



PRESS RELEASE

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**FOR IMMEDIATE RELEASE:
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Chagrin Falls Retiree Turns Hobby into Booming Furniture-Making Business

CLEVELAND, OH – Owner and Founder Sheldon Myeroff of Chagrin Valley Custom Furniture (CVCF) named Zach Schulte Partner and promoted Ed Johnson to Administrator in response to a record year that saw over a 110% increase in sales. CVCF is a Cleveland, OH company that designs and builds one-of-a-kind, made-to-order solid wood furniture.

Less than a year and a half ago, Myeroff was President of Direct Recruiters, Inc. in Solon, Ohio, a company he founded, spending his off hours making furniture in the basement of his Chagrin Falls home. When he retired in October 2017, he relocated his workshop to a 4000 sq. ft. facility in Warrensville Heights. He hired experienced carpenters, woodworkers and furniture makers, purchased the latest woodworking equipment, and embarked on a new enterprise he had no idea would grow to be so large in so short a time.

"I needed help", Myeroff said. "I had six shop people but no one to relieve me of the day-to-day duties of running a business."

So Myeroff promoted Zach Schulte, Shop Foreman and VP Operations, to Partner. Schulte has been instrumental in CVCF's impressive growth in 2018. "Zach has always done extraordinary work in the building area", noted Myeroff. "His superb interpersonal communication skills are an added plus."

Schulte added, "My goal for CVCF is to grow our reputation as a company that is synonymous with the finest custom furniture in Northeast Ohio. We always want to exceed our customers' expectations."

Woodworker and Designer Ed Johnson was named the new Administrator of CVCF. He has been working at CVCF for two years and has over 40 years of woodworking experience, a thorough understanding of shop machinery, and great mechanical skills. "Ed is a shining example of a person who brings a wealth of knowledge from many years past," said Myeroff. "He fits well into our organization and absolutely loves making woodworking projects that have never been tackled before."

Myeroff looks forward to a bright future for CVCF with invaluable contributions from Schulte and Johnson.

Website: <https://www.chagrinvalleycustomfurniture.com/>

More about Zach Schulte and Ed Johnson: <https://www.chagrinvalleycustomfurniture.com/about-us/meet-our-team/>

More about our facility: <https://www.chagrinvalleycustomfurniture.com/our-shop/>



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About Chagrin Valley Custom Furniture

CVCF is a designer and builder of authentic handcrafted custom furniture, founded by Clevelander Sheldon Myeroff in 2015 in the basement of his Chagrin Falls, OH home. Myeroff founded, and has since retired from, Direct Recruiters, Inc., a highly successful executive recruiting company. CVCF is now located in a large showroom/design studio/woodworking facility in Warrensville Heights, Ohio and currently employs six veteran woodworkers who bring their passion and joy to every original project.



Ed Johnson, Administrator



Zach Schulte, Partner



Zach & Sheldon Myeroff



Shel Myeroff, Owner



Design Studio