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The Common Thread for the Cure Foundation Appoints Three New Directors to the Board

Lexington, NC , September 23, 2021 – [The Common Thread for the Cure Foundation](#) has named three new members to its board of directors. The organization supports individuals fighting breast cancer who are affiliated with the furnishings and design industries by offering financial assistance through confidential Helping Hands Grants. Joining the 2021/2022 board are Laura Holland from [Hickory Chair](#), Lesley Zitone from [3form](#), and Sasha Ikovic from [Crossville Inc.](#)

Board chairman, Scott Schwinghammer from [Versteel](#), said, “We are pleased to have these three enthusiastic and talented new board members join us. Each brings a history of supporting non-profits, as well as offering unique talents and connections that will certainly benefit our worthy cause. I would also like to thank Lindsey Waldrep from Crossville Inc, who is rotating off the board, for all her time and dedication that she has given us. Her service will be missed.”

Holland joined Hickory Chair 36 years ago and currently serves as the vice president of marketing and communications for Hickory Chair and its Pearson brand. Her passion for



Hickory Chair and communicating the amazing abilities of the artisans and craftsmen who choose to practice their vocation at her company has always been a driving force in her career. She has volunteered her time assisting the Hickory Museum of Art Guild with its annual fundraiser and served many years as an Assistant Boy Scout Leader. For the past five years, she has been a dedicated American Cancer Society Relay for Life team member and captain helping to raise funds and awareness for cancer. As a breast cancer survivor, Holland volunteers her time and influence helping individuals battling this cancer as well as raising awareness for agencies that support research and encouragement.

Zitone, also a breast cancer survivor, is based in New Jersey as a regional manager and sales consultant for 3form. Over the past 15 years she has held multiple positions at 3form after her previous 10 years at Milliken Carpet. She has a BS in interior design from Florida State University where Zitone is currently serving on the Advisory Board for the FSU Interior Design Program. She is active in local chapters of IIDA, AIA and ASID as well. Zitone, a longtime supporter of the foundation, has also co-chaired two highly successful fund-raising events in New Jersey for The Common Thread for the Cure Foundation. This past July Zitone, along with her committee, hosted [Take A Swing for The Common Thread](#) at the Topgolf in Edison, NJ raising \$30,000 with 162 participants.



Ikovic is a design representative in client development at Crossville Tile in Los Angeles. She knows firsthand how the Helping Hand Grants provides peace of mind as well as the feeling that there is support out there, support from people that she had never met. Last year a friend who was a two-time breast cancer survivor asked Ikovic to help her train for the LA BIG 5k run. Her friend said that she needed to do something to feel victorious. Ikovic had no idea at that time that she herself had breast cancer as well. They did cross the finish line and now she realizes that The Common Thread for the Cure Foundation also helps those in need cross the finish line to good health. Ikovic is honored to be able to give back to the community that helped her when she needed it most.



In addition to Chair Schwinghammer, other members of the board include: Jane Barea, president, Winston-Salem, N.C.; Karen Kontoulas, vice president of fundraising, [Kimball Office](#), Winston-Salem, N.C.; Linda Higgins, secretary, [LHiggins Design](#), Graham, N.C.; Patty Younts, treasurer, Lexington, N.C.; along with directors Rob Mayer, [Mayer Fabrics](#), Indianapolis, Ind.; Phil Miller III, [Thayer Coggin, Inc.](#), High Point, N.C.; Pam Mathias, [Versteel](#), Jasper, Ind.; Ashley Morgan, Raleigh NC; Kelly Ponder, [Crypton](#), Bloomfield Hills, MI; Mark Stuckey, [The Contract Group](#), Holly Springs, N.C.; Kathy Wall, [The Media Matters, Inc](#), Lexington, NC; Dee Wyrick, [Momentum Group](#), Semora, N.C.

The Helping Hand Grants aid breast cancer patients and their families in areas where insurance does not apply. For example, a grant can be used to meet financial obligations, household needs and transportation to medical appointments. The intent of the grants is to enhance the quality of life for those who have breast cancer enabling them to maintain as normal a lifestyle as possible while they are confronting the disease.

You can help The Common Thread for the Cure Foundation in the following ways:

- If you know someone affiliated with the furnishings industry that is currently battling breast cancer, please tell them about The Common Thread for the Cure Foundation and the [Helping Hand Grants](#).
- Make a [monetary donation](#) in any amount to The Common Thread for the Cure Foundation.
- As a company, or as an individual, donate funds for one Helping Hand Grant.
- Specify or purchase [year-round sponsors' designated products](#) that benefit the foundation.
- Ask the company where you work to support The Common Thread for the Cure Foundation through financial contributions, sponsorship, or a fundraising event.
- Attend, sponsor, or volunteer at one or more of the [industry fundraising events](#) held throughout the United States.
- Spread awareness of The Common Thread for the Cure Foundation to friends, co-workers and companies within the furnishings industry.

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About The Common Thread for the Cure:

A 501 (c)(3) nonprofit organization, The Common Thread for the Cure Foundation was established in 2000 by Suzann Burkhead-Bray and Scott Burkhead in memory of their sister, Sandra Burkhead Campbell, who lost her long-term battle with breast cancer in February 1999. The organization has awarded more than 300 Helping Hand Grants to recipients in 30 states, Canada, and Mexico—and the number is increasing each year. Raise your hand and join us.