



New Strategies Taking Root By Dax Allen

"No winter lasts forever; no spring skips its turn" wrote Hal Borland. Born in 1900, this famous American writer and naturalist reminds us today to keep our spirits up as we look forward to the next season of new beginnings in nature, in our lives and even in our business.

This Spring 2025 Market, our casegoods team is seeing our forward-looking optimism rewarded as our growth strategies are taking root and beginning to blossom. As an example, our Portfolio Management strategy to actively clean out 'dead wood' and replace it with new domestic custom programs is already producing growth. Our mid-season launch of the new SHERRILL Bedroom by Design program has grown orders by +20% YTD for Sherrill Occasional and has received many verbal commitments to place new orders at Spring Pre-Market and Market.

The new SHERRILL Bedroom by Design program enables customers to customize their bed and bedroom furniture by selecting from 14 finishes plus an assortment of legs, drawer fronts and hardware to create their ideal bedroom suite that is scaled for any bedroom in the home. Scan the QR Code below to see details.

Luke Barger, Casegoods Plant Manager, and Chuck Auten, VP Casegoods Merchandising, have collaborated closely to create a product design and manufacturing process that our factory will be able to produce at quality on the first pass, and be able to ship in 4 to 6 weeks once the program is up and running.

"This team leveraged all our combined experience, expertise and the latest CGI technology to develop this bedroom concept from an idea to a fully visualized, costed and pitch ready program in just 4 weeks. This is the level of urgency, collaboration and commitment to each other that I expect to continue forward with on the casegoods team" said Dax Allen, SVP Marketing and Casegoods.

As each of us in the factory and front office continue to show up each day, do our best work, and hold ourselves accountable to the high standards Sherrill proclaims, then we can be confident 2025 will be a season of growth for the Sherrill Casegoods team.



Dax Allen



Service Anniversaries celebrated in 2024!

Conover

Jonathan Pennell - 5 Years
Jazmin Rangel Guiza - 5 Years
Justin Norris - 10 Years
Greg Houston - 20 Years
Jeffrey Houston - 35 Years

Cushion Plant

Jennifer Bumgarner - 5 Years
Anthony Moore - 5 Years
John Travis - 30 Years

Hickory White/Cth

Tyona Reid - 10 Years
Paul Evans - 10 Years
Jeremy Parker - 10 Years
Xeng Lee - 20 Years
Rick Cloninger - 20 Years
Kim White - 25 Years
Joe Brown - 25 Years
Jeff Salmons - 25 Years
David Vanhorn - 25 Years
Blenda Southard - 25 Years
Tony Barrier - 30 Years
Todd Ballard - 30 Years
Holly Soles - 30 Years
Stevie Lawson - 35 Years
Kim Lail - 40 Years
Mack Maynard - 45 Years

Debra Shook - 45 Years
Janie Young - 45 Years
Terry Coulter - 50 Years
Diane Church - 50 Years

Morganton

Tammy Childers - 10 Years
Raymond Medina - 10 Years
Maria Ibarra - 10 Years
Jeffrey Norwood - 10 Years
Dionta Avery - 10 Years
Fannie Preston - 15 Years
Dean Smith - 35 Years

Motioncraft

Dustin Bolick - 10 Years
Daniel Killian - 10 Years
Kristy Craig - 15 Years
David Reed - 20 Years
Tim Arney - 30 Years
Kevin Cline - 40 Years

Precedent

Wilber Cuevas - 10 Years
Saul Chavez Alcalá - 10 Years
Jose Ibarra Lemus - 10 Years
Andre Aiken - 10 Years
Mark Cazire - 15 Years
Linda Hedgepeth - 30 Years
Jeff Carroll - 30 Years

Ann Clark - 30 Years
Terry Wilfong - 35 Years
Debbie Goble - 35 Years
Kevin James - 10 Years

Router

Eddie Teague - 10 Years
Brian Jones - 10 Years
Drew W Dilsaver - 20 Years

Sherrill Corporate

Dax Allen - 5 Years
Mark Copeland - 5 Years
India Miller - 5 Years
Brandi L Abee - 5 Years
Andy Bass - 20 Years
Lisa Goodman - 25 Years
Charles Sherrill - 35 Years
Paul Darst - 40 Years

Sherrill Hickory

Wessley Blakely - 5 Years
Sonya Smith - 5 Years
Mileigh Butler - 5 Years
Kisha Bowman - 5 Years
Karla Spencer - 5 Years
Garrett Killian - 40 Years
Elia Ibarra Lemus - 5 Years
Deborah Brown - 5 Years
David Tzul Lopez - 5 Years

