

Dopamine Decor: Precedent's Colorful Market Experience

This season Precedent is excited to create market presentations for our customers with distinct identities and elements of fun and whimsy for a dose of dopamine decor. **By Lorie Grigg-Hartsog**

Fresh color remains a focus this season with warm marigolds, caramels and terracottas, mixed with calming taupes, cool ocean blues, and grounding graphites. We also layered interesting textured neutrals to create rooms with personality. The finishing touches complete the story, so we've carefully selected just the right art and accessories to bring it all to life.

Our new frames provide value for our customers while incorporating interesting shapes to emulate the look that Precedent is known for. We expanded our bestselling classic track arm collections, adding a fresh, modern mailbox arm. We've also introduced multiple sofa and chair frames with cool, mid-century vibes inspired by vintage silhouettes from the '60s, '70s, and '80s.

By blending classic transitional frames with statement pieces, we have styled our proven bestselling in-line product in unexpected ways, sprinkling in case goods from all the Sherrill brands. Our offerings highlight Precedent's versatility allowing customers to create a collected yet cohesive feel, an aesthetic that appeals to a wide range of consumers.

Precedent aims to capture the imagination of our customers, leaving them energized and inspired to translate our stories onto their showroom floors, and ultimately into customers' homes.

A tremendous amount of work goes into the planning, production, and execution of each market – from the factory to the showroom – so we would like to thank our Precedent and Sherrill teams for all their hard work and determination. It is always so rewarding to see it come together each season!



The Sherrill Way: Defining Quality in the Furniture Industry

By Tyler Tramble

Quality has always been one of the cornerstones of our company. As our customer base grows and evolves, so do the expectations for our products. In line with our commitment to future growth, Sherrill Furniture has created a new department led by Tyler Tramble, Director of Upholstery Quality, and Candice Coleman, Quality Specialist, who are focused entirely on quality.



Tyler Tramble

With a longstanding legacy of high standards in furniture craftsmanship, our aim is not only to continue producing pieces worthy of the Sherrill name but also to unify quality across all Sherrill brands. Our mission is to establish "The Sherrill Way" as the benchmark for quality that other furniture manufacturers aspire to. To achieve this, we developed a comprehensive quality assurance system designed to meet and exceed our goal of total customer satisfaction. We are excited about the future and look forward to seeing these ideas implemented company wide!



Great Quality and Exceptional Service – Keys to Growth Strategy

As our customers navigate a quickly evolving marketplace, one thing is certain – customer expectations have never been higher. Retailers, designers, and consumers face dynamic challenges in their businesses, and in their homes. **By Tom Zaliagiris**

In order to understand our customers' needs, and find solutions to their problems, our first priority is to listen. Our industry is full of characters who know it all, who have all the answers, and who are more than happy to tell you how it should be done. We believe that there is no such thing as a silver bullet.

As our sales force, merchandising teams, and management engage with our customers, we strive to view the business through their eyes so that we are better able to appreciate the obstacles that they face on a daily basis. It requires hard work, dedication, and humility to address those needs and to be better business partners.

Although every customer communicates a variety of needs, there are three points that come up in almost every conversation that are critical to our mutual success.

They need Sherrill Furniture Brands to provide information quickly and they need that information to be reliable.

They need Sherrill Furniture Brands to provide a quality product that can be delivered into the home without defects or damages.

They need Sherrill Furniture Brands to introduce product that is on trend and is relevant to their consumers.

Contained in this bulletin are many updates on investments that Sherrill has made in manufacturing, product, IT infrastructure, marketing, and most importantly, in the people that make this company great. These investments allow us to deliver better communications, better service, better quality, and excellent product to meet the demands of our customers. As we continue to grow, we will remain focused on this commitment – we will listen to and put our customers' needs first as we drive business initiatives at Sherrill Furniture Brands in the future.



