

The Bulletin

S H E R R I L L

A Publication For The People Of The Sherrill Furniture Family

October 2023

sherrillfurniturecompanies.com



Rising Stars In New Roles



Gary Major
is the new SFC Main Upholstery and Make Ready Manager.



Jason Holland
is the new Sherrill Hickory Plant Manager.

Sherrill Showroom Celebrates 1 Year!

High Point Market this October marks our first anniversary in the new & improved Sherrill building. As we continue to grow and improve small details to the building, each showroom will be refreshed and uniquely styled from last Market's presentations.

By India Miller



India Miller

My team, consisting of Teri Cole and our newest addition, Gabrielle Davis, Director of Creative Operations for Sherrill Furniture, Hickory White, and Showroom Design, have created dramatic and stylish settings for Hickory White and Sherrill while paying close attention to value and best sellers. A new performance handle from STI, consisting of 50+ fabrics, allows us to offer a better price point and will be a huge asset to all divisions. Our overall focus continues to be creating beautiful rooms that will inspire your customers to buy more and show off all the custom options we are known for.

Our fabulous showroom manager, Betsy Strickland, also has her focus on the upcoming Market, working on everything from catered lunches and parties, to the day-to-day logistics that keep the Sherrill building and team running smoothly during the exciting and hectic Market week. We are so excited to see everyone there!

Welcoming Newcomers



Caleb Welch
joined the team at Conover in July 2023 and he will be supervising part of the Upholstery department.



Chase Curit
joined the Sherrill Furniture IT Team in June 2023 as Network Administrator reporting to Pete Teague at Sherrill Corporate.



Eric Head
joined Sherrill Furniture Morganton to Supervise Motioncraft Department.



Gabrielle Davis
joined Sherrill Furniture in June 2023 as Director of Creative Operations for Sherrill Furniture, Hickory White & Showroom Design. Reporting to India Miller.



Gary Short
joined Sherrill Hickory in July to help supervise the upholstery lines. Gary has been in the upholstery industry for 30 years in various roles.



Maribel Luna-Mendez
joined the Sherrill Furniture IT Team in June 2023 as RPG Developer reporting to Chad Lawing at Sherrill Corporate.



Melody Wilson Taylor
started at Sherrill in July 2023 as Corporate Collections Manager. Melody has 15 years experience in credit.

Sherrill Digital Transformation Update

By Lacey Griffith

In 2021, we started our digital transformation and kicked off our first major project: a multi-year effort to consolidate all branded sites, B2B sites, and commerce needs into one website running on the latest ecommerce platform that will deliver a best-in-class visual configurator. The new site will allow our customers to configure their product and see a near-photo quality version in real time. The new platform will also support High Point Market and allow the sales team to manage orders for samples, new introductions, and in-line styles during our Spring and Fall Markets. As we draw closer to our April 2024 launch date, I am happy to report that we are on schedule and have made noteworthy progress in creating CGI models of most upholstery programs and over 450 in-line frames. The next phase will focus on casegood programs and in-line SKUs.



Lacey Griffith

I am excited to share that we have formally kicked off our next two transformative IT projects that will have positive impacts on our customer and vendor relationships. The first and largest project, which started earlier this year, is a rewrite of all systems to a modern user interface with more automation and easier access to information. The new systems will integrate with our visual configurator to allow for seamless communication of products and orders between our customer-facing portals and our back-end systems that run the factories. The entire project is expected to take 5-6 years. We've already started rolling out some changes and you'll see several more by the end of this year.

Cont. On Page 6

My Journey into Upholstery - A Tale of Growth, Teamwork, and Craftsmanship at Sherrill Furniture

By Jesse Sherrill



This past summer, I embarked on a journey learning how to upholster seats and ottomans, “The Sherrill Way.” Christian Lugo was designated to be my upholstery teacher, and he has been the best. During my journey, he went from saying, “It’s no good,” to “It looks good!” And that meant the world to me. Learning how to upholster and become a small part of such a huge process has been extremely rewarding.

