

The Bulletin

A publication for our 900+ people of the Sherrill Furniture Companies

APRIL 2018

Working together for a common goal



Pictured are employees working on our new exposed wood line of parts. Shown at back table (from left) are Jose Orozco Lemus, Johnnie Garren Jr., Jeremy Jones and Chase Heien. Sanding the frame in front are Christine Phillips and DeErica Person.

Sherrill machine room on the move

The new 10-axis Intorex machining center and turning lathe arrived and is running production in the Sherrill-Hickory machine room. We have been successful in bringing a lot of outsourced work back inside and keeping our woodworking craftsmen busy.

This new Intorex is hopper-fed, equipped with a saw blade head for producing turnings, a milling head for flat shaping, a router with 10-position tool changer for detailed shaping, grooving and carving along with two sanding heads to polish a completed post or part. It's truly "a beast."

Chase Heien, exposed wood production manager, has played a key role in placing the Intorex into production. This has required part drawings and programming and training of our operators. Chase is working closely with Chuck Vance, machine room supervisor, and Johnnie Garren Jr., who has assumed the lead role of exposed wood assembly — all under the watchful eyes of Sandy Miller. Chase is keeping his ties with the rest of our CNC automation team lead by Drew Dilsaver, which insures our company team is all working together to best utilize our advancements in technology.

"With the Intorex, we're able to do more of our own work and decrease the need for outside vendors," said Chase. "It's a learning process, though, so it will take some time for everyone to become familiar with it."

True to its dedication to invest in the future of the company and its employees, Sherrill Furniture has invested wisely by purchasing the Intorex. Several months ago, Sherrill also added a Pade 5-axis joinery machining center to the Sherrill machine room and upgraded the dust collection system to accommodate the expansion of exposed wood machining in our plant. The Intorex was another large step up the ladder when it



Jesse Gunter shows some of the parts made on the Intorex.

comes to high-tech production.

Sandy Miller, superintendent of the machine room, with Johnny Canipe, supervisor of frame assembly, and Cassie Canipe, supervisor of finishing, round out the team necessary for our new endeavor which assures quality-built home furnishings Sherrill is so well known for.

"All this work is new for us," said Cassie. "We're learning, and we are excited for the future and what we can produce."

Sandy added, "It's great seeing our employees learn new and different responsibilities. Everyone is doing a great job."

These machines have allowed us to create a new line of production parts that were once purchased from outside vendors. They ensure our products remain consistent and the superior quality level that is expected by our customers. This type of growth continues to strengthen our ability to compete where we all gain in opportunity and accomplish with pride the made-in-America Sherrill product line we can be proud of.

Thanks to all who take part and work together as the Sherrill family of craftsmen continue to grow with the use of new technology.

What Sherrill means to me

Growing up the seventh child in a family of 10, I learned all about teamwork at a very young age. My brothers and sisters and I had our daily chores and responsibilities to support my parents in their heroic efforts to keep our very busy household running smoothly. Gathering eggs from the chicken yard, helping pick vegetables in our large organic garden and handwashing countless dishes are a few of my most memorable duties.

Looking back over those years, I realize these childhood life experiences were a training ground for the work ethic needed at Sherrill. We come in to work day after day and try to do our jobs to the best of our abilities. Similar to those of my parents, there are expectations from everyone — especially from our dealers and customers across the country who anticipate us continuously turning

out top-quality product.

These high expectations



Melanie Cooper

can be hard to live up to and are unique pressures that can only be understood by a Sherrill employee. Every day, we continue to come to work and give it our all. And we do this as a team — a group of people who not only have each other's backs, but who understand the obstacles we face every market. People who know the real challenges behind the scene and through their support for the company and each other, persevere through it all.

From the back of the manufacturing facility to the support team in the front are the people I have shared many happy moments and have celebrated with over

the 23 years I've been here. They're also the ones with whom we sometimes share sadness, loss and tears. As Buddy has taught me — and his father passed on to him — this kinship is at the heart of our company. It can't be duplicated and is the driving force behind the great people throughout this organization who have dedicated their lives to making some of the best upholstered furniture in the industry. My heart will always lie with our people, who day after day continue to endure the pressures put upon us all to perform. Who perform with the dedication of keeping almost 1,000 employees working, while continuing to make Sherrill great every single day! So this market, in my quiet moments, I'll be thinking about how much I value being not just part of Sherrill Furniture, but part of our Sherrill family.