Tom Zaliagiris

Meet Lisa R. Harris: Sherrill's New High Point Showroom Manager

By Halleigh Milleson



Lisa Harris

Lisa Harris joined Sherrill Furniture Company this past August as the High Point Showroom Manager. Lisa has lived in High Point all her life and has previously worked in marketing positions for Lexington Home Brands, Drexel Heritage, Dorya, and Magnussen Presidential. Her most recent roles include being a showroom manager for Caracole and a building facilitator for Mac.

Lisa was inspired to pursue a career in the furniture industry as she appreciates the creative talents associated with bringing new products to market. She enjoys the process and progression all the way through launch. When asked what excites her the most about working at the Sherrill showroom, Lisa said, "Sherrill Furniture has an impeccable reputation for quality and design. The showroom team is awesome, and I'm really looking forward to the many challenges related to my position." Outside of work, Lisa enjoys renovating houses, and she will be moving into her latest project in September with her black pug named Moe.

Welcome Newcomers!



Chuck Auten
Joined Sherrill in June 2024 as the Vice President of Casegoods Merchandising.



Chris Clark
Joined Sherrill Furniture in April 2024 as the Auto-cut and Sewing Supervisor.



Derek King
Joined Sherrill Conover in April 2024 as the Plant Manager.



Lisa Harris
Joined Sherrill in August 2024 as the Showroom Manager.



Sam Latham
In July 2023, Sam Latham joined the family business representing the fourth generation as a new sales recruit. He is learning the business from the ground up by working in each of our facilities. Sam comes with sales experience and will use those learned practices in the furniture industry.



Halleigh Milleson
Joined Sherrill in May 2024 as the Assistant Content Marketing Manager.



Roger Rash
Joined Hickory White in May 2024 as the Finishing Room Supervisor.



Wayne Woodruff
Joined Sherrill in June 2024 as the Garage Manager.

We're Happy To Have These New Members On The Sherrill Team!

Sherrill Restructures Customer Service to Provide a Seamless Customer Experience

By Kara Day



Kara Day

Have you heard the news? Our customer service departments have come together into one amazing team at our corporate headquarters in Hickory, N.C.

On Monday, July 8th, every Customer Service Representative (CSR) began handling inquiries for all our brands. Our dedicated team has been busy touring facilities, learning new systems, and gearing up to provide our customers with even better service. This change underscores Sherrill's unwavering commitment to quality and customer satisfaction, ensuring a seamless experience across all 8 of our brands.

"By uniting our customer service departments into one team, we are reinforcing our commitment to delivering exceptional service. This strategic alignment will streamline your experience across all our brands, ensuring that every interaction is smooth and efficient. We are excited to enhance our support for you and look forward to exceeding your expectations." — Lacey Griffith, Senior Vice President, IT and Customer Service

Our Customer Service team will now be the first point of contact for customers, along with our sales representatives. Each CSR has its own extension, voicemail, and email, making it super easy to reach out.

We've also simplified our phone system: all customer service calls will now go through our main phone line at 828-322-2640. No more juggling different numbers for different products!

"At Sherrill, the customer is our top priority," said Matt Melcher, Director of Customer Service. "This reorganization is a testament to our dedication to creating a better overall experience for our customers. By centralizing our customer service operations and equipping our team with comprehensive training across all brands, we are poised to provide faster, more effective support that meets the high standards our customers and designers expect."

This strategic reorganization is about making the overall experience with Sherrill Furniture more efficient and seamless. We are dedicated to keeping our customers informed about orders and ensuring the best possible service.



Lacey Griffith

Rising Stars In New Roles



Linda Brooks

Linda Brooks has taken on the role of Quality Manager at Hickory White Casegoods.



Candice Coleman

is now an Upholstery Quality Specialist at Sherrill Hickory



Morgan Hamby

has been promoted to the fiber lead at Sherrill Main.



Tyler Hynes

is now a line lead at Precedent in the upholstery department.



Maria G Lemus

is now the Sherrill Hickory Sewing lead.