It is really an honor to be a part of something bigger than myself. Everyone has been so welcoming and willing to help me through my learning process. I could not have asked for a better team to work with!

Sherrill Furniture continues to be so successful because of its people and how everyone works together. They teach and guide each other along the way, carving out a path for new furniture makers to make their way. The talented artisans and furniture makers at Sherrill make it happen every single day. I could not have done it without them, and I will remember and look back on this experience with gratitude and appreciation for their hard work and dedication.

Jason Holland, Jesse’s supervisor had wonderful things to say about her work ethic.



“She really impressed me with her creativity and determination. She was not going to let that job get the best of her. She took it upon herself each day to make sure she was growing by getting more products built each day and setting goals at the end of the week to do even more. She hung in there and became part of the team back there”.

Sherrill Company Cookout

The Sherrill Furniture employee cookout took place Monday, June 5, at the farm. This exciting event brought employees from all divisions together in one place. The afternoon was full of delicious food from several local food trucks, as well as corn hole, fishing, and door prizes. Every employee who attended the cookout also received a free Sherrill throwback logo t-shirt.

“As I was talking to people at the picnic, I realized that some of the employees at Sherrill don’t get to see each other much since we have five different factories, so it was cool they all got to come together and meet one another” said Jesse Sherrill, Charles Sherrill’s daughter, who has spent the summer learning how to upholster seats, attended the employee cookout for the first time.

It was a fun time had by all, and everyone greatly appreciated all the time and effort the management and HR teams at Sherrill put in to organize such a special event.

Tim Woodliff & Charles Sherrill Playing Cornhole



Catch Of The Day By Kevin Stanley, Precedent Frame Department



Kerri Crump & Thad Monroe Enjoying The Day



Food Trucks & Fun!



Lillian August Celebrates 30-Year Anniversary & 3 Generations of Design at HPMKT

This past April, Lillian August celebrated the success of her brand, which includes a rich 30-year history and three generations of design. There was a market kickoff party hosted by Sarah Shelton, Market Editor of Luxe Interiors + Design, to celebrate this achievement on Friday, April 21. The evening was extra special, with Lillian making her first appearance in the showroom since covid and bringing the crowd to tears with a touching speech.

Lillian, her son Dan, and granddaughter Eliza now work together as a family team pursuing their creative endeavors and having strong relationships with their manufacturers. This talented trio continues to provide an unparalleled on-trend resource for home design with a strong brand vision.

"I am so proud to be celebrating three generations of hard work and success with our family, friends, colleagues, and fans of great design," says Lillian August.

