



The Purpose, Intent, and Spirit of Giving

Philanthropy is defined as “charitable giving by individuals and organizations to worthy causes and includes donating money, time, and other forms of altruism.” **Giving**, as a whole, is the major theme of this issue of **One.**, and throughout the pages you’ll read about a sampling of the ways that Hooker Furnishings employees are moving to create positive change in the world.

Two major corporate philanthropic endeavors detailed within are our partnership with **Susan G. Komen®** (at left) and our **donation of 1,200 beds to victims of Hurricane Ian** in Florida (page 4). Though these efforts are distinctly different, the intent is the same: connect with and positively contribute to causes that have meaning to our company and those in its periphery.

As important as our large-scale giving initiatives are, arguably **equally as important are our regional, location-based service projects**. Employees from all areas of our company regularly take it upon themselves to contribute to local causes, not to receive recognition, but simply because they feel driven to do so. Whether it is Bradington-Young collecting coats for elementary students, the High Point office gathering necessities for the SPCA, the Martinsville office participating in Relay for Life, Sam Moore providing school supplies for kids in need, Shenandoah collecting canned foods for the holidays, or even Sunset West cleaning up their local beaches, it is clear that members of our organization are passionate about giving back to their communities, embodying the true **spirit of giving**.

If you step back and take in all of these efforts as a collective, it is hard to deny the significant, far-reaching impact that our co-workers are bringing to our communities and beyond. The strong desire to give, in all forms of the word, is a pervasive quality that presents itself all throughout our Hooker Furnishings family. We often talk about our journey to becoming “**One Company, One Team**,” and I believe that this natural inclination toward helping others is one of the strongest ties we have as colleagues, and certainly one to be proud of.

As we wind down the year, I would be remiss not to express my gratitude to each of you, the members of this talented, hard-working, best in class team. Your ambition, creativity, grit, and perseverance is seen and appreciated, and you are all valued parts of our **Hooker Furnishings family**.

It is my sincere hope that you and your loved ones have a wonderful holiday season filled with joy, warmth, and the spirit of giving.

Here’s to 2023 and all the positive changes that it is sure to bring!

Jeremy Hoff
Jeremy Hoff

The October High Point Market marked the commencement of a licensing partnership between Hooker Furniture and **Susan G. Komen®**, the world’s leading breast cancer organization.

The partnership was initiated by Hooker Furnishings in an effort to assist in spreading awareness of the pervasive, non-discriminatory, and devastating effects of breast cancer worldwide. According to Komen, every 46 seconds, somewhere in the world, someone dies from breast cancer. That is more than 1,876 women and men every day.

“This collection is about celebration and remembrance,” said Mike Harris, President of Hooker Casegoods and Upholstery. “We look to honor the journeys of all those affected by breast cancer; celebrating the triumphs, revering the battles, and commemorating those that are no longer with us. Many of Hooker Furnishings’ employees, former employees, friends, and family members have had their lives forever changed by breast cancer, and it is a cause that is near and dear to our company.”

The collection’s initial 18-piece offering includes eight accent chests, six accent tables, a desk, credenza, dining table, and dining chair set. The group is characterized by signature pink hues, soft curves, and feminine silhouettes, juxtaposed with several hearty, robust pieces that represent the incredible strength and fortitude of those affected by breast cancer.

“Curating a collection that exemplifies the spirit and courage of those diagnosed with breast cancer was an honor,” said Jenni Jungers, Executive Vice President of Merchandising for Hooker Furniture. “We imagined a collection that embodies the tenacity and resolve of breast cancer warriors, expressing the values and mission of Susan G. Komen.”

“We hope to be a positive force in the battle against breast cancer, and we look forward to a long, beneficial relationship with Susan G. Komen,” Harris concluded.

A portion of the proceeds from each piece sold within the Susan G. Komen Collection will be donated to the organization.

susan g. komen.



susan g. komen.

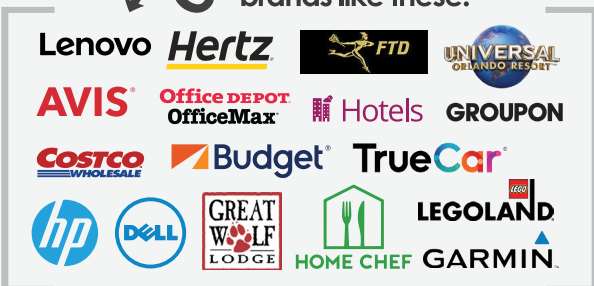
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did you know?

Snag everyday discounts to great brands like these!

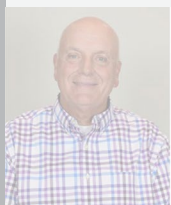


We've got a new benefit!
Say "hello!" to the
Employee Discount Marketplace!

