



The bedding expert

Metro Mattress's Marva Hogan excels in what is traditionally a man's field.

BY ETHEL MONIQUE JOHNSON

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IN AN INDUSTRY DOMINATED BY MEN, Metro Mattress's Marva Hogan has made a name for herself. "If you were to take a look at the 50 largest companies in our industry, Marva is the only female running the operations of a major company," says Metro Mattress President David Shiroff.

With 13 stores throughout Central and Western New York, 27-year-old Metro Mattress is the largest bedding retailer in upstate New York. Hogan has been with the company for 16 years and has worked her way up through the

ranks; she started as a driver and then moved to the accounting and bookkeeping departments before landing in the top position at Metro's warehouse.

Since taking the reigns in 1994, Hogan has turned the warehouse into one of Metro's most efficient departments. "In the last five years, the distribution operation has doubled in size," says Shiroff. "During that period of time we doubled the amount of inventory she had to handle and deliveries she had to process, and her operation actually increased its efficiency and its performance level."

Hogan attributes a share of her success to the 13 all-male team members. "I'm proud that I've turned the warehouse into a strength for the company when it used to be a weakness," says the 2002 employee of the year.

"She's truly the definition of a gifted leader," adds Shiroff. "She motivates people on a daily basis to do the best job for the company, and morale in her

department is higher than anywhere else in the company. I would give the 'Employee of the Year Award' to her every year if I could."

Hogan makes her accomplishments look easy, but she admits it's harder than it appears. "You have to show respect for your employees. You have to lead with honesty," she says. "You can't just dictate. You'll get further ahead by sitting behind a desk and pointing your fingers." ♦



Marva Hogan, director of operations for Metro Mattress, has worked her way up the ranks of the company and is highly regarded as a top leader in the industry.

Marva's top four ways to know when you need a new mattress:

1. When you wake up with pain, stiffness or soreness.
2. If you begin to notice that you are not sleeping as well as you were a year ago.
3. If during a trip or overnight stay at a hotel, you realize that you slept better than you normally do on your mattress at home.
4. If your mattress begins to show visible signs of wear and tear such as significant body impressions or sags in the middle.

FOR MORE INFO

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