(Left to Right) Dan Weiss, Lillian August, Eliza Weiss

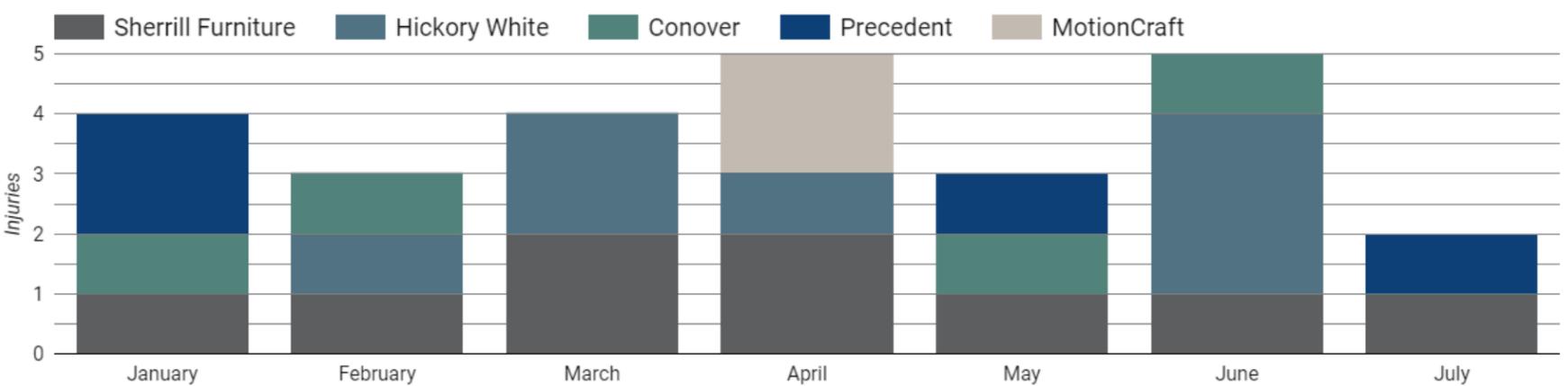


Safety Update

Totals

26 Injuries
5 Lost Time Injuries

SHERRILL FURNITURE	HICKORY WHITE	PRECEDENT	MOTIONCRAFT	CONOVER
9 Injuries 1 Lost Time Inj.	7 Injuries 1 Lost Time Inj.	4 Injuries 1 Lost Time Inj.	2 Injuries 2 Lost Time Inj.	4 Injuries 0 Lost Time Inj.



Sherrill Furniture has been conducting live fire training for safety team members and the proper use of fire extinguishers. This is valuable training for our safety teams and our company to have the training to stop the spread of fire in the early stages. The safety team members did an outstanding job with the training and had a little fun in the process. The training should be completed for all safety teams by the end of August. Everyone should have a fire extinguisher in their kitchen area at home and remember the acronym P.A.S.S.

P - Pull A - Aim S - Squeeze S - Sweep



Tony Stamey



Chavis Burton



Reggie Wingate



Abby Deal

SAFETY CONCERNS?



allows anonymous input

By Patrick Foster

What's Next at Hickory White for the Fall 2023?

As the world of furniture returns to what we remember as “normal,” the Hickory White team has been hard at work doing what we do best: crafting exceptional American-made products from our 100-year-old factory in North Carolina! While many companies try to be all things to all people, at Hickory White, we know where our strengths lie, and that is in traditional, luxurious casegoods and upholstery, where customization is the norm.

This fall, we have expanded our Features Upholstery Program, offering customers the option of choosing unique style arms, backs, and legs to create any look that suits their design aesthetic. Our design team added 20 new Hickory White fabrics to the program to give our customers more variety. We also developed several new arm styles to give the Features Program more depth and our consumers a more diverse selection.

Hickory White Casegoods will introduce 15 new pieces this season. The REVIVAL 81 Collection, introduced in October 2022, was widely successful and has now started to ship to our customers. This season, we are adding to this collection by introducing a new 60-inch Redmond Dining Table, Breland Bunching Cabinet, and a new upholstered bed called Lander, inspired by the best-selling Teton Sofa.



Patrick Foster

Hickory White is focusing on introducing beautiful sycamore veneers on a new traditional cocktail table, end table, and arched cabinet. You will also find materials such as textured metal in a sleek satin brass finish throughout our casegoods introductions.

We will be introducing three new finishes on our highly figured veneered tables: Olive Leaf, which is a rich and saturated green finish found in nature, Raven Wings with a natural living look like the spread of a Raven's wing; and Belvedere, a deep brown color reminiscent of a Cuban cigar.

We are so fortunate and proud of the artisans and furniture makers from the Catawba Valley region that have chosen Hickory White as their home and create beautiful furniture for our retailers and designers that will last for generations. We can't wait for you to see their work and craftsmanship come to life!

CPSC Insight and Product Design Impact

By Cindy Hall

The U.S. Consumer Product Safety Commission (CPSC) announced on April 19, 2023, that a new, mandatory standard will be required for all products classified as a clothing storage unit manufactured after September 1, 2023. A clothing storage unit is described as a free-standing unit including but not limited to chests, chests of drawers, armoires, bureaus, door chests, and dressers that are 27 inches or greater in height, 30 pounds or greater in weight and contain 3.2 cubic feet or greater of enclosed storage volume. Our Hickory staff has been working for five months on solutions to ensure all our applicable storage furniture meets the requirements set by the CPSC.