It's easy to set up your account!

1. Go to: HookerFurnishings.benefithub.com
2. Create an account using Referral Code: **CKF27I**
3. Complete registration and start saving!

Enjoy discounts, rewards and perks on thousands of the brands you love in a variety of categories: Travel, Auto, Electronics, Apparel, Education, Entertainment, Restaurants, Health & Wellness, Beauty & Spa, Tickets, Sports & Outdoors, and more!



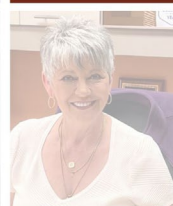
Meet the
2022 elite
Wood Industry Market Leaders

Scott Prillaman Named 2022 "Wood Industry Market Leader" by Woodworking Network

Now in its 14th year, Woodworking Network's Wood Industry Market Leaders pays tribute to outstanding men and women that have made an impact, not only at their companies but within the various wood products industries.

This elite group has met the competitive and economic challenges facing North American companies and turned them to their advantage. Their endeavors also extend beyond the realm of their businesses, to working for the betterment of their respective industries and their communities, through volunteer efforts, philanthropic endeavors, or work in creating jobs to help those less fortunate.

Read the full feature on WWN's website by [clicking here](#).



Woodworking Network

Anne Smith Named One of Furniture Today's "20 People To Watch in 2022"

In its fifth year, Furniture Today's annual "20 People to Watch" spotlights 20 industry leaders and top executives whose career path and possible trajectory truly make them People to Watch. These individuals are among the ranks of those who are using their talents, drive and determination to make a difference in their companies and in the furniture industry as a whole.

Read the full feature on F/T's website by [clicking here](#).

20 People to Watch
the People
2022 **issue**
Furniture Today



Kudos
colleague

Send an email to Communications@HookerFurnishings.com and let us know who we should be recognizing, what their achievements are, and any other information you'd like to include!

save the
dates

- Hanukkah** - December 18th - December 26th, 2022
- Christmas** - Sunday, December 25th, 2022
- Kwanzaa** - Monday, December 26th, 2022
- Happy New Year!** - Sunday, January 1st, 2023
- Martin Luther King Day** - Monday, January 16th, 2023
- Las Vegas Market** - January 29th - February 2nd, 2023



in the **limelight**

highlighting those going above and beyond for community & environment

WHO

ANNA LASSITER

Manager of Marketing Initiatives
Marketing Department
High Point, NC
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WHAT

Most recently I've been leading the High Point office's efforts to revive our community engagement. This has ranged from collecting donations for Afghanistan refugees through **WorldReliefTriad**, to maintaining donation boxes in the café for **SPCA of the Triad** and **Feeding Lisa's Kids**. I'm also a member of the **CARE Committee's Social-Philanthropy team**.

SPCA of the Triad is special to me since I adopted one of my fur babies from there! Feeding Lisa's Kids is a local nonprofit that puts together boxes of food for over 150 families here in High Point.

In October I co-hosted the Red Cross for a blood drive where the HP office (and visitors), impacted up to 72 lives! We hope to beat that and help even more members of our community!

WHY

"I think there's a lot of truth in the saying 'it takes a village.' Everyone will need a friend at some point in their life; hard times look different to everyone, and lending a hand will never be wasted. Someone, somewhere, is going to be impacted by someone else going out of their way to help, and from there, it can ripple into something so much larger than just a food donation or an hour of volunteering. I like knowing that I helped someone, and especially hoping that perhaps they'll turn around and lend someone else a hand when it is needed. **'The impact of spreading kindness will never be wasted.'**"

DID YOU KNOW?

Students engaged in arts learning programs have higher GPAs and lower drop-out rates. This makes support of the arts an undeniably important part of bolstering our local communities!

care.

Community Action & Responsibility for our Environment



covering our tracks

Digging in to Hooker Furnishings' Ongoing Carbon Footprint Analysis

As you may or may not be aware, the CARE team has undertaken the extensive, ongoing process of **measuring the entire carbon footprint** for all of Hooker Furnishings (which includes both our domestic and international operations).

So, what exactly is being measured here? The easiest answer is that we are tallying up our consumption of anything that requires carbon-based energy. That includes obvious line items like our utility bills (*electric, gas, etc.*) and freight, but also factors like specific types of raw materials, waste management, and even our corporate business travel. Once that information is compiled, we have the ability to see what our company-wide impact is, establish a functional baseline that pinpoints where our carbon consumption is now, and begin to create a path for future improvement initiatives. After the completion of this first stage of the project, each of our facilities will have their footprints measured on an annual basis.