Cristian Lugo Ramirez - 5 Years
Brooke Tolbert - 5 Years
Mariano Tzul Lopez - 10 Years
Kevin James - 10 Years

Brian Coulbourn - 10 Years
Amanda Lowman - 10 Years
Jacob Gallion - 15 Years
Tommy Burgess - 20 Years
David Burgess - 20 Years
Amy Teague - 20 Years
Mike Sailors - 25 Years
Kerri Crump - 25 Years
Candace Carter - 25 Years
Tim Ross - 30 Years
Yvonne Winkler - 30 Years
Dennis Fox - 30 Years
Rob Curtis - 35 Years
Gary Wagner - 35 Years
Dennis West - 35 Years
David Litton - 35 Years
Chris Elliott - 35 Years
Bryan Benfield - 35 Years
Sandy Miller - 40 Years
Kim Bramlett - 40 Years
Wayne Bumgarner - 40 Years

Sherrill Logistics

Scott Herman - 25 Years
Dontrice Banner - 25 Years

Holiday Fun



Conover Halloween Contest

Haley Gragg (left) - 1st
Sandra Bently (right) - 2nd
Chandler Locklear (center) - 3rd



Hickory White Halloween Contest

Tonia Cole (left) - 1st
Heidi Schoener (center) - 2nd
Melanie Hunt (right) - 3rd



Motioncraft Halloween Contest

Rhea Ann Morris (left) - 1st
Samantha Woody (right) - 2nd
Anna Moore (center) - 3rd



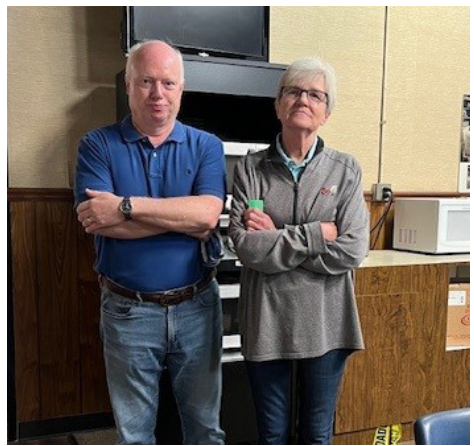
Precedent Halloween Contest

Carlos Arroyo (right) - 1st
Diane Sullivan (center) - 2nd
Helen Bost (left) - 3rd



Sherrill Halloween Contest

Deborah Brown (right) - 1st
Marian (Sugar) Middlebrook (center) - 2nd
Donna Drum (left) - 3rd



Conover Christmas Contest

Bryan Milleson(L) and
Donna Drum aspiring to be
her hero Thad Monroe (R)



Precedent Christmas Contest

Buffalo Plaid Wednesday
at Corporate office



Hickory White Christmas Contest

Angela Buff (center) - 1st
Heidi Schoener (left) - 2nd
Lauren Rummells (right) - 3rd



Motioncraft Christmas Contest

Amanda Deal (center) - 1st
Rhea Ann Morris (left) - 2nd
Sue Dula (right) - 3rd



Conover Christmas Contest

Danny Smith (center) - 1st
Chynna Houston (left) - 2nd
Shawn Pahel (right) - 3rd



Precedent Christmas Contest

Debbie Calaway (left) - 1st
Helen Bost (right) - 2nd
Felicia Johnson (center) - 3rd



Sherrill Christmas Contest

Nicole Smith (center) - 1st
Kara Day (left) - 2nd
Deborah Brown (right) - 3rd

Hurricane Relief Thank You From Franklin Graham

Dear Mr. Sherrill,

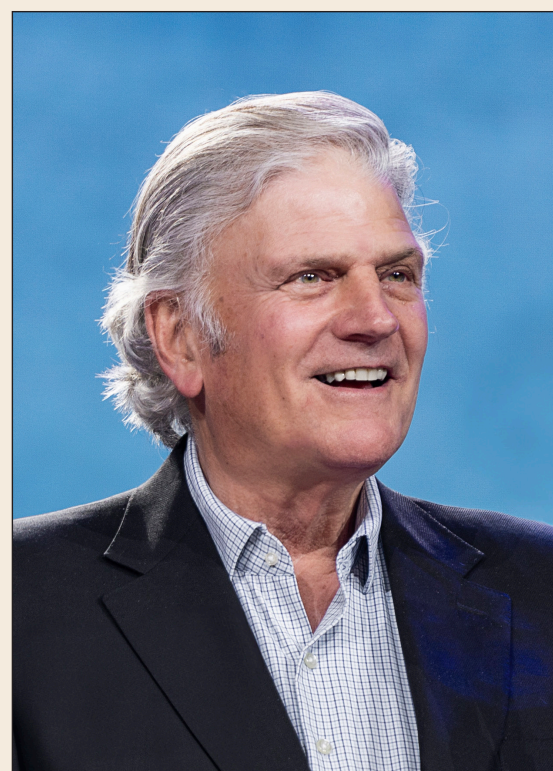
I wanted to write and express my deepest appreciation for your generous gift of \$100,000 to Samaritan's Purse for hurricane relief in Western North Carolina. We are truly grateful for your prayers and partnership as we help people whose lives have been turned upside down.