Matt Rose

joined Hickory White in August 2023 to manage the cabinet room. He has now moved into the role of Division Manager overseeing rough mill, machine room, veneer room, sand room and cabinet room.



Lauren Rummels

joined Hickory White in Jan 2024 and moved into the upholstery expeditor role in June of 2024.



Tyler Tramble

is now Director of Upholstery Quality for all divisions.

Safety Team Members Recertified in CPR and AED

By Brian Murray

Safety team members must recertify in CPR and AED every two years to maintain their certification. The recertification process takes 4 hours of classroom and practical skills. The areas that are covered are Cardiopulmonary Resuscitation, Airway Obstructions, and Automated External Defibrillation. This is a major benefit to all Sherrill employees in the unfortunate event that someone goes into cardiac arrest in the workplace.

There are about 10,000 cardiac arrests in the workplace each year in the United States, according to a report from the US Occupational Safety & Health Administration. If performed immediately, CPR can double or triple the chance of survival from an out-of-hospital cardiac arrest.

For every minute that passes without defibrillation, the chances of survival drop significantly, by about 10%. This means that prompt defibrillation within the first few minutes after SCA (Sudden Cardiac Arrest) occurs offers the best chance of saving a person's life.

"Thank you to all safety team members for getting recertified in CPR/AED!"



Brian Murray

Lillian August Leans into Iconic Traditional Styles at October High Point Market with Captivating Color Stories and Eclectic Furniture Additions

By Eliza Weiss



Eliza Weiss

Lillian August is making waves this High Point Market with some stunning new collections and product additions. This October, we're spotlighting the New Traditional Collection, which is a fresh twist on classic designs, thanks to the creative spark of Eliza Weiss. As Lillian's granddaughter and a rising star in design, Eliza is giving our traditional looks a vibrant update with bold colors and playful prints. Lillian continues to be involved closely with Eliza and Dan with new original textile and wallpaper designs and vibrant color stories that can be found throughout the showroom. Plus, Eliza's recent recognition as 40 Under 40, Titan & Trailblazer at Las Vegas Market is a wonderful honor for the next generation of design for the brand.



We are excited to be introducing some fabulous new coastal-inspired pieces that mix traditional charm with an elevated twist. Think bright, cheerful colors and raffia-wrapped furniture that takes traditional design elements with mixed materials and light finishes. This market also includes new designs for our Iconics Collection, led by Lillian's son Dan Weiss, with great new leather Chesterfield Sofa and a Tall Leather Tufted Bed. The showroom will feature the timeless designs for the brand with bright, rich hues and elegant finishes. We look forward to seeing the Sherrill team at market and celebrating more wonderful new introductions for the brand.

Changing Leaves, Changing Wood

By Dax Allen

"Change your opinions, keep your principles; change your leaves, keep intact your roots." – Victor Hugo, French author best known for Les Misérables and The Hunchback of Notre Dame.



Dax Allen

During the last four turbulent years in the furniture industry, Sherrill's casegood business has enjoyed some wins and overcome many challenges along the way. However, our successes have not been as big as our customers need them to be, or as the employees that work here deserve. Charles, Thad and I all have high expectations for Sherrill's wood division and are committed to making the changes needed so that we all can celebrate strong results in the years ahead.

Beginning this October, we are implementing a deliberate, strategic change process that will return our casegoods business to the growth trend we expect. Chuck Auten, a key leader in Sherrill Occasional and Hickory White's best years, has returned home to serve as Vice President of Casegoods Merchandising and to help us create this change in the business. Chuck understands our roots, embraces our principles and will consistently execute three key strategic initiatives to drive a return to growth over the next few years:

Leverage Upholstery Strength: Develop brand specific, complementary wood products and showroom settings to showcase new groups paired with upholstery.

Active Portfolio Management: Clean out the dead wood and manage new SKU count and programs to focus on closing design, shape, material and value gaps in our portfolio.

