

The Bulletin

S H E R R I L L

A Publication For The People Of The Sherrill Furniture Family

April 2023

sherrillfurniturecompanies.com



Harold Whittemore “Buddy” Sherrill

August 13, 1926 - March 24, 2023

Buddy Sherrill lived life to the fullest and held nothing back when it came to the Sherrill Furniture family, his people and business that he loved dearly. “After 73 years of consistent, steady and caring leadership, all of us at Sherrill Furniture Company have grown to love him deeply” says Thad Monroe, President. “Buddy’s commitment to local craftspeople and willingness to invest in this community to keep casegoods and upholstery manufacturing going strong is something that everyone in the furniture industry has benefitted from.”

As the furniture manufacturing industry migrated en masse to Asia for several decades, Buddy Sherrill stood fast by his vision to sustain a meaningful domestic furniture manufacturing presence in the Catawba Valley of North Carolina, USA. Buddy doubled down on his commitment by shortening the supply chain for production of raw materials needed for furniture manufacturing by bringing cushion manufacturing, cotton manufacturing, solid wood frame production and shipping fleet in house as well.

Charles Sherrill is committed to sustaining his father’s vision for this company. “One thing my dad made sure I understood is that the responsibility of leading Sherrill Furniture is never just about the money. If it were, then he could have sold the company many different times. This company is and will continue to be all about the people and the families who make this industry possible” says Charles.

Buddy always called me the new girl, even after years and years of working for and with him. Two lessons of many that he taught me were saying “No” and to never ask a question empty handed, always have something with you for reference. Buddy was an amazing, intelligent, caring man. He will truly be missed by many. I will always cherish the memories I have of my time working with him. See you in the morning, Bud!!

- Kerri Crump

I never knew Buddy but as the owner and upholster of my shop I cannot tell you how many times I’ve seen his name on the pieces I’ve recovered for the next generation. As a tradesman I can say that EVERY piece of Sherrill furniture that has ever come through my shop has been nothing but meticulously crafted and the highest of quality in production. And are always a joy to work with. The last Sherrill piece that I worked on was the personal sofa for the queen herself @ dollyparton and one of her favorite pieces. To a business well lead. And a life well loved. Great job Buddy...go rejoice now.

- Harrison & Sons in TN

I have been very blessed to work for Precedent for 30 years. I raised my children while working there and was not ever question once when I had to be out because they were sick. I believe those are the standards that he set. Family first. I will forever be thankful to him for my job, and the way he took care of his employees. Prayers for his family

- Janet Poovey

Buddy was the finest of gentlemen I have ever known in the home furnishings business. As a new young upholstery buyer at Huffman Boyle he treated me with respect and patience from our first meeting. As I advanced through my career and assumed the Presidency of W&J Sloanes San Francisco and eventually purchased W&J Sloanes of Beverly Hills, Sherrill Upholstery remained our biggest supplier throughout the years. It was very difficult to negotiate with Buddy because he maintained a calmness and coolness that made it difficult to argue when he didn’t agree with the proposal. On a personal note we purchased Ferrari 512 Boxers separately but during same time period and enjoyed sharing tales of racing through the mountains in California and North Carolina. Buddy was a “man’s man”. His friendship will be missed. Special prayers to his family.

- Laurence Crink

In a way, Buddy Sherrill raised me. My dad worked for Buddy 30+ years. With that job, there was always a roof over my head and food on the table. Now I have been at Sherrill for 22+ years. In that same manner I have been able to put a roof over my family’s head and food on our table. Buddy was a legend and icon in the furniture industry. He will be missed. Charles, Whitt, and all the rest of the family, you all will be in our thoughts and prayers!

- Brian McCall

To the family, I’m so sorry for your loss. We, the employees of Sherrill suffer a loss also. I know things will never be the same as it was with Buddy around. I came to like his no compromise attitude with his furniture. He will be sorely missed, but I feel confident in the leadership that will carry on. I thank my God for Buddy allowing me to work for and with him. I raised a family working with his company. Thank you Buddy.