As you know, the devastation in our area is unbelievable and will require years of recovery. Our teams are working from disaster relief sites in Boone, Burnsville, and at The Cove in Asheville, and we thank God for the over 29,000 volunteers who have come alongside us so far to help hurting families. We continue to mud out homes, cut up fallen trees, tarp roofs, remove debris, and more. We used helicopters to fly over 350 missions to deliver critical supplies to storm victims in isolated areas, and we completed more than 200 ground missions as roads became more passable. We are now making plans for rebuilding and replacing houses and mobile homes that were destroyed.

Psalm 118: 1 reminds us to "Give thanks to the Lord, for he is good; for his steadfast love endures forever!" May God bless you during this Thanksgiving season.

Sincerely,

Franklin Graham



The Bulletin

SHERRILL

A Publication For The People Of The Sherrill Furniture Family

April 2025

sherrillfurniture.com



Pictured Above from Left to Right: Wayne Austin, Candi Dersch, Dana Pope, Lisa Travis, Lisa Stone, Victoria Fox, Gina Setzer, Lexy Elder, Andy Bass. Missing from picture: Tristan Martino

Welcome Newcomers!



Ana Gonzalez

Joined the human resources department in December 2024. She is currently working out of our Conover facility.



Candi Dersch

Joined the purchasing team at Hickory White in March 2025.



Danny Dersch

Joined the Hickory White Casegoods team at the end of March 2025. He will be collaborating with our QC team on import audits, repair, and quality solutions.



Connor King

Joined our Corporate IT team in March of 2025. He will be spending time training in our various manufacturing facilities to learn more about our industry.



Deron Sanders

Joined the office staff at Hickory White in April 2024.



John Monroe

Joined Sherrill Furniture February 2025. He is learning about the furniture industry from the ground up. He will be training in each facility over time and has started with the Hickory White division.



Worth Berry

Joined our product development team at MotionCraft in January 2025.



Zach Roberts

Joined our product development team at Precedent in December 2024.



Andy Bass

The Evolution of Purchasing at Sherrill Furniture By Andy Bass

Twenty-one years ago, the purchasing department operated quite differently. There were no computer systems. All orders were handwritten and had to be called in separately. Since those early days, many improvements have been made, strengthening both the department and the company. As larger customers were onboarded and additional manufacturing facilities were integrated, demand on the purchasing department increased significantly—along with the growth of our systems and platform. Most recently, this included the consolidation of our fabric and leather inventory systems.

These new features have been particularly beneficial to customer service, allowing all essential resources to be housed in one convenient location. Customers are now receiving more accurate order data faster than ever before, reinforcing Sherrill's commitment to delivering exceptional customer service. Another key aspect of the fabric consolidation project was uniting the entire fabric and leather purchasing team at the Sherrill corporate office, streamlining operations by bringing together team members who were previously dispersed across different divisions.

With the recent retirement of Wayne Austin, Gina Setzer has taken over as lead in our fabric and leather purchasing team. Gina, who previously was located at Precedent, is now centrally located at Sherrill Corp with team members Victoria Fox, who is now responsible for all branded fabric inventory, Lexy Elder, who is responsible for all RH business and all leather inventory, and Lisa Stone who provides vital support to this entire team.

We have also centrally located our Upholstery purchasing team led by our Purchasing Manager, Dana Pope. Dana oversees our upholstery plants to ensure proper inventory levels and that our high-quality standards are being upheld by our vendors. Tristan Martino also works alongside Dana and supports several of our upholstery plants directly on a daily basis. Lisa Travis, who recently joined the team, will give support to the upholstery team. We also recently added Candi Dersch as the Purchasing Manager of Casegoods who will oversee the daily purchasing needs of our Hickory White location. She comes to us with many years of experience in purchasing and she has hit the ground running.

