sleep.

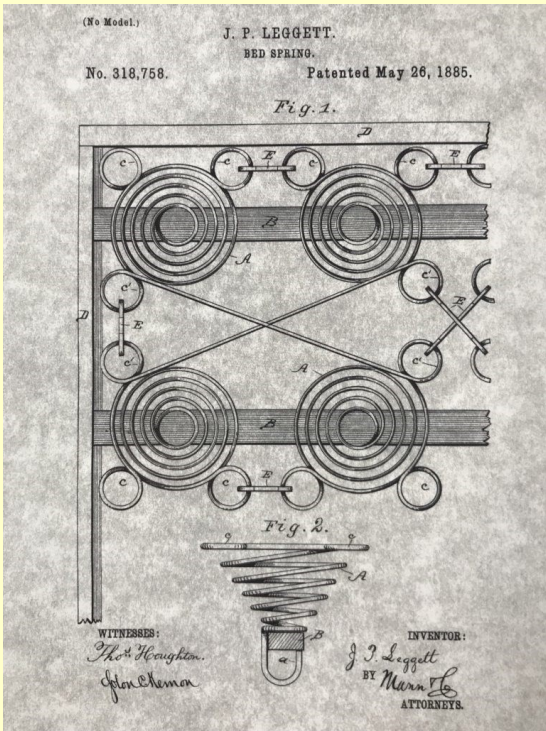
# Supply Partner Spotlight

## *Leggett & Platt*

Leggett & Platt was founded and is still headquartered today in Carthage, Missouri. L & P began in 1883 when inventor J.P. Leggett developed the idea for a spiral steel coil bedspring and partnered with blacksmith and future brother-in-law C.B. Platt to form Leggett & Platt.



In 1885 the L&P bedspring was patented. Consisting of single cone spring wire coils, formed



and interlaced in a unique manner and mounted on a wood slat base, it was used as a resilient, durable base for then-popular cotton, feather, and horsehair mattresses.

Today, Leggett & Platt products can be found nearly everywhere. Operations include 135 production facilities in 17 countries.

The Company is the leading US-based producer of:

- Bedding components
- Automotive seat support and lumbar systems
- Specialty bedding foams and private label finished mattresses
- Components for home furniture and work furniture
- Flooring underlayment
- Adjustable beds
- Bedding industry machinery

**Patrick O'Neill:** *A University of Tennessee Grad and an Avid Football & Basketball fan!*

Patrick is no stranger to the bedding industry. He began his career in 1990 as a Customer Service Representative for the Leggett and Platt Textile Division in Nashville, TN. From there, he transitioned into sales with the company representing their polyester fiber division until 1996.

From 1996-2000 Patrick was the Branch Manager for KLM Insulator Pad. In 2001 he moved back to Nashville, TN expanding on his sales experience, working in the roofing industry, as well as, the bedding industry selling shoddy pad.

Since 2013, Mr. O'Neill has been with Leggett & Platt based out of the Winchester, KY plant. Patrick's role with the company requires extensive travel as he covers most of the Midwest region.

One of Patrick's favorite places to visit while making his rounds is Grand Rapids, Michigan. Patrick likes the overall vibe of the city saying, "it's a neat little place to visit." In his travels, he has also had the opportunity to sample a wide array of restaurants. St. Elmo's Steak House in Indianapolis is a personal favorite where the standard order of their signature Shrimp Cocktail and a steak is hard to beat.

The most advanced innerspring unit we utilize from L&P is the Quantum Edge Combi-Zone pocketed coil. These are produced in Winchester as well as other Leggett & Platt innerspring factories. Most of the L&P innersprings Bowles utilizes are manufactured at the Winchester, KY plant.



Front Row Justin Lemonds  
Back Row L-R = Billy Bowles, Scott Armstrong, & Patrick O'Neill

- Justin Lemonds



Bowles' Certified RSA Training/Educational Program has been an effective tool for equipping our Retail Sales Associates in all things mattress!