- JD Houston

New Design Coming for 1st Floor of Sherrill’s High Point Showroom

By India Miller

This April, exciting new things are happening to the 1st floor of the Sherrill High Point Showroom including a complete renovation and redesign. The vision of this project is to create a fresh and updated approach to Sherrill’s overall design and display aesthetic, evoking a visual inspiration for our customers and dealers which, we believe will lead to more sales.



The first thing you can expect to see starting from the front doors is a new traffic flow. Large areas have been created to accommodate multiple upholstery settings to maximize the conversation and selling experience.

You will notice an addition of interesting, architectural windows in various areas to create statement focal points and backdrops. Additionally, there are clean, uninterrupted areas where the focus is solely on Sherrill’s product lines. There will be an open concept for the design center as well as a second design center located in the back of the showroom supporting all of Sherrill’s programs, such as the 96/97 Series.

“Spring Market 2023 will be an exciting presentation for Sherrill – we look forward to giving you the tour,” said India Miller, Creative Director for Sherrill Furniture.

The Sherrill company timeline, which was unveiled during the last market and traces significant milestones within the company history, will still be a part of the Sherrill presentation on the first floor.



India Miller

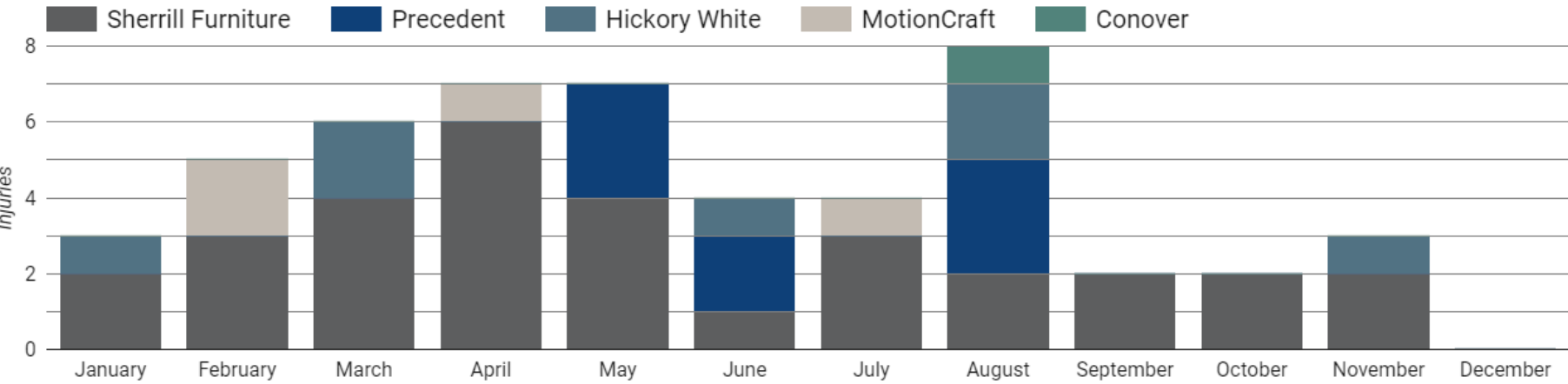
2022 Safety Recap

Totals

51
Injuries

12
Lost Time
Injuries

SHERRILL FURNITURE	HICKORY WHITE	PRECEDENT	MOTIONCRAFT	CONOVER
31 Injuries 7 Lost Time Inj.	7 Injuries 1 Lost Time Inj.	8 Injuries 2 Lost Time Inj.	4 Injuries 1 Lost Time Inj.	1 Injuries 1 Lost Time Inj.



1881
White Furniture Company founded.

1902
Hickory Manufacturing Company established as the first furniture factory in Catawba County, NC.

1945
Sherrill Furniture Company incorporated by OT Sherrill.

1950
Buddy Sherrill joins the family business.

1978
Sherrill Furniture Company acquires MotionCraft®.

“It was never just about the money. Good companies are all about the people, and the families who make this industry possible.”