As Sherrill continues to grow, the purchasing department remains focused on collaboration, innovation, and efficiency. The team is well-positioned to meet the demands of today while building a solid foundation for the future. We're excited about the progress made and confident in the leadership and talent driving us forward.

Unfortunate Event Highlights Caring and Compassion By Brian Murray

On the afternoon of January 31st, an unfortunate motor vehicle accident occurred just outside our company. The accident was a head-on collision, with multiple passengers. In a true display of kindness and compassion, two of our employees, Matt Melcher and Kerri Crump, quickly stepped in to offer assistance. They provided comfort to the injured drivers, ensured emergency services were contacted, and remained by their side until help arrived. Their selfless actions reflect the values we uphold as a company showing care and support not just within our workplace, but in our community as well. We commend their efforts and are proud to have such compassionate individuals among us.



Precedent Brings Fresh Design and Color to April Market 2025

By Lorie Grigg-Hartsogg

Precedent is taking a fresh approach for April market 2025. We have identified four lifestyles of our customers, ranging from casual to sophisticated. Our focus is to present seating, bedroom and dining products, complemented with case pieces from all Sherrill Brands, which allow our customers to create a whole home environment that meets their needs and is a true reflection of their lifestyle. This will also allow us to highlight the versatility of our line, with items that are not limited to one lifestyle, but can easily fit into several categories.

Our color stories for April start with inspiration from Pantone's 2025 color of the year – Mocha Mousse, flowing into warm caramels, calming taupes, cool ocean blues, deep greens and grounding graphites - layered over interesting textured neutrals. Building on success from previous market launches, we are introducing a new custom barstool/counterstool program to complement our Signature Sides dining series. We are continuing to expand on our bestselling, classic track arm collection with the introduction of a third arm option – a track arm with a softened interior slope. We are also introducing a selection of sofas and occasional chairs that convey Precedent's strength of value in modern comfort.

A combination of interesting color, clean lines, sleek curves, and seating comfort will create a story of fashion meets function for our customers.



Lorie Grigg-Hartsogg

Lillian August Revives Archival Designs & Introduces New Coastal Classics

By Eliza Weiss

Lillian August continues to lead the charge embracing distinct lifestyles with her fresh take on traditional design. The Coastal Classics Collection introduces a refined interpretation of coastal elegance, featuring fresh colors, mughal and vining shell patterns that capture a timeless yet modern aesthetic.

"The inspiration behind the Coastal Classics Collection stems from my love of Palm Beach and The Colony Hotel, where I grew up going as a child," says Lillian. "I wanted to introduce fabrics that meet the Florida lifestyle in fresh updated colors and patterns that are suitable for the grand millennials like Eliza, who are re-embracing traditional design in an exciting new way."

As part of this revival, the brand is revisiting its archives to bring back iconic upholstery and case goods. The collection embodies a whimsical, old Palm Beach aesthetic, further shaped by Lillian's collaboration with her granddaughter, Eliza Weiss, who is actively involved in the brand's design process and future vision.



Eliza Weiss

The latest case goods blend traditional design with updated materials. The Pietra Ming Cocktail Table and desk are wrapped in elegant white grasscloth, offering a fresh, textural look. Other statement pieces include the Oscar Dining Table, inspired by a 19th-century Italian antique, constructed in bleached walnut with decorative marquetry inlay banding. It pairs beautifully with the new Hartman Server, finished in dark indigo, based on the best-selling Hartman Chest.

"We are excited to have Chuck Auten back on the case goods team to be working with us again to redevelop our line of case goods with Sherrill," says Dan Weiss. "We are working hard with the team to bring back Iconic Lillian pieces."



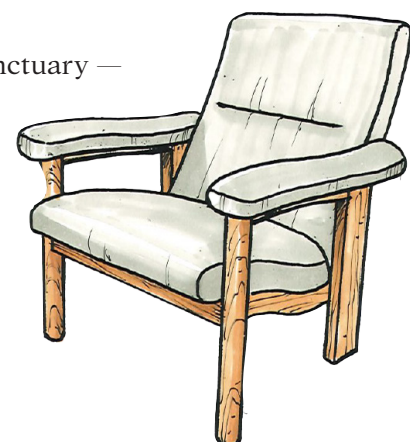
Sherrill Unveils Auré: A Collection With Soul

By Sydney Martin

Sherrill's new whole home collection, Auré (pronounced aw-ruh) is a curated expression of modern organic luxury. Designed for timeless comfort, Auré embodies a casual yet sophisticated style that is designed for the way we live now.