Please enjoy a photo collage from the last two Training & Educational Factory Tours of 2022

# Bowles Factory Direct Stores

Mark Vessels, owner of 6 of our Bowles Factory Direct Stores, with his crew: Lois Bateson, Steve Fish, Ed Kemper, Mike Lewis, Gary Netter, James Perkins, Heather Schmitt, Linda Stein, and Mark Zink.



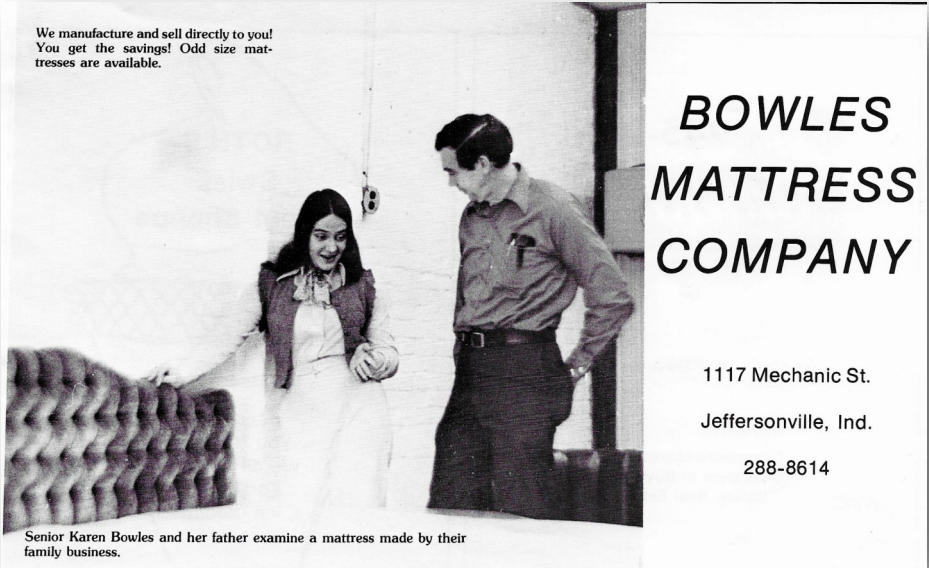
# Corvin's Furniture - Elizabethtown

Nancy Wilkins and Annie Underwood, the beautiful Mother/Daughter owners of Corvin's Furniture in Elizabethtown, brought along their focused team: Leslie Birkla, Victoria Hardesty, Josh Richardson, Derek Shelton, & Lindsey T. This was a hands on group and they had a lot of great questions!



## *Our Humble Beginnings.....*

In 1975, when Bowles Mattress began at the historic Quadrangle location, most of the allotted space was used for manufacturing and warehousing. There was also a small area designated to display the 3 models which were produced at that time. The showroom was very modest with painted concrete floors. A single wall divided it from the rest of the manufacturing area. George and Opal's office space was in the same open area. Karen and her father, George Bowles, are pictured here in that original showroom.



In 1981, with the purchase of the Watt Street warehouse location, plans were made to renovate the structure which was built in 1917. The old building was converted into the manufacturing facility with space for an employee breakroom and a nice showroom area. George finally got an office and Opal had an area to do clerical work while still waiting on customers. By this point, Bowles was making several models and there was now ample space to showcase the products. Opal is pictured below in the original showroom for the Watt Street location.



During the 1980's, Bowles had great growth and more space was needed. So, in 1990, an addition was added. It included more office and manufacturing space, a new employee breakroom and a kitchen area for the Bowles family. The expansion also allowed for a new and bigger showroom. Approximately 15 models could be displayed and larger sized mattresses could also be shown.



Attached is a picture of the showroom from the 1990 addition.

Fortunately, we now have a large showroom location in Jeffersonville at the Bowles Factory Direct Store at 5020 Hwy. 62. This beautiful facility is large enough to showcase all of our mattresses; it also has a wonderful display of the popular West Baden Springs mattresses. Since we no longer have a showroom at the factory, that area has been converted into much needed office and conference space.