NEW EMPLOYEE BENEFITS ADDED

Two new company-paid benefits have recently been added to the Sherrill Furniture employee package.

1. **Bereavement leave** will be paid to regular, full-time employees after 90 days of full service in order to arrange for and/or attend the funeral service for "immediate family." This cannot be construed as an automatic guarantee of three days in every case. Bereavement leave will typically be granted for the day before the funeral, day of the funeral and one day after the funeral. "Immediate family" is defined as

being the employee's parents or step-parents, spouse, brother, sister, son, daughter or any legal dependent living in the employee's household.

2. **Third-week vacation pay** will be granted each calendar year after 10 years of consecutive full-time employment. Your third week of vacation pay will be pro-rated based off your hire date in your 10th year. The pro-rated amount of vacation in your 10th year of service will be based off your hire date.

For any questions, please see Human Resources.

First-class service for customers

There's a team of four women who are the initial point of contact with Sherrill Furniture customers. Each day, they receive from 50 to 80 emails and phone calls. Each day, their responsibility is to keep dealers and sales representatives informed about orders, delays, when fabric is scheduled to come in, and any other information requested of them.

The four of them — Amanda Lovette, Sandi Garcia, Jenny Hurley and Lisa Norris — make up the customer service department.

According to Janice Watson, office manager, "Our customer service team is very strong. The ladies work well together as a team. They are willing to share their responsibilities to get the customer the most complete and accurate information available.

"I am proud to have these ladies serve our customers at



Customer service reps are (from left) Lisa Norris, Sandi Garcia, Amanda Lovette and Jenny Hurley.

Sherrill, Whittemore-Sherrill, Mr. and Mrs. Howard and Lilian August Upholstery."

Amanda, Sandi and Jenny agree that the priority is to satisfy the customer. That means networking with other departments and divisions to

get the correct information. And they travel to both the spring and fall furniture markets in High Point to meet customers face to face.

Lisa's primary responsibility is to manage claims and returns and satisfy the customer on any defective merchandise.

The women agree that, even though their jobs are very busy and sometimes a little hectic, they like the fact that they are taking care of the company's customers and adding to the quality name of Sherrill Furniture.

HONORING THOSE WHO CAME BEFORE US



Each year, Buddy Sherrill honors our company's retirees at a breakfast. It is an opportunity to thank retirees for their strong work ethic and high standards of quality and workmanship they have put in place and passed down through the years. Retirees contributed to what Sherrill Furniture was and how it has become. They helped produce some of the best upholstered furniture in the industry. Shown is Buddy shaking hands with retiree Neil Walker. Seated at the table are Cloyd Hefner (left) and Raymond Hefner.

TAKE SOME TIME TO VISIT

the Sherrill Furniture Company showrooms at the spring furniture market in High Point on April 14 & 15.

The aftermarket sale is Saturday, April 21.
(Hours: 7 a.m. for Sherrill employees
and 8 a.m. to noon for the public)

Williams is 50-year veteran

Charlie Williams began his journey with Hickory White (formerly Hickory Manufacturing) as part-time summer help for two summers beginning May 31, 1965. On June 5, 1967, Charles began his full-time employment working in the machine department. He left us for two years to serve in the Army from March 14, 1969 until he returned March 22, 1971.

Over the years Charlie has held several positions in the machine room such as lead person, assistant to the supervisor and most recently expeditor. He is responsible for getting up stock for the machine room and making sure finished product is sent on to the next department to keep a constant flow.

During Charlie's earlier years with Hickory White, he played company softball for about

10 years and bowled on the company bowling league for several years.



Charlie said he has stayed all these years because he has always enjoyed working here and his job has always been a learning experience as we create and build new furniture.