—Charles Sherrill

1979
Sherrill Furniture Company purchases Carolina Tables of Hickory (CTH) and establishes CTH Sherrill Occasional®.

1984
Sherrill Furniture Company acquires Precedent®.
The single-story Sherrill Furniture showroom was built in High Point, NC.

1985
Hickory Manufacturing Company acquires White Furniture Company of Mebane, NC.

1986
Charles Sherrill joins the family business full time and begins learning furniture design and quality manufacturing from his father.

Remembering The Sherrill Family



Charles “Howard” Teague

will forever be cherished in our hearts. He worked at Sherrill in maintenance for 55 years.



Stephen Rockett

left us too soon. He will be greatly missed by his family and co-workers. Rockett worked in the spring up and make-ready areas of Sherrill Hickory for over 22 years.

Precedent Shows Its True Colors

By Tom Zaliagiris

This April Market represents a reset for Precedent. Comprehensive investment in additional production capacity allowed us to dramatically decrease lead times. In addition, supply chain stabilization provided more consistency in product availability and pricing, which is a welcomed change. This return to a somewhat secure manufacturing environment gives Precedent a chance to reset and focus on new products, trends, and fashions.

With a renewed interest in high fashion throughout the home, there is a distinct and obvious trend that stands out...COLOR. Warm, organic neutrals continue to be extremely popular, but we are seeing more deep, mesmerizing jewel-tone colors on the rise.

This April, Precedent is introducing more than 100 new fabrics in a range of these on-trend colors. Each room takes you on an immersive journey through tone, texture, and pattern. Our palette continues to be inspired by nature, featuring terracotta and desert tones resembling a summer sunset. You'll also find deep garnet and turquoise jewel tones, as well as graphic primary patterns. Rich hues bring to life more than 25 new introductions in a creative, inviting, and comfortable way.



Tom Zaliagiris

This season's introduction will also spotlight some new, innovative tailoring techniques we've developed to provide unparalleled comfort, unique design, and incredible value in one complete package. We look forward to opening our doors to the industry during High Point Market to celebrate and show off the incredible talent of our skilled North Carolina furniture makers and artisans who make up the Sherrill family of brands. We invite you to experience this for yourself on the 3rd floor of the new Sherrill Showroom located at 315 Fred Alexander Place in High Point.

Why is Color Important in Our Homes?

By Cindy Hall

Color plays such an important role in our lives. It affects our emotions, behavior, and overall well-being. Color can evoke feelings of happiness, sadness, excitement, and can even influence how we view and interact with our environment. Color can also be used to create aesthetically pleasing environments, which help us feel more relaxed and focused.

I recently attended the Kitchen and Bath show (KBIS) in Las Vegas where color was so prevalent. Even Kohler, one of the top bathroom suppliers in the country, is re-introducing peach glow and spring green bathroom sinks, toilets, and showers inspired by the 1920's and 1930's. From what I saw, color is going to be king in the kitchen and the ever so popular white kitchens will be fading away.



Cindy Hall

Color has always inspired and moved me. It means something. For me, it also brings back memories. Do you remember the color of the kitchen in your house when you were a child? Or maybe cooking with you Mother or Grandmother and seeing the color of their lipstick? Do you remember the color of your first car? My first car was a used 1974 Sky Blue Mustang with a dark blue top. I loved that car!

For Sherrill Occasional, I introduced Voyage Maison at Market in 2021 which incorporated a lot of pretty shapes, motifs, and interesting designs, as well as a lot of color. Last Market, the VMA-027 Sapphire Chest was introduced in an electric blue color which was inspired by an electric guitar. This piece was very well received by our customers, and I attribute a lot of that interest to the color. This Market, I am introducing the Red Poppy Chest which has a white background with beautiful red poppy flowers painted on the doors. For me, this item represents strength, confidence, and joy! In addition to new colorful pieces, there will also be a mix of new and interesting materials like rope, shell, bone, metal, stone, and rattan. I can't wait for you all to see it!



