

A-1 Furniture: born of hard work, honesty and integrity

It was 1980. I was 10 years old. My parents, John and Rose Cannarella, told my brother and sisters they were quitting their jobs to start their own furniture business.

My mom, Rose, had been working three jobs for years, and my father was the Operations manager of Goodwill Industries. I remember vividly being scared that we would lose our home and everything we had.

That was 30 years ago. Many things have changed over the years. The one that hasn't is our belief that hard work, honesty, and integrity will lead you down the right path, which is what my mother and father taught me.

We started selling used furniture out of our garage. My father, John, fixed TVs on the side as well. My parents did whatever it took to make it and survive. They worked from sun-up to well past sundown. We gradually moved to a small, 1,000-square-foot warehouse location, where we continued to sell used furniture. We named it "Furniture & TV Trade In Mart."

My parents continued to work very hard, and after a year or so, moved again to a larger warehouse – and again a few years later to what was once Monona Furniture, where my mother had worked for years. This was a big break. I remember my dad telling me, "We are taking over the old Monona Furniture building." It was about 10,000 square feet.

Here we went from new and used to all new furniture, and renamed the store A-1 Furniture & Bedding. My siblings – brother John Jr., and sisters Maria and



Pictured from left to right Paul, John Jr., Rose and John Cannarella

Christina – also worked in the business through our teens and into our 20s. Our hard work continued and we finally began to see some success. After five years we were able to purchase land on Stoughton Road. What once was a dream of mine as a kid became a reality, and we built our current 40,000-square-foot store.

This January, we teamed up with national branded FURNISH 123 and opened another location on the Beltline. We currently have over 60,000 square feet of new home furnishings. My mother, father and brother John are still involved in the business today, along with 32 employees. My hope is to one

day see my son Chase and daughter Sophia get involved in the business. We have plans for future growth in outlying communities.

Our current locations are (east) 2002 S. Stoughton Road, Madison and (west) 1702 W. Beltline Highway, Madison. We carry a full line of all brand names of home furniture, mattresses and accessories.

Our concept has never changed: "Give the customer the best value, along with the best service." It's easily said, but not easily done. I believe this is the reason we have been successful in business. We are extremely proud and grateful of our sales, business office,

and warehouse staff that consistently follow through on our philosophy of "CUSTOMERS FIRST"

– Paul Cannarella,
A-1 Furniture & Bedding

A-1: a business with a big heart

A-1 is a strong community supporter donating funds and items to local charities that include:

Joining Forces for Families
The United Way
Family Support & Resource Center
American Cancer Society
Children's Fund international
March of Dimes
Tellurian
Cystic Fibrosis Foundation
Special Olympics of Wisconsin
Second Harvest Food Bank
Combat Blindness Foundation
Big Brothers of Wisconsin
St. Luke's House
Salvation Army
Goodwill Industries
St. Vincent DePaul

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A1 FURNITURE & Bedding

2001 S. Stoughton Rd., Madison
1702 W. Beltline Hwy., Madison

608-222-9200