Cindy Hall

The CPSC passed this standard to reduce the possibility of furniture tipping over on children and causing harm or death. As I develop new casegoods for Sherrill Furniture, I am aware of this new requirement. The design elements I look at are the size and shape of the furniture, along with specific measurements that make the furniture heavier at the back of the case. This new mandatory requirement has been challenging, but as a mother and aunt, it is something I take very seriously. Since 1945 our customers have put their trust in Sherrill Furniture. They can be confident that we are aware of all types of government and safety standards to ensure our furniture is safe for the children in our lives.

Mr. + Mrs. Howard

x

S H E R R I L L

10 Year Anniversary Party

WITH JIM & PHOEBE HOWARD

of the Mr. & Mrs. Howard Collection for Sherrill Furniture

FRIDAY, OCTOBER 13, 2023

5:00-7:00 PM

SHERRILL SHOWROOM 2ND FLOOR

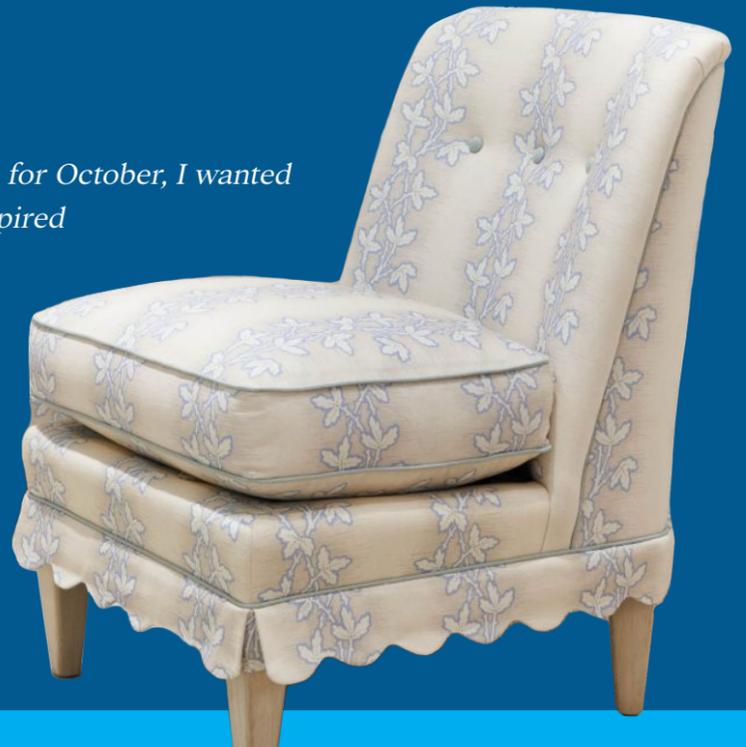
315 Fred Alexander Place, High Point, NC

The second significant project is the EDI systems for business-to-business automation and transaction automation. This system will automate transactions between Sherrill, our vendors, and customers that utilize EDI for transmitting purchase orders, acknowledgements, ASNs, invoices, and other documents. With this in place, we will reduce the manual processes required to convert a customer PO into an order and send automatic acknowledgements, ASNs, and invoices that go directly into their systems. EDI will reduce the order errors and the administrative efforts required for managing orders and the order fulfillment process, allowing us to focus more time on customer service.

Nellie Jane for Mr. & Mrs. Howard: Timeless Designs Rooted in Classic Furniture

By Nellie Howard Ossi

“As we wrapped our first debut collection and I began designing my new pieces for October, I wanted to explore some new looks and different textures. I added several bamboo-inspired pieces, like the Matilda Writing Desk and Lucy Stool. I felt that those pieces added variety to my casegoods selection, along with a relaxed warmth which gives my new introductions a lot of personality without being overwhelming. And with it being the fall market, I wanted a big change from our light, bright spring debut. I also incorporated some moodier color palettes to show the collection’s versatility. I wanted one ‘WOW’ piece that was dramatic but not in your face - and that would be the Ashley Ottoman. A revival of the Turkish ottoman, which I love! I can’t wait for you all to see everything, and I look forward to a great Market!”



Congratulations To Our Latest Retirees!