He is married to Linda Cook Williams and they will celebrate 43 years of marriage in August. They have twin daughters, Mandy and Brandy. Charlie enjoys fishing, working outside and having a garden each year.

Charlie's knowledge of our product is valuable to the company and we thank him for his contributions for 50 years.

Donnie is one dedicated employee

Twenty-year veteran Donnie Travis has worked in the Sherrill-Hickory fiber department from Day 1 and says he's enjoyed his time at the company.

"It's a good place to work and the people are nice," he said. "I think I'm good at my job, so I was never interested in moving to another area."

Having suffered through

cancer twice, Donnie has only one kidney and also had to



have half of one his lungs removed. Yet, he remains positive and always has a smile

on his face. And, he does not believe in missing work!

He explains that God and family are reasons to keep going strong every day. Donnie and his wife, Kathy, have seven children and 10 grandchildren. They attend church at Bright Light Tabernacle.

Outside of work, Donnie's favorite pastime is watching sports — especially UNC-Chapel Hill football and basketball.

Stewart joins company as regional credit manager



Welcome Back!

Johnny Suddreth has rejoined Sherrill Furniture, replacing Charlie Coffey as vice president of sales. Charlie retired in early January after 16 years of service.

Johnny has returned just in time to contribute to the April market selections for Whittemore-Sherrill and MotionCraft.

Tim Stewart grew up with a mom who was a Marine. So it wasn't surprising he also joined the Marine Corps and served for more than 20 years.

He joined Sherrill in November 2017 through a veterans hiring event at the Hickory Metro Convention Center. Tim was hired as regional credit manager for Sherrill.

"I was lucky that I got to work with the person whose job I was taking over since she was retiring," he said. "I had some great on-the-job training."

"Now that I have this opportunity, I want to become more proficient at my job and be good for Sherrill."



Tim and his wife, Meredith, have four children — ages 13, 7, 5 and 4. The family also has three dogs.

Quiltmaking is her hobby



THIS BEAUTIFUL QUILT was lovingly made by Betsy Lail, a 21-year company veteran and a brass nailer at Sherrill-Morganton. Betsy grew up watching her grandmother sew and has joined a group of women at Cotton Quilting in Baton. Her quilt of the American flag was inspired by her son, who serves in the Air Force as an explosive ordinance disposal apprentice. The name of her quilt is "Star-Spangled Liberty." Its fabric is a replica of the 1800's Civil War era. "America" is hand sewn by Betsy in the middle of her quilt, which took her a year and two months to complete. Betsy said for her the flag quilt represents "love, honor and fighting for our freedom." Her hobby has produced many beautiful quilts.

RECENT SERVICE ANNIVERSARIES

Hickory
50 YEARS
Charles Teague
45 YEARS
Sharon Mull
40 YEARS
Delores Jolly
Robinette Hedrick
35 YEARS
Lisa London
Roger Harrington
30 YEARS
Della Martin
Wesley Huffman
Michael Hefner
Ronald Bunton Jr.
25 YEARS
Paul Miller Jr.
Rose Chitkhin
Johnny Canter
Tracy Bolick
20 YEARS
Donald Travis
Kelly Killian
Dennis Helton
Rita Blevins
Linda Allison
15 YEARS
Brenda Willis
Alan Klutz
5 YEARS
Bobby White
Crystal Moody
Todd Mitchem
Michael Martin
Ronnie Farris

Cushion Plant
5 YEARS
Vickie Freeman

Sherrill Logistics
10 YEARS
Rodney Warren

5 YEARS
Aaron Vance
Michael Fulbright
Timothy Carrier

Morganton
30 YEARS
Shirley Moore
Tony Martino
25 YEARS
Lonna Wilson
5 YEARS
James Shiflett Jr.
Mary Edwards

Precedent
30 YEARS
Norma Hester
25 YEARS
Larry Sprouse Jr.
Janet Poovey
10 YEARS
Vickie Mauney
5 YEARS
Reba Brooks
Roger Fulbright

Hickory White/CTH
55 YEARS
Dean Elder
50 YEARS
Charles Williams
45 YEARS
Doug Robinson
40 YEARS