Eliminate Silent Killers: Drive first pass quality and on time shipping through a collaborative design process engaging customers, manufacturing, and suppliers both early and often.

I understand that casegoods is slow to change due to long lead times, inventory and changeover, but I am excited to start this journey today with all of you.

A Letter From A Beloved Dealer & Designer

Hello Sherrill Family,

My name is Barbara Thompson. I turned 89 years old in August and I still work as a designer on staff at Interior Spaces in Ridgeland, MS. Interior Spaces is an upper-end, designer furniture store selling many brands from North Carolina. We proudly display and sell products from all Sherrill divisions. You'll be glad to know that Sherrill Furniture is our largest vendor. We tell the "Sherrill Story" and sell your products every day!



Barbara Thompson

I got my first job in the furniture business at age 24 and studied under a designer named Burl Smith who was designing the now historic Old Capital in downtown Jackson, MS. I owned a furniture company with my husband called Thompson Furniture for 25 years before closing the business after my husband passed away.

After that, I connected with Martha Batte who asked about my future, and I initially told her I was not interested in going back into the furniture business. However, John Batte called and asked me to come by his store. When I arrived, he told me I was hired. So, I started work the following week.

For years, Batte Furniture touted the quality and value of Sherrill Furniture. I recall many visits from Buddy Sherrill to the store and still have some handwritten "Thank You" notes from him. Sherrill was our #1 product line. When customers come in, I always steer them toward Sherrill because of my confidence in the quality, favorable lead times, and overall value!

I worked at Batte Furniture for 36 years until John Batte retired in 2021 and closed the business. In 2020, I came to Interior Spaces. For 40 years I have been supporting the Sherrill Family and guiding my clients to prefer Sherrill.

Over the years, I've seen many companies go out of business. I've seen styles change and trends come and go. I'm thankful that Sherrill Furniture has stood the test of time and has consistently been my "go-to" product line for my customers.

Please know we rely on your quality and value. Wishing you all much success!

Sincerely, Barbara Thompson

The Nellie Jane Collection: Balancing Function and Form

By Nellie Howard Ossi

This season, we further developed the Lane collection to introduce the Eliza Cocktail Table. At an incredible price point, the Eliza is a shelf cocktail table with a wonderful raffia texture at a versatile size. Other new introductions include the bamboo leg slipper chair which is the perfect size for a bedroom or a small seating area. One of the most exciting new introductions is Joe's Cocktail Ottoman which features a removable tray to show a hidden storage compartment. Consistently balancing function and form, hidden storage is always a bonus for practical daily life, without sacrificing style.



Good Times and Great Causes: The Annual Sherrill Picnic

By Jesse Sherrill



Jesse Sherrill

The annual Sherrill Picnic is a cherished event that brings us together as one big family to reconnect, enjoy delicious food, and have a great time. Continuing the beloved tradition that began back in the 80s, this year we introduced an exciting new feature: a dunking booth. Many notable people took the plunge with proceeds from each dunk benefiting Habitat for Humanity, including Charles Sherrill, Thad Monroe, Paula Daniels and Lacey Griffith.

The picnic also featured a variety of food trucks, such as Wholey Cow, Taco King, Village Inn Pizza, and Munchies Food Truck, ensuring everyone had plenty of delicious options. Many people took to the pond to fish or just sat with friends to catch up and cheer on everyone participating in the dunking booth. Attendees were treated to door prizes, including t-shirts, koozies, and Sherrill Furniture hats. Overall, the picnic was a fantastic success and a memorable celebration for all involved!



Congrats To Our Latest Retirees!



Dean Elder

Retired at the end of May from Hickory White after 61 years of service in the rubbing department. Blake presented Dean with a personal plaque that he made for Dean. Thad presented him with his retirement watch.



Kathy Duckworth

Retired at the end of May from Conover after 5 years of service in the leather department.



Rita Blevins

Retired at the beginning of February from Sherrill after 26 years of service in the fiber department.



