



JULY 2021

# FOUNDATIONS

## ROOMS TO GO CONTRIBUTES \$250,000 TO HALL OF FAME NEW HOME



Rooms to Go, the nation's fifth largest retailer, has donated \$250,000 to the Hall of Fame Building Fund. The Wall of Fame in our new home will be named in honor of the Rooms to Go team.

"Supporting the Hall of Fame is the right thing to do. We're just so connected in this industry. It is our life," says Jeffrey Seaman, CEO of Rooms to Go, based in Seffner, Fla. "Rooms to Go was started in 1991 and now has stores in ten states, but our furniture roots go back to my grandfather's store in Brooklyn."

The Wall of Fame will feature all of the inducted members of the Hall of Fame in an inspiring exhibit of The Innovation of our Leaders. As a center point of the legacy exhibits, visitors will step through the development of the industry from the perspective of the impact that can be made by a great leader. The display will be interactive and include the contributions of each person.

[LEARN MORE](#)

## HALL OF FAME FOUNDATION ELECTS NEIL GOLDBERG TO BOARD OF DIRECTORS

The Hall of Fame Foundation has elected Neil Goldberg to the Board of Directors. Goldberg is chairman and CEO of Raymour & Flanigan, the largest furniture retailer in the Northeast and the seventh largest in the United States. Established in 1946 as a single store in Syracuse, N.Y., the family-owned business has expanded to more than 140 stores in seven states under Goldberg's leadership.



NEIL GOLDBERG  
CEO  
Raymour & Flanigan

"Neil brings incredible leadership, business acumen and industry knowledge to the Hall of Fame board," says Caroline Hipple, Foundation board president and president of Norwalk Furniture. "He is an innovator and true team player, and we are grateful for his commitment to the Hall of Fame."

## COVID-19 SPOTLIGHT

**Serta  
Simmons  
Bedding**

HEARTS  
Awards  
CELEBRATING HEARTS & HEROES

As part of our ongoing effort to document the industry's response to the COVID-19 pandemic, we are grateful for the donation of photos and information from Serta Simmons Bedding documenting their work to make and send much-needed mattresses and bedding to healthcare providers and hard-hit areas across the United States. Beginning in March 2020 with a donation of 10,000 mattresses throughout New York City, Serta Simmons built on their success and partnerships to continue to produce and ship bedding items to Veterans of America, the Navajo Nation, San Diego County, and many other organizations.

The Hall of Fame was proud to present Serta Simmons Bedding with a HEARTS award in June 2021, and are even prouder still to be able to add their donation of documentary evidence to our growing collection in the COVID-19 project.



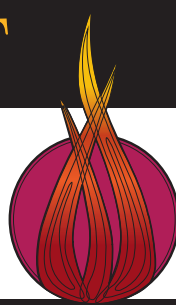
MELANIE HUET  
Serta Simmons

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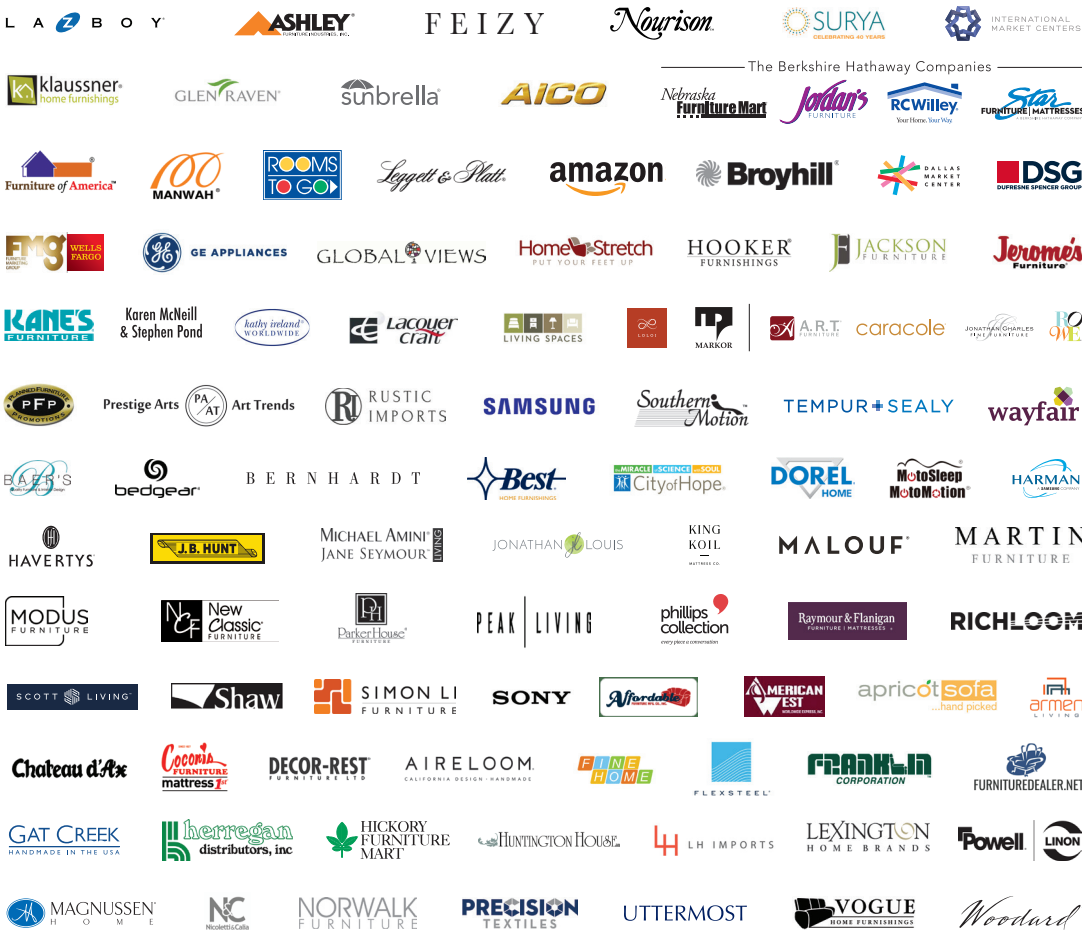
# SEIZE...THIS MOMENT

## THE INDUCTION CELEBRATION

Sunday 10.17.21



### Banquet Sponsors



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We are always eager to hear and share good news from our members, sponsors and the industry. Please tag us in your social posts @homefurnishingshalloffame.

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