Danny Stilwell Sr
retired from Sherrill Hickory Spring up department after 22 years of service.



David Winkler
retired from the Hickory White Product Development department after 53 years of service.



Dean McGee
retired from Sherrill Morganton Upholstery supervisor after 34 years of service.



Della Martin
retired from Sherrill Hickory Machine room after 35 years of service.



Ed Harmon
retired after 52 years of service at Precedent Furniture leading Product Design.



James Moore
retired after 15 years of service in the Hickory White Finishing department.



John Mizell
retired from Sherrill Hickory Shipping department after 12 years of leading the Logistics and Trucking department.



Lisa Walker
retired from Sherrill Morganton Sewing after 22 years of service.



Mark Bailey
retired from Hickory White after 51 years of service as plant manager.



Mary Sue Edwards
retired from Sherrill Morganton Sewing department after 10 years of service.



Pat Loftin
retired from Precedent after 25 years of service in the Cutting department.



Sondra Pendley
retired from Sherrill Morganton Sewing department after 23 years of service.



Sherrill Occasional Insight & New Products

By Cindy Hall

Sherrill Occasional has been a part of the Sherrill Furniture family since the mid-1970s. During this time, Sherrill Occasional has become a go-to resource for occasional tables and accent products to retail stores and interior designers. Our primary goal is to provide a variety of occasional tables and accent furniture to support Sherrill Furniture upholstery brands with a timeless design aesthetic and excellent quality that will last for many years.

For the upcoming October 2023 Market, we will be introducing approximately 35 new items. This includes smaller accent tables and chests, a dining table, four eclectic cocktail tables, and two new occasional table groups. These items will feature captivating materials such as beautiful veneers, including walnut, ash, oak, figured eucalyptus, and walnut burl woods. Other intriguing elements include metal, plaster, shell, rattan, copper, abaca rope, travertine, and marble.

We are introducing two new occasional groups. The first group, Copeland, is produced in Vietnam out of oak solids and oak veneers. The drawer fronts are hand-carved with a botanical pattern that offers a fresh, natural look. Copeland will be inventoried in Hickory and available in most Sherrill Occasional finishes giving our customers more flexibility and creativity as they can create their own look, whether it be more coastal or a more traditional vibe, depending on the finish selected.



Cindy Hall

The second occasional group, Truman, named after OT Sherrill, complements the Truman Sofa that debuted in April 2023. The Truman Sofa has been incredibly successful, so the Sherrill team is expanding the offering, adding a chair, with or without swivel, and ottoman. Last market, this sofa was available in six fabrics for a competitive price of \$995. In October, they will increase the fabric offering to approximately 60 fabrics and give customers custom cushion options at an upcharge. The Truman Occasional Table group has a versatile design, including a tapered leg and a clipped corner. Made of ash solids and ash veneers the overall style and aesthetic of this group are determined by the finish selected by the customer giving the tables the flexibility to fit in almost any home.

Friends & Family



Kirsten Harrison graduated from Western Carolina University with a Bachelor of Science in Business Administration. She will pursue her Master's degree this fall at UNC-Pembroke. Kirsten is the daughter of Bobby Harrison at our Morganton division.



Gerry Archambault and Viola Nguyen were married in September 2023. Viola serves as Sherrill's International Casegoods Operations Manager. Congrats Viola & Gerry!



Nicholas Herman the son of Darren and Natsha Hefner graduated from Bunker Hill High School in May and reported to basic training at Parris Island, SC on July 17th for the USMC. Darren Hefner is the supervisor of the SFC Main fabric room.



Remington (Remi) Grace Evans born on April 30th 2022 at 6 pounds 15 ounces. Remi is the granddaughter of Sandy Kirby. Sandy is the HR manager at Sherrill Hickory.



Dax Allen, Brian Murray, Harrison Dehart, and Rodney Pennell at the May 2023 FCA golf tournament.



Aria Chase, the daughter of Tiffany Chase in the Sherrill Hickory Sewing Department.

Want to be featured in the next edition of The Bulletin?

See your plant HR representative to make your submission.