Shirley Chapman
Janice Heath
David Lail
35 YEARS
Irene Lail
30 YEARS
Ellen Brown
Randall Cline
Paul Peeler
Beatrice Spencer
25 YEARS
Donnie Saine
20 YEARS
Wayne Gantt
Tammy Rector
Becky Rudisill
Brannigan Sweezy
15 YEARS
Chris Bowman
Pete Scott Jr.
Rex Shook
George Steele
Daniel Wilkinson
10 YEARS
Steve Canipe
Charles (Bud) Huffman
Jamie Little
James Moore
5 YEARS
Alnitha Barr
Nicole Beckett
Jamie Cox
Betty Dyson
Doug Kelly
Motioncraft
25 YEARS
Nancy Coffey
20 YEARS
Rebecca Sullivan
15 YEARS
Sylvia Burkett

WELCOME TO NEWCOMERS

Sherrill Hickory

Sewing
Rebecca Dyson
Melissa Blackburn
Tina Younts (rehire)
Scottie Drovie
Bonnie Cox
Upholstery
Steve Paredes
David Sigmon
Chynna Houston
Machine/Frame/Finish
Jessie Gunter
Jeremy Jones
Shannon Hollar
Tonya Kiser (rehire)
Jose Orozco-Lemus
Thomas Martin
Maintenance
Adrian Hildebran
Spring-Up
Daron Cramer
Kody Beane (rehire)
Casey Carson
Devin Wichie
Warehouse
William Linder (rehire)
Swatch Dept.
April Lail (rehire)
Auto Cut
Zachary Nickol
Office
Sandra Garcia
Ashley Heien
Peter Stewart
Johnny Suddreth (rehire)
Sherrill Logistics
Jose Ibarra

Canteen
Lynette Chapman
Ashlee Bowman
Mary Jackson

Morganton

Upholstery
Marco Osornio
Josiah Alvarado
Shanna Rumfelt
Justice Veit
Brandon Moody Jr.
Kelly Jenkins
William Newton
Juarez Ramon Juarez
Dawson Watson
Warehouse
Lonnie Johnson (rehire)
Gerard Banner

SMC Fiber

Tyler Martin

Motioncraft

Upholstery
Amanda Deal
William Lugo
Sewing
Melisa Sigmon (rehire)
Rebecca Jenkins
Spring-Up
Lindsay Bridges

Precedent

Sewing
Dulce Dosamantes
Heather Hart

Julieann Dill
Cheryl Sisak
Upholstery
Hector Lemus
Jessie Powell
Randall Teague
Harold Ritch
Jacob Ramsey
Cutting
Sherry Willard
Product Development
Michael Webb
Fabric
Eric Kelley
Warehouse
Adam Connell

Hickory White/CTH

Finishing
James Johnson
Pam Parson
Windy Good
Ruben Ayra
Gladys Hernandez
Rough Mill
Charles Evans
Bruce Bowman
Maintenance
Greg Perry
Cabinet
Penny Scronce
Rub/Pack
William Shull Jr.

Cushion Plant

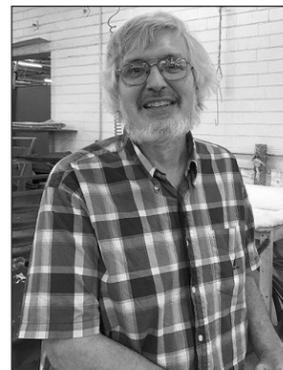
Justin Lowe

"Someone is sitting in the shade today because someone planted a tree a long time ago."

Warren Buffett

In Sympathy

Sympathy is extended to the family of Charles "Lee" Williamson, a valued employee in the Sherrill-Hickory upholstery department for 38 years. He died March 14. He was 59 years old. Charles will be greatly missed by his co-workers and friends.



Meet requirements for your 2019 medical coverage

BY PATRICIA MCKEAN, R.N.
Wellness Coordinator

In order to receive your 2019 Sherrill Furniture medical coverage premium discount plan, you and your covered spouse must complete the following requirements by Dec. 15, 2018:

1) **Complete the Wellness Enrollment Form** (online only) — www.healthgram.com.

