

**Jen Holbrook Sells  
Marketing and  
Communications**

Paul Downs Custom  
Conference Tables  
401 East 4<sup>th</sup> Street  
Building 8, 4<sup>th</sup> Floor  
Bridgeport, PA 19405  
[www.pauldowns.com](http://www.pauldowns.com)  
P (610) 239-0142

**Industry:**  
Custom Furniture  
Conference Tables

**Year Founded:**  
1986

**SBDC Assistance:**  
SAM / DSBS Registrations  
Capability Statement  
Award History  
BidMatch

**Additional Partners:**  
Southeast PA Procurement  
Technical Assistance Center

**Kutztown University SBDC**  
15155 Kutztown Road  
Kutztown, PA 19530  
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## Custom Conference Tables the Government “Wood” Buy

Paul Downs has been creating custom furniture since 1986, specializing in large conference and boardroom tables built to client’s direct specific specifications. They are not a factory, but a workshop building one piece at a time. Paul Downs is not a factory, but a workshop building one custom designed table at a time. Paul Downs employs a small group of craftsmen with unmeasurable talent for creating beautiful works of art and the highest quality, functional conference tables.

Jen Holbrook Sells was hired as Marketing and Communications manager in August 2015 to focus on outbound marketing and further develop client relationships. She noticed immediately that Paul Downs Cabinetmakers had dipped their toes in government marketing, but not having a dedicated staff member to oversee and execute the procurement process resulted in missed opportunities so she dove right in!

*“I was challenged by the procurement process. Laurie and the Kutztown PTAC give PRACTICAL knowledge and suggestions. Acting on that advice has propelled our procurement efforts forward by light years.”*

*-Jen Holbrook Sells*

Jen is a model client and developed the strongest government sales strategy that PTAC has ever seen. She used all her resources to reach out and speak with every organization in place that could help her gather

intelligence and educate her on the procurement process. When contacting the Kutztown Procurement Technical Assistance Center, she worked with Government Procurement Specialist, Laurie Sterner, to review and refine the company’s SAM, DSBS, Capability Statement plus reviewed Paul Downs’ award history to see how and who in the government would be her target. She signed up and attended every training session she could get to. Jen created an outstanding Government Buyers area on their website which provides their Capability Statement and reference information. Planes, trains, and automobiles took her to meet the government buyers at industry day events in many different states.

Imagine a room size conference table with the US Air Force logo embedded in the wood design, or an oval table with built-in computers to seat 55 Heads of State – designed, created, delivered and installed with the utmost of ease. Paul Downs has done it!