

Business Focus

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Tuesday's closing			
The Dow	10,627.26	-36.73	▼
NASDAQ	2282.31	-30.10	▼
S&P 500	1136.22	-10.76	▼
Russell	635.50	-8.49	▼
Amex	1874.34	-8.68	▼

10 Questions

THIS WEEK'S GUEST

Jon Edie of Chajo Fine Furniture

Each Wednesday, the Napa Valley Register's Business Focus asks "10 Questions" of a local entrepreneur or businessperson. Readers are welcome to suggest business people to be profiled.

By **JENNIFER HUFFMAN**
Register Business Writer

People who buy Jon Edie's handcrafted work at Chajo Fine Furniture "aren't just buying it because they like it, but because they are investing in the work and the artist," Edie said. "It expresses something."

Edie and his wife, Chanin Cook, create their designs in their Napa studio. "We call it studio furniture," Edie said. "It's not mass-produced. It's not even limited production. It's very much unique, one of a kind."

Before he became a furniture maker and designer, Edie earned a graduate degree in environmental education and once worked for the National Audubon Society in Santa Fe, N.M.

Which three people would you most like to have dinner with?

Explorer Ernest Shackleton, environmental advocate Edward Abbey and The Who drummer Keith Moon.

What job would you like to try/not like to try?

Try: Race car driver.
Not try: Anything within the DMV.

What was your first job?

Golf caddie at a club outside of Philadelphia.

What does Chajo mean?

It's a combination of Chanin's name and my name.

What projects are you working on?

Right now, I am working on a Claro walnut (piece) for the top of a desk — it's the local walnut that grows in this region. It's a live edge slab, which means that you can still see the bark outline of the tree. Once that top is done, we will create a metal base for it.

What's your favorite wood to use?

One of the most beautiful woods is Koa. It grows in Hawaii. It's absolutely stunning. I also really love the Claro walnut. It's just gorgeous and it's from around here.

What is one thing you hope to accomplish in your lifetime that you haven't yet?

Learn Spanish.

What's your signature style?

Combining mediums. The majority of our pieces integrate metal, wood and or metal wood and stone. Our unique use of materials is what differentiates us.



Jon Edie of Chajo Fine Furniture with a piece of claro walnut, which will be the top surface of a desk. *J.L. Sousa/Register*

What's the most significant project you've been involved with in your career?

My nearly 4-year-old, Quinn.

What other business person(s) would you like to see featured in "10 Questions?"

Mike Bruno, Ace Automotive.
Eric Ewig, Ewig Physical Therapy.
Beth Chamberlain, Browns Valley Preschool.

What's the worst job you ever had?

Cleaning pools that had been long neglected. This was outside of Philly.

What is the biggest challenge your business has faced?

Accepting that doing all the wood, metal and stonework (we create) in-house limits the business' growth potential — and gives us the greatest control over every piece we deliver.

I can't live without:

Music and a dog.

What's on your to-do list?

Visit Alaska and Australia; play more music; clean the garage.

What's your favorite gift to give?

Something made in my shop — or time to help out.

What's something people might be surprised to know about you?

(I) lived on a converted school bus for two years completing my Masters in Environmental Education.

What is your favorite charity?

The Humane Society.

What was your childhood ambition?

Play drums in a famous rock band.

If you could be anywhere right now, where would you be?

On a Caribbean island.

What's one thing Napa could do to help local business?

Curtail the seeming endless road construction so residents and visitors can get around town easily.

What's the price range for your work?

Anywhere from less than \$1,000 (for) a small

little pedestal to custom commissions for more than \$10,000. There's a real range.

How do your customers find you?

Word of mouth and repeat clientele. We do several art shows throughout the year. We're represented by galleries on the West Coast. Closest is Dove Tail Collection in Healdsburg.

If you could change one thing about your business, what would it be?

A bigger shop with more tools.

Who do you most admire in the business world?

Sam Maloof, the legendary furniture maker who created his place in history through talent and hard work.

Chajo Fine Furniture is at 1755 Industrial Ave. in Napa. For more information, call 257-3676 or www.chajo.com.

To suggest a candidate for 10 Questions, visit the Virtual Newsroom at www.napavalleyregister.com and click on 10 Questions.

For more on Jon Edie, go to www.napavalleyregister.com/business