2) **Annual physical with labs** — Obtain you and your covered spouse's Complete Physical Exam (CPE) with either your primary care provider (PCP) or at Sherrill Clinic during your birthday month. If your CPE is obtained at your PCP, pick up the Biometric Screening data form from either your HR Dept. or Sherrill Clinic, to be filled out by PCP staff with results faxed to Sherrill Clinic (fax no. is located at bottom of form). The Sherrill Clinic will enter your biometric screening data.

If you choose to obtain your spouse's CPE at Sherrill Clinic, your biometric screening data will automatically be sent to Healthgram. It is OK if you/covered spouse would like to have a brief biometric screening (fasting labs/vital signs) obtained at Sherrill Clinic during your birthday month and have your CPE performed with your PCP as scheduled by your provider.

Screening results are due by Dec. 15 and will be accepted dating back to Jan. 1, 2018.

3.) **BMI** — Your BMI (Body Mass Index) must be 30 or below, or a 1 point improvement from 2017. Those who have a BMI of 30 and below are not required to participate in the optional choices below. Note that any covered spouse is subject to the same requirements.

The optional choices for the BMI Improvement Achievement Plan are as follows:

a) Lose the 1 point BMI on your own. When you do, make a brief nurse visit appointment at Sherrill Clinic at 828-431-5916 so your new BMI can be charted and entered into Healthgram.

b) Contact the HR department to sign up and participate in our Weight Watchers at Work Program.

c) Participate in a weight management program in your local community. (Bring your proof of participation/completion to the Sherrill Clinic to be checked off for BMI requirement in Healthgram.)

d) Make an appointment at the Sherrill Clinic for a 30-minute personalized wellness counseling/education session, with follow-up management.

e) Participate in Nutrition/Exercise lunch & learn

two-week work series — an informative and fun way to get motivated, educated and inspired to shed those extra pounds! Enjoy this program during your work lunch break. You must attend both consecutive weeks. Be prompt and ready to learn.

See schedule below:

Dec. 15 is the deadline

◆ **Sherrill Furniture** — Monday, May 7 and 14, 2018 — during your lunch break.

◆ **Hickory White** — Tuesday, May 8 and 15, 2018 — during your lunch break.

◆ **Precedent** — Wednesday, May 9 and 16, 2018 — during your lunch break.

◆ **Motion Craft** — Thursday, May 10 and 17, 2018 — during your lunch break.

4) **Tobacco use** — Certify your status on the use of tobacco products, electronic cigarettes and tobacco-less vapes on your online Wellness Agreement. Covered spouses must also complete separately under their portal. This must be done by Dec. 15, 2018.

The options for the Tobacco Cessation Achievement Plan are as follows:

a) Those who engage in tobacco use and/or use electronic cigarettes or vapes, with or without tobacco, will have to contact their primary care provider to schedule an appointment for tobacco cessation counseling. (Bring a document of your tobacco cessation counseling to Sherrill Clinic to be checked off in Healthgram).

b) Contact your Employee Assistance Program (EAP) at 828-322-9130 to be counseled on the "Addictions & Substance Use Disorder of Tobacco Product Use, Vaping and Electronic Cigarettes." A study workbook may be required for purchase and may be credited toward premiums when proof of completion is obtained and given to Human Resources.

A reminder: Completion requirement date is Dec. 15, 2018, even if you took the Jan. 2018 classes. Those classes were for 2018 compliance.

Note: There will NOT be any additional tobacco cessation classes held in 2018 at Sherrill Furniture, Hickory White, Precedent or Motion Craft.

5) **Each covered member must call their Healthgram advisor** between January and December 15 at 704-944-6297.

6) **Sherrill Clinic compliance** — Anyone who utilizes Sherrill Clinic for their chronic disease management must be compliant. "No shows" for clinic appointments will be considered noncompliant for the Wellness Program and your wellness premium discount will be in jeopardy.