1988

White Furniture Company's Mebane, NC factory is consolidated under the new Hickory White® Company name.

1988

Sherrill Furniture launches the Whittemore Sherrill® line of leather furniture.

1997

Sherrill Furniture Company acquires Hickory White Company.

2002

Sherrill Furniture Company's showroom in High Point, NC undergoes major expansion adding-on a 2nd and 3rd floor.

2009

Lillian August® for Hickory White partnership established.

2012

Mr. & Mrs. Howard® for Sherrill Furniture partnership established.

2019

Lemieux et Cie™ partnership established with Precedent.

2022

Sherrill Furniture Company invests in new upholstery plant in Conover, NC.

2022

Sherrill Furniture Company completes major renovation of the showroom building with all brands displayed under one roof.

2023 & beyond

Sherrill Furniture Company continues development of the most technically advanced B2B ecommerce portal in furniture. New platform is able to configure, price and quote the more than 4.7 trillion custom furniture combinations the company offers today.

Hickory White Goes Back to Its Roots

By Patrick Foster

Hickory White’s legacy started with traditional furniture. In recent years, interest in traditional furniture has reemerged among all age groups and is now popular with many different generations. We have a strong foundation in traditional furniture that goes all the way back to our roots in the late 1800s.

At this spring 2023 High Point Market, Hickory White continues to build on the success of our introductions from fall 2022. We saw an incredible response to our REVIVAL 81 introductions. REVIVAL 81 is an authentic high-end, customizable, casual collection that resonates with many lifestyles. We will be adding approximately 10 new pieces to REVIVAL 81, including a new shaped dresser, fluted nightstands, dining chairs, and some elevated accent pieces. We will also be adding Vintage Grey on Oak as a Selected Finish.



Brown tones are popular right now, and evoke a sense of warmth, security, and comforting familiarity. Brown, natural tones also help to bring the outside in and are easy to style. We are introducing a new Departures group called North Grove in stunning Primavera Veneers featuring soft shapes with a slightly feminine touch.

At the core of our success continues to be our people and artisans who care about how a piece of furniture is made to ensure that it is as durable as it is beautiful and that it will stand the test of time to last for generations.



Patrick Foster

Welcome Newcomers!

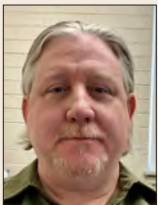


Betsy Strickland joined Sherrill Furniture in High Point as the new showroom manager on January 23, 2023. Betsy has over 20 years of experience. She will be the main contact for all administrative issues at our High Point Showroom working for India Miller.



camping and spending time with his family and notes he has a strong preference for Fords.

Morgan Cochran joined Hickory White on January 23, 2023, to supervise the finishing room operations. He was raised in Yancey County North Carolina and has lived in Lenoir for 30+ years. Morgan began his furniture career in 1987. He is married, a father of 2, grandfather of 3 girls, and 3 dogs. Morgan enjoys



movies and spending quality time with his family.

Pete Teague joined us in September as IT Director of Infrastructure & Cybersecurity. He brings over 20 years of experience and knowledge to our team. Pete is married and has two children. When he is away from work, he enjoys hiking, playing sports with his 14 year old, working around the house, watching



Gary is an avid sports fan, and he loves working outside.

Gary Major joined Sherrill Hickory in October to help supervise the upholstery lines. Gary has been in the furniture industry for 36 years handling various roles in supervision, product development and quality control. He lives in Maiden and has been married for 32 years. He and his wife have a 23-year-old daughter.



a son in law Grayson, and a son Nolan who is a junior at Lenoir Rhyne. Barry enjoys sports but loves to play golf in his down time.