With the tagline, "A Collection With Soul," Sherrill envisions the home as a sanctuary — where design meets authenticity. The collection reflects an unpretentious and soulful style, thoughtfully crafted for today's lifestyles.

More than just a collection, Auré is a lifestyle. Earthy palettes, tactile finishes, and mixed materials take center stage, fostering a sense of tranquility. Quiet luxury defines the aesthetic, where subtle textures and earthy hues create an atmosphere of serene sophistication. From plush, low-profile sofas to sculptural accent chairs, Auré merges simplicity with elegance.



Exciting Spring Arrivals for Nellie Jane

By Nellie Jane Howard



Nellie Jane Howard (Left), Jesse Sherrill (Center), Phoebe Howard (Right)

This April, I'm thrilled to introduce fabulous new pieces that are versatile enough to go with many different styles and tastes.

For upholstery, I am excited to debut a new box pleat skirt sofa, as well as a darling rolled back slipper chair. I'm also adding an ottoman to pair with the Bitsy Club Chair. As always, my upholstery reflects my mantra of livable luxury—elegant, tailored designs that are just as comfortable as they are stylish. Because let's be real, you should never have to choose between form and function!

Probably my most exciting new intro is the bamboo bed. It's designed with upholstered panels, so you get the best of both worlds—style and comfort! I teamed up with a vendor to create some exclusive custom fabrics this season, and I couldn't be more excited about the color palette.

I'm particularly excited about my new tall cabinet, featuring a Raffia-lined interior back that adds rich texture and depth. This piece will be available in any standard finish, but can also be done in any painted finish, making it especially appealing to designer clients.

Saving the best for last, I am introducing a new made-to-measure banquette program for the Phoebe Loveseat. I had one custom-made for my room at the Kips Bay Palm Beach Show House, and it got such an amazing response!

Upcoming Styles, Trends, Inspirations

By Gabrielle Davis

With revitalized spaces and the unveiling of a highly anticipated new collection, this market isn't just another event for us; it's a showcase of our dedication to creative development, craftsmanship, and the unwavering commitment to excellence that defines Sherrill Furniture Brands. We've poured our hearts into the April 2025 showroom presentation and our team is excited to welcome back our colleagues, along with designers and retailers from all over, to experience months of dedicated work.

To provide improved functionality and create more inspiring spaces for our visitors, we've implemented significant changes, including:

Streamlined Layout: We've continued to optimize the flow of the showroom, making it easier for everyone to navigate and discover the breadth of our offerings. The Sherrill Occasional Showroom will now be featured on the 1st floor in tandem with the Plaza display.

Dedicated Designer Brand Spaces: Jim Howard's masterful 2nd-floor lobby makeover, featuring bespoke wallpaper and hand-painted floors, elegantly sets the stage for the three designer brand showrooms – Auré, Lillian August, and Mr. & Mrs. Howard.

Enhanced Gathering Space: The 2nd floor lounge has been extended into a portion of the former Sherrill Occasional showroom. Still discreetly separate from the main lounge, this expanded area provides a dedicated space for market events, complete with a bar and valuable overflow lunch seating.

Every hand involved in producing and delivering the beautiful furniture that fills these spaces, is what makes our showroom improvements shine. From the skilled artisans who craft our furniture to the dedicated team members who support our operations, your contributions are invaluable. We are all part of bringing the best of Sherrill Furniture Brands to the world.

Thank you for your hard work and dedication. We look forward to a successful Spring Market!



Gabrielle Davis

Congrats To Our Latest Retirees!

July-December 2024



Beverly Maynor

Retired at the end of December 2024 from Sherrill Furniture after 38 years of service in the cutting department.



Bob Coleman

Retired at the end of December 2024 from Hickory White after 46 years of service in the rough mill department.



Darryl Duncan

Retired at the end of December 2024 from Sherrill Morganton after 42 years of service in the frame department.



Debbie Lafone

Retired at the end of December 2024 from Sherrill Furniture after 41 years of service in the cutting department.



Donna Cline

Retired at the end of December 2024 from Precedent after 25 years of service in the administrative department.



Eric Weaver

Retired at the end of December 2024 from Sherrill Furniture after 32 years of service in the upholstery department.



Mikey Flowers

Retired at the beginning of September 2024 from Sherrill Furniture after 48 years of service in the spring up department.



Rita Pope

Retired at the end of September 2024 from Hickory White after 23 years of service in the cabinet department.