We have contracted with a consulting firm, **SCS Global**, who will assist us in gauging this initial baseline. We also have a hard-working internal team contributing to our efforts with individuals scattered throughout all of our divisions. These are the folks doing the tedious work of pulling, sorting, filing, and categorizing company records and data to provide to SCS so they can produce our final results.

The end-goal for all of this is to be able to continuously identify our highest emission sources, which will allow us to prioritize those areas when we create new emission reduction strategies and work to reduce or eliminate negative environmental impact points. We will be able to concentrate our efforts on big-picture projects that work toward the mission of **true sustainability**.

As a good corporate citizen and proponent of good environmental stewardship, Hooker Furnishings is actively working on creating significant environmental change because **we believe it is the right thing to do**. Having this new real-time data will provide us the opportunity to make effective tangible changes while also giving us the ability to grow and adapt when needed.

The CARE Council would LOVE to hear your feedback! If there is something that is important to you at work or in your community that you feel one of the CARE groups could assist with – reach out! You can email comments and suggestions to Communications@HookerFurnishings.com and they will be shared with the groups as they are received. Your idea could be the start of something big!

» HOOKER PROUDLY SUPPORTS



PIEDMONT ARTS
VISUAL • PERFORMING • EDUCATION

The **Piedmont Arts Association** strives to inspire and engage the diverse Martinsville-Henry County community and surrounding areas through visual arts, performing arts and arts education. Located in the heart of Martinsville's Arts and Cultural District, Piedmont Arts is an award-winning art museum that curates thought-provoking exhibitions by international, national and regional artists. The museum also offers performing arts, from concerts to plays to children's performances, and art classes for all ages. They are accredited by the American Alliance of Museums and are a Museum Partner of the Virginia Museum of Fine Arts.

Visit **Piedmont Arts' Website:** <https://www.piedmontarts.org/>



HOOKER FURNISHINGS DONATES 1,200+ BEDS TO VICTIMS OF HURRICANE IAN

Hooker Furnishings has teamed up with Florida-based retailers Baer's Furniture and Matter Brothers Furniture & Mattress to donate over 1,200 beds to victims of Hurricane Ian, the devastating natural disaster that swept through the state in late September.

"With the recent devastation caused by Hurricane Ian, I want to extend our heartfelt concern and sympathy for those that have been irreparably impacted," said Jeremy Hoff, CEO of Hooker Furnishings. "Hooker Furnishings has always prided itself on being family and community focused, so we didn't have to think twice about jumping in to help when we were approached by Baer's and Matter Brothers. It is my hope that our donation helps to ease the burden of families and communities that are going through unimaginably difficult times."

The just over 1,200 beds have been transported out of the new Hooker Furnishings Warehouse in Midway, Georgia by Brooks Transportation who is providing the freight costs as a donation as well. The retail value of Hooker Furnishings' donation comes out to approximately \$650,000.

"When the storm hit, we knew we had to act," said Jerry Baer, CEO of Baer's Furniture. "As a family-owned business with stores in the affected areas, we saw and experienced the devastation first-hand. When we reached out for help, Jeremy Hoff, valued partner and CEO of Hooker Furnishings, did not hesitate to step up. 'What do you need?' was his immediate response. We appreciate our partners and communities who have reached out to help in the statewide relief effort."

"Our family and our entire team are committed to supporting the recovery and rebuilding of our community," said John Matter, President of Matter Brothers Furniture. "We have connected with The United Way to provide necessities, mattresses, and furniture to our community. We have leaned into our valued vendor partnerships and asked for furniture and mattress donations. Hooker Furnishings' kindness and generosity will dramatically impact the lives of many families and help them to rebuild their homes."

[Click here](#) for more information on how you can help victims of Hurricane Ian, please visit the website of the United Way of Lee, Hendry, and Glade counties.



We're showcasing service projects and community-building events, and we want to hear what is important to you!

Email your pictures and information to Communications@HookerFurnishings.com to have your project published in our next issue!



Sam Moore Honored by the Bedford Area Chamber of Commerce

Sam Moore has received a top honor from the Bedford Area Chamber of Commerce, celebrating the company's local economic impact and what it gives back to the community.

At the chamber's recent annual Excellence in Business Awards Gala, the company won the Large Business of the Year Award. The award honors a company with 51 or more employees that has made what the chamber considers a significant contribution to the growth of the community. It also recognizes the integrity of a company's business operations and its active interest and participation in civic and benevolent activities in the area.

"Sam Moore truly encompasses a winner for our Excellence in Business Awards," Kayla Waller, director of marketing and events for the chamber told Home News Now. "The Bedford area is lucky to have a business who cares so much about their employees, and the Bedford Chamber is proud to have Sam Moore as a member."