Barry Metcalf joined Sherrill on January 16, 2023, to run the operations at our cushion plant. Barry has been in the foam industry for 38 years. He began driving a truck and continually moved into various roles in the industry though his tenure. Barry has been married to Kim for 25 years. They have a daughter Madison,



two sons. John and his family live in Hickory and they enjoy spending time together.

John Powell joined our Logistics team in September, training to be our new General Manager of Logistics. John brings over 26 years of experience and knowledge and will be instrumental in the continued success of Sherrill Logistics. He has been married for 21 years and has

Rising Stars in New Roles



Beau Stanley
Business Development
Manager



Tyler Tramble
Business Development
Manager



Matt Soots
Plant Manager at
Sherrill Morganton/
MotionCraft



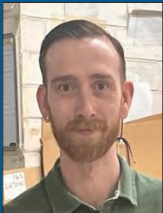
Tony Martino
Plant Manager at
Conover



Mark Gaither
Plant Manager at
Hickory



Drew Dilsaver
Director of Innovation
and Technology,
Hickory Machine Room



Joseph Swanson
Product Development
of Upholstery at Sherrill
Hickory



Dontrice Banner
Shipping Dock Lead for
Sherrill Logistics, Hickory



Gary Dickinson
Auto Cutting Manager



Jason Holland
Upholstery and Make
Ready Manager



JR Rembert
Router Division
Manager



AJ Moses
Plant Manager at
Precedent



Diane Sullivan
Upholstery Supervisor
at Precedent



Melinda Layne
Lead over Seats, Poly
Room and Make Ready
for Precedent



Dusty Townsend
Shipping Manager at
Conover



Tracy Mosteller
Upholstery Supervisor
For Conover



Carmella Hedrick
Lead over the Sewing
Department at Conover



Jack Burchette
Lead over Frame and
Spring-up at Conover



Kelvin Cagle
Hickory White
Finishing Lead



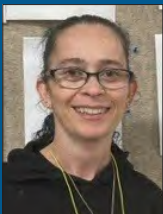
Donnie Saine
Supervisor of the
Cabinet Room at
Hickory White



Steve Canipe
Supervisor of the Rub
and Pack Department



Garren White
Upholstery Line Leader
at Sherrill Hickory



Amy Owens
Lead in Make Ready
at Sherrill Hickory



Shannon Gunter
Night Shift Lead On
The CNC Routers

Service Anniversaries

Thank you to all of the following employees who have recently observed a service anniversary with the company. We greatly appreciate you!

Conover

Tony Martino - 35 Years
Tina Hefner - 25 Years
Purvis Davis, Jr - 5 Years
Terry Ramseur Jr - 5 Years
Chynna Houston - 5 Years

Cushion Plant

Judy Coleman - 10 Years
Betty Huffman - 10 Years
Teresa Dellinger - 10 Years
Hubert Goodson - 10 Years
Deborah Lackey - 10 Years
Dixie Smith - 10 Years
Karen Mayfield - 10 Years
William Evans - 10 Years

Hickory White/CTH

Mark Bailey - 50 Years
Charles Canipe - 50 Years
Teddy Mathis - 45 Years
Jacqueline Chapman - 45 Years
Valerie Saddler - 40 Years
Martha Eckard - 30 Years
Jerry Perry - 30 Years
Leisa Houser - 25 Years
Max Johnson - 25 Years
Earnest Brown - 25 Years
Danny Delancey - 25 Years
Karen Hart - 25 Years
John Buff, Jr - 20 Years
Rita Pope - 20 Years
Shane Crawford - 20 Years
James Chapman - 20 Years
Randy Soles - 15 Years

Sarah Banks - 15 Years
Patty Bumgarner - 15 Years
Thad Powell - 15 Years
Tammy Craig - 15 Years
Linda Brooks - 10 Years
Scott Gillespie - 10 Years
Randall Ward - 10 Years
Bryan Kraft - 10 Years
Janie Beatty - 5 Years
Gregory Perry - 5 Years
Charles Evans - 5 Years