Steve Hipsps

Retired at the beginning of November 2024 from Sherrill Logistics after 40 years of service in the logistics department.

Friends & Family



Meet Addi Huffman from our Sherrill Logistics division. She joined the garage in June of 2024 working alongside the team to start her pre-apprenticeship and on the job training. Currently Addi is pursuing her Associates of Arts degree at Challenger High School while working part-time in our garage. Once she graduates in May of 2025, Addi plans to register as a full-time apprentice with the state and Sherrill Furniture. She will continue her work at the garage for Sherrill Logistics and attend classes to help her fulfill her certification as a diesel mechanic. Addi is supported by her parents Todd and Lauren Huffman. Her mother Lauren Huffman also works at Sherrill Conover! Way to go Addi, keep up the hard work! If you know of anyone that may be interested in taking a career path to learn a craft or specific skill recognized through NC Apprenticeship, please contact Paula Daniels in Human Resources at 828-431-5876.



Ana Gonzalez is honored to mentor the next generation with Communities in Schools.



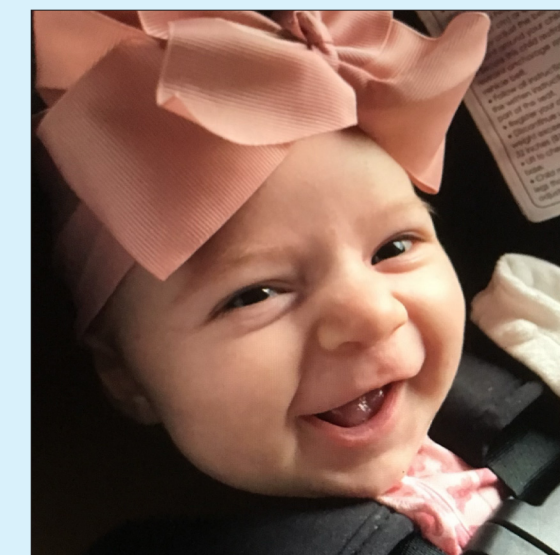
Jesse Sherrill and Brandan Daniels tied the knot on September 28th, 2024. Congratulations Jesse and Brandan!



Easton Lee Ervin, born March 4th, 2025. Weighing in at 6lbs 6oz and measuring 20 3/4 inches long. Easton is the son of Darren Ervin and Candace Parks, and the grandson of Eric and Tonya Parks. Eric Parks works in our IT department. Welcome to the world Easton!



Lincoln Jace Teague, born January 23rd, 2025. Weighing in at 5 lbs 13oz and measuring 19 inches long. Lincoln is the son of Mercedes and Matthew Teague, and the brother of Hunter, Payton, and Breanna. Mercedes works in the Sherrill cutting department. Welcome to the world Lincoln!



Charlotte Ann Husky, born October 28th, 2024. Weighing in at 8lbs 4oz and measuring 21 inches long. Charlotte is the daughter Tyler and Lauren Husky, and the granddaughter of Roger and Barbara Rash. Roger Rash is the Hickory White finishing supervisor. Welcome to the world Charlotte!



Diane Church celebrated 50 years of service as a sander in the cabinet room at Hickory White.



Terry Coulter from Hickory White celebrated 50 years of service in the receiving department.



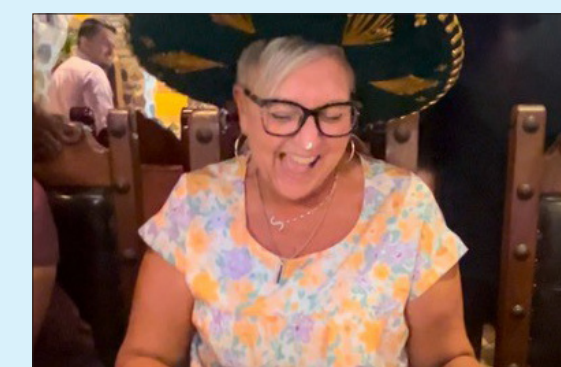
2024 Sherrill Logistics Annual Driver Safety Meeting



Colsen River Cox, born February 7th, 2025. Weighing in at 8.3lbs 6oz and measuring 21 1/2 inches long. Colsen is the son to Ashley Arrigo. Ashley Arrigo works in the office at Precedent Furniture. Welcome to the world Colsen!



Mark Gaither(L) and Derek King(R) ...Is it possible that they are twins separated at birth?



Sandy Kirby of the Sherrill human resources department celebrated her 60th birthday at the beginning of August 2024.