James Hefner

Retired at the end of January from Sherrill after 29 years of service in the machine room.



Rita Boylen

Retired at the beginning of July after 37 years of service in the motioncraft sewing department.



Roger Fulbright

Retired at the end of January from Precedent after 12 years of service in the frame department.

Design Excellence on Display: Kips Bay Palm Beach 2024

By Sydney Martin

The Kips Bay Decorator Show House in Palm Beach is always an inspiring event. This past February, the show house brought together some of the most talented designers, with spaces that reflected creativity, elegance, and innovation. Sherrill Furniture proudly sponsored this special event, supporting designers like Duval Design LLC and Phoebe Howard, whose beautiful spaces were among the highlights.

One of the standout rooms, designed by Duval Design LLC, was aptly titled "A Gentleman's Affair with Sunset Tea." This stunning room displayed a sophisticated mix of textures and colors, creating a refined and inviting atmosphere. It featured custom Armand Banquettes and Opera Center Tables from Lillian August, alongside 135 Ottomans from Hickory White, combining elegance with a sense of comfort. The space embodied the perfect blend of traditional and modern elements, all while capturing the essence of Palm Beach's vibrant spirit.



Sydney Martin

The show house is not just a showcase of stunning interiors but also a meaningful event, benefiting the Kips Bay Boys & Girls Club, a charity dedicated to enriching the lives of children. With its blend of luxury, innovation, and philanthropy, the Kips Bay Palm Beach Show House continues to be a highlight in the design world, drawing attention from across the country.

As Sherrill Furniture reflects on the magic of the night, the excitement continues to build for future show houses. From the expertly crafted spaces to the incredible support from the design community, the Sherrill team hopes events like these continue to inspire attendees and participants alike.

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Friends & Family



Raelynn Anne Tolbert, born March 19th, 2024. Weighing in at 7 lbs 4oz and measuring 19 inches long. Raelynn is the daughter of Brooke and fiancée Savannah Henline. Dalton works in the Sherrill auto cut department. Welcome to the world Raelynn!



Hazel Marie Bogert, born April 29th, 2024. Weighing in at 7 lbs 4oz and measuring 19 1/2" long. Hazel is the daughter of Dalton Bogert and fiancée Savannah Henline. Dalton works in the Sherrill auto cut department. Hazel is also the granddaughter of a very proud mimi Lisa Travis who works on the Sherrill switchboard. Welcome to the world Hazel!



Kaiyr Young, born August 24th, 2024. Weighing in at 9 lbs 2oz. Kaiyr is the son of Mileigh Butler. Mileigh works in the Sherrill sewing department. Welcome to the world Kaiyr!



Savannah Grace Vance, born August 20th, 2024. Weighing in at 7lbs 5oz. Savannah is the daughter of Aaron and Elizabeth Vance. Aaron works in the Sherrill logistics department. Callum Vance, born September 2nd, 2024. Weighing in at 6lbs 13oz. Callum is the son of Shane and Deanna Vance. Shane works in the Conover spring up department. Shane and Aaron Vance are brothers who had their new additions only 13 days apart! Savannah and Callum are also welcomed by their grandparents Patty Vance of the Sherrill upholstery department and Chuck Vance of the Sherrill machine room! Welcome to the world Savannah and Callum!



SHERRILL Team at FCA 2024 Golf Tournament at Lake Hickory Country Club. Our team placed 4th in their flight, playing the final 5 holes in rain, and Trigger won the closest to the pin contest on Fox Run, Hole 9 at 7' 3".

From Left to Right: Dax Allen, Tommy Burgess, Brian Murray, Rodney "Trigger" Pennell



Tom Zaliagiris and his wife Alison welcomed Thomas Edward (Teddy) Zaliagiris, III into the world on October 2, 2023, weighing 3 lbs. 3 oz. Tom is the SVP of Sales for all divisions of the Sherrill Furniture Companies.