Morganton

Darryl Duncan - 40 Years
Rick Baker - 35 Years
Lonna Wilson - 30 Years
Susan Greer - 30 Years
Betsy Lail - 25 Years
Allen Huffman - 25 Years
Mary Edwards - 10 Years
Hank Craig - 10 Years
Shalamar Thomas - 15 Years
Natasha Haas - 5 Years
Justin Sanders - 5 Years
Shawn Shiflett - 5 Years
Alex Epley - 5 Years
Shanna Rumfelt - 5 Years

Motioncraft

Delores Varnadore - 35 Years
Nathan Hampton - 20 Years
Dorothy Colley - 15 Years
Kayla Deal - 5 Years
Debbie Gomez - 5 Years
Amanda Deal - 5 Years

Precedent

Tony Stamey - 35 Years
Debra Calaway - 35 Years
Larry Sprouse, Jr - 30 Years
Janet Poovey - 30 Years
Connie Osborne - 25 Years
Teresa Parker - 25 Years
Chris Wiley - 20 Years
Melinda Layne - 20 Years
Juan Carlos Arroyo - 15 Years
Wanda Hefner - 15 Years
Felicia Johnson - 10 Years
Roger Fulbright - 10 Years
Beau Stanley - 5 Years
Heather Houston - 5 Years
Alexander Hernan. Davila - 5 Years
Luis Dosamantes Flores - 5 Years
Chavis Burton - 5 Years
Adam Connell - 5 Years

Router

Jr Rembert - 5 Years

Sherrill Corporate

Sandy Kirby - 35 Years
Timothy Woodliff - 15 Years
Bryan Milleson - 10 Years

Sherrill Hickory

Robinette Hedrick - 45 Years
Dale Wike - 40 Years
Danny Wike - 40 Years
Diane Smith - 40 Years
Karla Queen - 35 Years
Donna Drum - 35 Years
Glenn Whitener - 35 Years

Steve Winstead - 35 Years
Dinah Clonch - 35 Years
Bryan Stephens - 35 Years
Shannon Martino - 30 Years
Johnny Canipe - 30 Years
Keith Woody - 30 Years
Lisa Lail - 30 Years
Eric Weaver - 30 Years
Dawn Mccoy - 25 Years
Dennis Rash - 20 Years
Randy Carlton - 20 Years
Johnnie Dillingham - 20 Years
Gary Wehunt - 20 Years
Steve Scronce - 20 Years
Patty Vance - 15 Years
Steven Hefner - 15 Years
Cheryl Spencer - 15 Years
Eric Bowers - 15 Years
Crystal Berry - 10 Years
Robert L Linder - 10 Years
Ronnie Farris - 10 Years
Michael J Martin - 10 Years
Amy Owens - 10 Years
Ki Yi - 10 Years
Tammy Caudill - 5 Years
Teresa Johnson - 5 Years
Sherry Parkhurst - 5 Years
Tina Younts - 5 Years
Steven Brown - 5 Years
Lisa Church - 5 Years

Sherrill Logistics

Timothy Adams - 15 Years
Charles Beck - 10 Years

Congratulations To Our Latest Retirees!



Bob Lail

Bob Lail retires after 35 years of service from Sherrill Morganton.



Charles McNeely

Charles McNeely, of Hickory White, retires as Supervisor of Cabinet Assembly after 50 yrs of service.



Ellen Brown

Ellen Brown retired from the Hickory White Finishing Dept with 34 yrs of service.



Mary Kelly

Mary Kelly retired from the Hickory White Finishing Dept after 20 yrs of service.



George Conner

George Conner retires after 48 years of service at Hickory White.



Don Braswell

Don Braswell retired from Morganton upholstery after 12 years of service.



Billy Houser

Billy Houser retires from Hickory White Cabinet Room after 46 years of service.



Danny Stilwell

retired from the Sherrill Hickory spring up department after 22 years of service.



Paulette Gragg

retired from Sherrill Morganton Sewing after 22 years of service.