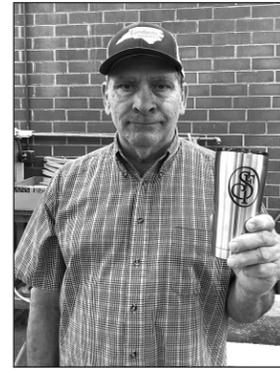
WELLNESS WINNERS



David Hefner
Precedent



Ann Clark
Precedent



Stanley Ewart
Hickory Machine Room



Terry Ramseur
Precedent



Megan Comeau
Precedent



David Burgess
Hickory Upholstery

Congratulations to our recent Wellness winners. David Hefner was the September winner, Ann Clark was the October winner, Stanley Ewart was the November winner, Terry Ramseur was the December winner, Megan Comeau was the January winner, and David Burgess was the February winner. Each of these monthly wellness winners completed the wellness requirements by their birthday month. Do your part to receive a lower wellness premium next benefit year and to enter the monthly wellness drawing at the Sherrill Clinic. Each monthly winner was awarded a \$15 gift card and a stainless steel cup with the Sherrill Furniture logo.

Weight Watchers success stories



These Weight Watchers participants from Morganton met the challenge of losing at least 5 percent of their overall body weight from May 2017 through Feb. 2018. Their success was rewarded with a check equal to half the cost of the program.

Bobby loses 33 pounds

For Bobby Paisley, the Weight Watchers program offered at work has helped him feel better and be more energetic. He also has reduced the amount of medication he takes to control high blood pressure and diabetes. Since joining the program last May, he has lost 33 pounds — going from 238 to 205.

"Weight Watchers is a life change; it's not a diet," Bobby said. "I wholeheartedly support the program because it provides valuable information, support and encouragement from other people."

"It's easy to do. You can eat pretty much anything, but you have to watch your portions and try not to exceed the number of points you're allowed each day. The program makes you really think about the food you choose to eat."

Bobby also says he tries



to stay active by walking his two dogs, playing golf and exercising.

A Sherrill veteran of 14 years, Bobby works in accounts receivable. He says he's thankful the company sponsored Weight Watchers, and he intends to keep on going!

Smoking Cessation Classes



Smoking cessation classes were held at all locations in January to fulfill the 2018 medical plan requirement. Each tobacco user (including e-cigarettes and any vape use with or without nicotine) will be required to complete an additional tobacco cessation class through The Counseling Group or follow up with their primary care physician by Dec. 15, 2018, to fulfill any 2019 medical plan requirement.

Team Sherrill in Turkey Trot



A large group of company employees joined together to form our first-ever Team Sherrill for the annual YMCA Turkey Trot, which is a 5K run/walk.

EAP offers help when you need it most

Sherrill Furniture has invested in your and your family's overall health by offering an Employee Assistance Program (EAP) with The Counseling Group.

There are times in life when most people need help with various problems. Among those concerns are things such as depression, stress and anxiety; relationship difficulties; parenting and family problems; child and adolescent difficulties; coping with grief and loss; child and elder care support; dealing with domestic violence; substance abuse and recovery; and response to traumatic events.

The EAP offers a valuable resource for support and information during difficult times, as well as consultation on day-to-day

concerns. It is designed to provide you and your family with guidance in managing everyday issues through an assessment, short-term counseling and referrals when necessary.

You have one to five sessions available per EPA year at no charge.

The program is strictly confidential and your privacy is protected by law. Your employer, fellow associates or family members will not have knowledge if you have used any part of your EAP.

The Counseling Group has three offices for your convenience — in Hickory, Lenoir and Morganton. Call 828-322-9130 for an appointment or questions. You can also view the firm at www.thecounselinggroup.com.

SPECIAL PEOPLE ... SPECIAL OCCASIONS



STELLA GOFORTH was born Jan. 27 to Jon and Morgan Goforth from Winston-Salem. She is the first grandchild of David Goforth of Sherrill-Hickory upholstery.



EVERETT WATTS was born March 8 and is pictured with sister Georgia Grace. Bobby "Hoagie" Hovis, Sherrill-Hickory upholsterer, is the proud grandpa.



BORN MARCH 1 to Jessica Bumgarner and Jonathan Hatton is Jonzee Love Hatton. Jonathan is an upholsterer in the Sherrill-Hickory seat department.



