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CREN Feb. 3 Luncheon with Houston icon Mattress Mack (Jim Mcingvale)

Making business personal

Houston icon Jim Mcingvale, better known as Mattress Mack, confirmed at CREN's February Luncheon Gallery Furniture will be turning half of its store on Post Oak Blvd. into a manufacturing assembly so customers can see their furniture being made.

Gallery Furniture also plans on becoming more involved online. "Digital is where it's all at... We're going to increase online customer reviews... We have to be able to compete online," says Mattress Mack.

Mattress Mack was asked how he was able to create such a strong and caring culture to his customers and employees within Gallery Furniture. Mack said he has the Founder-Mentality of: better, faster, cheaper, and treat your customers right. However, he added his products are American-made, so he is still working on lowering prices.

Mattress Mack told many stories to his audience – becoming more and more captivating with each one, and making sure to add in the occasional joke!

One story of perseverance, patience and understanding was about his daughter Liz who suffers from an extreme case of OCD. Liz was told repeatedly from several people she will not even graduate from high school because of how extreme her OCD is. At the age of 13, Liz was committed to an out-of-state mental institution.

"That was the worst day of our lives," says Mack. Liz cried uncontrollably as her parents walked away, fearing she will never see them again.

After years of continued therapy and many mentors who have built their life around others, Liz now has a PhD and is a professor for Baylor University.

"My message is this," says Mack. "There is always a light at the end of the tunnel."

At the end of Mattress Mack's speech, his audience gave him a standing ovation.