Pam Mecimore

has retired from Sherrill Hickory sewing after 50 years of service.

Sherrill Partners with InsideOut for All American Performance Fabric Line

By Johnny Suddreth

With sustainability top of mind, Sherrill has teamed up with InsideOut to offer a new line of American-made performance fabrics for indoors and out. This also includes a selection of fabrics that are part of the new Seaqual Initiative collection.

“We’re very excited about the partnership with Valdese Weavers and the fact that InsideOut comes from a domestic, industry-leading fabric mill. This partnership plays to our strength as a strong advocate of made in America quality and craftsmanship,” said Johnny Suddreth, vice president of sales for Sherrill Furniture.



Johnny Suddreth

Seaqual fabrics feature OEKO-TEX certified yarns that are made from marine litter collected by a collaborative community that works with ocean cleanups around the world to bring value to the recovered plastic waste.

“We incorporate sustainable materials into our manufacturing processes wherever possible. This partnership is a great step forward for us and our design community, but also shines light on how essential it is to do our part and leave the world a little cleaner for future generations,” said Dax Allen, Sherrill vice president of marketing.

In addition to Seaqual fabrics, the partnership includes a whole handle of InsideOut Performance Fabrics® that can be used throughout the various brands of Sherrill Furniture®.

InsideOut Performance Fabrics® are different than other fabric brands in the industry because of their superior durability and performance. They are also bleach-cleanable, outdoor-friendly, and made in America.

Introducing Nellie Jane for Mr. and Mrs. Howard

By Nellie Howard-Ossi

We are excited to introduce a new 15-piece capsule collection at April 2023 High Point Market designed by Nellie Howard Ossi. We spoke with Nellie when she was in the Sherrill factory making some final tweaks on her new collection. Here’s what she had to say:

“I am so thrilled to collaborate with Sherrill Furniture for the launch of my collection for Mr. and Mrs. Howard. Sherrill is a long-standing institution whose foundation is rooted in classic furniture. As a designer, I’ve seen many trends and changes in the industry, but what I’ve noticed most recently is a strong return to traditionalism and a longing for maximalism again. I’ve taken some of the staples of the golden age of furnishings, like scallops, box pleats and gathered skirts. I wanted to bring them back in a cleaned-up way that’s suitable for today’s modern family. I also wanted to create a livable luxury collection, which incorporates fabrics that are luxurious, but easier to clean! I hope you enjoy this collection as much as I do; it seems we are all happy to see the return of pleats and ruffles!

Friends & Family



Melanie Suzedelis (Hickory Fiber department) and Alex Hatton (Hickory ottoman upholstery) have been employed at SFC since 2018. They are the proud parents of Jasper Wade Hatton, born December 31, 2022 at 7 pounds 10 ounces.



Angelique Lemus was born on November 19, 2022 at 7 pounds 12 ounces to Cesar Lemus and Jacqueline Ibarra. Jackie works in the sewing department of Sherrill Hickory.



Huffman Ray Schronce Born March 9th, 2023 7lbs 7oz Son of Kevin and Anna Schronce. Kevin works in the Sherrill garage.



Benjamin Isaac Coleman born on Oct. 12, 2022 at 12:48pm weighing 8lbs. 8 oz. and 21 in. long. The proud parents are David & Candice Coleman with big brothers Parker and Grayson. Candice works as an expeditor in the Hickory upholstery department.



Kara Sherrill and Sam Day were engaged on January 28, 2023 at the top of Beech Mtn, NC. Kara Sherrill is a Digital Marketing Specialist at our corporate office.



Logan and Alexis Hall were married on August 20, 2022 in Boone, NC. Logan is the son of Cindy Hall. Cindy is our VP of Casegoods Merchandising at Hickory White.



Sydney Wells and Byron Martin were married on May 1, 2022 in Roaring River, NC. Sydney Wells works at our corporate office as our Director of Marketing.



Tacky attire Christmas fun in the Hickory Corporate office.