TIFFANY CHASE, a sewing inspector at Sherrill-Hickory, was honored by her co-workers at a recent baby shower. Her daughter is due April 1.



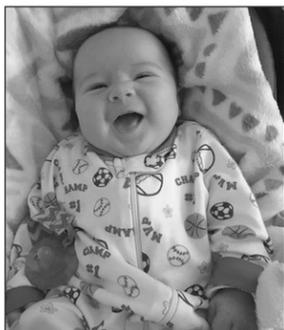
BECCA PIZZI, the daughter-in-law of Cindy Stilwell of the Sherrill-Morganton makeready department, represented the USA in the World Marathon Challenge, which includes seven marathons on seven continents in seven days. Becca is the only woman in history to win the challenge twice. She has also run the Boston Marathon 15 times and is currently working on competing in all 50 states (she's already run 34).



HOWARD TEAGUE was honored by co-workers at a surprise birthday celebration. Howard turned 80 on March 21. He has been with Sherrill-Hickory for 50 years in the maintenance department.



TWINS Malachi Joel (left) and Josiah Matthew Swafford were born Jan. 2, 2018. The proud mimi, Amanda Gibbs, is a sewer at Sherrill-Hickory, and the busy mom is Camron Swafford.



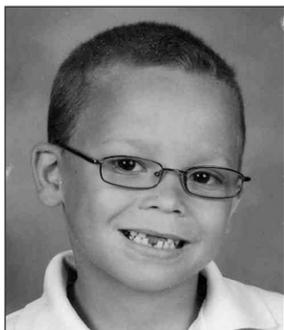
ANNA LISA HOVIS is flanked by her parents, Melissa and Bob "Hoagie" Hovis, at her Dec. 2017 graduation from Wingate University, where she obtained her doctor of physical therapy degree. Hoagie is an upholsterer at Sherrill-Hickory.



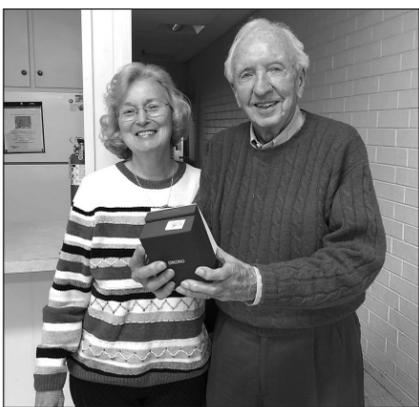
KEN (Mouse) HUFFMAN retired in December 2017 from MotionCraft after serving 27 years as a repair person. His co-workers wish him all the best.



NICHOLAS CRAFT (left) will graduate from Tabernacle Christian School, and Xavier Frederick will graduate kindergarten at Tabernacle in May. The proud parents are Daniel Frederick of the Finishing department and Amy Owens of the Machine Room at Sherrill-Hickory.



BARBARA ECKARD retired recently after 32 years of service with Sherrill. She worked in the order entry department. Buddy Sherrill presented Barbara her retirement watch.



JORDAN PRIVETTE graduated from Lackland Air Force Base on March 22. He is the son of Jerry and Kim Privette and the husband of Abigail Privette. Kim works in the leather department and Abigail works in sewing at Sherrill-Hickory.



BRYSON LEE RITCH was 1 year old on March 18. His grandparents are Keith Ritch of the CNC Router Division and Diane Ritch of the frame department.

SPRING MARKET REPORTS

Sherrill Occasional springs into action this market

Spring is in the air and the mood at Sherrill Occasional is electric. Jeff Behmer working with assistants Teri Cole and India Miller put the finishing touches on our April 2018 assortment with a wide array of styles utilizing unique materials from around the world as well as the best assortment of domestic products in the industry. Our market research shows both transitional and new traditional lifestyles continuing to drive sales; however, you have to have an occasional twist as well as authenticity with the

materials. Attention to detail in each step of the process is a must!



Jeff Behmer

This season we have blended domestic metal bases with the choice of walnut and oak veneers to provide a mixed material look that can be personalized to one's home. Our craftsmen's attention to detail — especially with finishing — creates an emotional connection with each piece we produce.