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SAM MOORE

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SAMUEL LAWRENCE FURNITURE

SLH

Sunset West
FINE OUTDOOR FURNISHINGS

One Company. One Team.



Since beginning the partnership, AIDE has been working closely with **The Diversity Movement (TDM)** for guidance on DEI initiatives. TDM uses their DEI expertise to help organizations live their values and promote their efforts.

The group has been busy recruiting new members, receiving many applications for membership between November and December. AIDE's goal is to recruit candidates from as many Hooker locations as possible. It is important to us as a committee to understand what is happening, not just in the corporate office or in a single plant or warehouse, but to aggregate the experiences of employees throughout the company who are doing all different types of work in regionally unique circumstances. AIDE's ultimate goal is that **all** voices are heard and reflected in our initiatives.

At **AIDE's December meeting**, we will be focused on finalizing our charter and our new membership, welcoming new executive sponsors, defining leadership roles and appointing members into roles that best suit their skills. We are excited to form a robust committee of dedicated employees who will make sure that we are committed to one of our CEO Jeremy Hoff's central ideas—being who we say we are. AIDE commits to that by fostering an inclusive environment for all Hooker employees from date of hire, by understanding and addressing challenges of equity that affect our employees, and by celebrating the diversity that makes Hooker Furnishings a better place.

At **AIDE's January meeting**, we'll be creating a calendar of events for 2023 and welcoming our new members.

Stay tuned for more information!

coming
up

Happy ~~Holidays!~~ ^{all!}



The holiday season is upon us once again. Have you ever wondered how to embrace your own culture's celebrations without minimizing someone else's? Let **AIDE** help out with some handy tips!

1.

Check out the Diversity Movement Calendar

When you know when other culturally-significant holidays are happening, it's much more likely that you remember to acknowledge your coworker's special day. Click the link below this section to learn more!

3.

Curiosity is a virtue!

If someone else has a different tradition, ask them about it with a child's curiosity and an open mind. You'll find themes of family, love, and togetherness regardless of their practice.

2.

Make season's greetings inclusive!

Acknowledging your coworker's cultural holiday acknowledges and affirms a part of their identity in a joyful way. Many Americans celebrate Christmas secularly, so Merry Christmas *might* work, but another greeting may mean more. Ask your coworker how they wish someone a happy holiday.

4.

The more, the merrier!

Invite people of different traditions to participate in yours. They just might reciprocate!

Check out the Diversity Calendar on The Diversity Movement's website by [clicking here](#).

Do you have ideas or suggestions for AIDE?

Reach out to one of AIDE's Co-Chairs, Tracey Robbs or Erin Stone (estone@hookerfurnishings.com)!



Despite not coming out victorious this year (you can't win 'em all!), the Martinsville office team gave it their all at the **Blue Ridge Duck Race** in August!

This annual charity event is a Martinsville favorite, bringing the entire community together for a fun day that benefits one of their office's favorite organizations, the Boys & Girls Clubs of the Blue Ridge.

happy first anniversary to the SAVANNAH WAREHOUSE



It is hard to believe it has already been a year since the opening of our gorgeous one million+ square foot warehouse in Midway, Georgia!

A heartfelt congratulations and "thank you!" to all of our colleagues that keep this massive facility running smoothly each day!

bite size UPDATES

Sunset West FINE OUTDOOR FURNISHINGS

Sunset West is happy to report that they are settling in to their new building and enjoying the company of their team members, both old and new! They had a fun Halloween celebration, complete with a costume contest and delicious catered taco lunch (when in SoCal...)

Sunset West is also pleased to report that they had a very successful High Point Market. The team is incredibly excited about new customers and everything that is to come at the new space in Showplace in April.

For the next month everyone will be hunkered down and preparing for the launch of D365, hoping for a very successful roll out!

shenandoah furniture



Shenandoah has begun working on becoming **EFEC certified** with a team comprised of production employees, office employees, and management. They are all really excited about learning and working on attaining this certification!

Team Members: (sitting) Rocky Raines, Jordan Wright (leader), Ashley Arney, Robert Yetzer (standing) Tara Flack, Tammy Boughman, Keith Horn



Congratulations to the Martinsville Office's Relay For Life team, "Hook for a Cure," that earned the top team spot in their local relay by raising nearly \$17,000!

TOP TEAMS

Hooker Furniture- Hook For A Cure	\$16,934
Team Ken - Burton & Company	\$16,177
Eastman Performance Films Martinsville	\$6,525

co-worker collage





SEND IN YOUR
photos

We want to see your smiling faces in our next issue! Whether you're hard at work, posing with your team, taking a co-worker selfie, or just hanging out in the break-room - **send us your pictures!**

Photos can be emailed to Communications@HookerFurnishings.com. Don't forget to include a brief description of who is in the picture and what you're up to!

