

Creative Lloyd brings viability to his visions

By Kelly J. Stigliano
Correspondent

FLEMING ISLAND-Rick Lloyd is one of the blessed few who knew early in his life where his gifting lies. Now he is using this gift of imagination, creativity and wood craftsmanship for the customers of Extreme Craftsman, a business he started with his wife and CEO of the company, Belinda.

As a boy, Lloyd had the freedom to use his father's tools. Being a multi-talented man, his father had a variety of devices to try. It didn't take Rick long to realize that he could bring reality to the furniture pieces he saw in his mind, and sold his first piece - an entertainment center - when he was just 14.

Being a child of the industrial age, Lloyd did what was expected of him and worked in the airline business, supporting his family. Over the years he and Belinda have found success in several businesses including a commercial cleaning business, home renovations and as real estate agents.

Woodworking was a passion that wasn't brought to the forefront of Lloyd's life for a long time. "I was afraid if I did it for a living I'd hate it," he said. "Then I learned that successful people do what they love - that's why they're successful."



CORRESPONDENT PHOTO BY KELLY J. STIGLIANO

Rick and Belinda Lloyd are eager to make your furniture designs come to life with custom-built pieces from Extreme Craftsman.

The Lloyds talked about starting their own furniture-making business, investigated the financial possibilities and prayed about it. When the real estate market began to tumble they felt it was a good time to take a new direction, and Extreme Craftsman was originated.

Lloyd enjoys taking people's ideas and creating furniture to fit their budgets. Like so many artists, his ideas continuously flow. During conversation he stops mid-sentence and tells Belinda about an idea. His imagination is reflected in his designs as well as in his choice of woods.

Part of Lloyd's gift is the ability to look at a piece of furniture or cabinetry and reproduce it. He can watch another artist make something and have the technique solidified in his mind.

"We're in a consumption society," Lloyd said. "Everything is fake. Many people don't now what real furniture is."

Using a bedroom set in his workshop as an example, he pointed out the variety of woods available.

"I'm trying to bring back a dying art and get wonderful wood pieces in people's homes; pieces they are proud to own; pieces we are proud to make."

One of the Lloyd's long term goals is to provide classes for challenged individuals, in their 2,500 square foot workshop. "We'd like to be able to offer Rick's talents and teach people who may not have other opportunities to work," Belinda noted.

Meanwhile they are having fun. "I really look forward to my work day," Belinda said. "Our name goes on every piece Rick makes, so it's very, very important that we have quality attached to our name."

For more information about Extreme Craftsman call 904-269-2842 or visit www.ExtremeCraftsman.com.