Our team also works hard to find new materials with unique character. These finds help tell our story and create a sense of excitement at market. Some of our new materials include malachite, island grey marble, reverse painted glass, dyed Eucalyptus veneer, cross-cut oak/oak burl veneers and an array of marbles with unique weathered treatments, creating a vintage character of a found item. Along these same lines we are adding a new series of consoles and spot tables that are antique reproductions but with a twist of modern functionality.

We continue to partner with the upholstery offerings of Vintage Made Modern, Susan Bay Design and especially Sherrill Upholstery to create vignettes that are curated and emotionally engaging. We are blessed to be able to partner with so many talented people in the Sherrill organization. Our collected efforts are inspiring and we believe you will see the results at the April market. The team at Sherrill Occasional thanks all who assist in these efforts as we continue to build upon the best occasional brand in the industry.

The 'Oasis' at Hickory White transforms a house into a home

By Jeff Behmer

Everyone at Hickory White is moving at a record pace to grow our business. This season we created "Oasis" to provide a calming area in the world of furniture. Our team set out to develop a collection utilizing figured walnut veneers, polished steel accents and customizable hardware in a classic American modern style. Every piece tells a story and is customizable to a consumer's desire to transform one's house into a "home" with a calming spirit. Oasis

is this and more. Our focus is on every detail whether it is a hand-forged metal base, upholstery details like picture framing on the outside of a sofa, or the selection of a lavender-colored shagreen, creating an amazing must-have collection.

Our team in High Point has gathered some very fresh fabric combinations and integrated them throughout the showroom. Dealers and designers will notice both the fashion as well as the value. Blues will continue to be the predominate color; however,

you will also notice more color with emerald greens, mustard yellows as well as a number of other special moments throughout the Hickory White space. We are truly excited about our new frame offerings with several new sofa, sectional, chair and bed offerings. Again, the attention to detail will truly be the star of the show.

Hickory White custom programs continue to gain traction in the marketplace. This season we will be introducing a new Dining Room Works base with a mix of polished

steel and walnut veneers. Two new hand decoration motifs will include both organic bamboo and black lava designs. A la carte introductions will showcase amethyst, devonian stone and milky quartz surfaces, providing unexpected surprises throughout the showroom. The team at Hickory White wants to thank each and every one within the Sherrill organization who makes what we do possible. It is exciting to work with such a close-knit operation providing amazing products to a variety of distribution channels!

Pursuing performance — what is performance fabric?

Although performance has been a trending buzzword in the industry for several seasons, there is still confusion about what exactly qualifies a fabric as a performance fabric. With different mills marketing different performance stories, it is easy to understand the confusion.

This season at Precedent, Tom Zaliagiris will not only be committed to further expanding our Precedent Performance Plus offering, but will also be instituting new ways to communicate why a fabric falls into the Precedent Performance Plus category, for the benefit of both dealers and consumers.

At Precedent, we qualify performance on four different metrics: durability, resistance to pilling, color fastness and cleanability. While the performance metrics for durability, resistance to pilling, and color fastness all have industry-approved testing standards, cleanability is a little less black and white.

This season, we will be breaking "cleanability" into two subcategories — "Repel and Release" and "Fiber Tech." "Repel and Release" fabrics are fabrics that have undergone a finishing process by which

the fabric is submersed in a floro-carbon bath. The solution is heated so that a chemical bond is formed which creates a protective barrier. Liquid stains will bead up on the surface of the fabric and can be easily wiped away and more serious stains will release with soap and water.



Tom Zaliagiris

"Fiber Tech" fabrics have inherent properties in the fibers themselves that prevent stain penetration. These fabrics have been solution-dyed and contain no additional chemical treatment. Most stains can be removed with soap and water, although household cleaners can be used on more serious stains without compromising the integrity of the fiber.

Both "Repel and Release" and "Fiber Tech" fabrics will qualify as Precedent Performance Plus and will be identified with an icon on the fabric's corner label. Performance continues to be a growth category for Precedent, and we will continue to both expand and simplify this category for our partners.