



North American Retail Hardware Association

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Indianapolis Retailer Honored with National Spirit of Independents' Award

Indianapolis, Ind. ... Jeff Cardwell, owner of Cardwell's Do-it Best Home Center in Indianapolis, was recently presented the "Spirit of Independents' Award" by the North American Retail Hardware Association (NRHA) at the organization's annual meeting in Las Vegas. The award recognizes independent retailers who have created deep and meaningful ties to their local communities through their ongoing efforts to support charitable or civic causes. Cardwell was one of three retailers across North America selected to receive the award.

"When you talk to Jeff Cardwell, you can't help but feel inspired. You also quickly understand that his definition of community is a little broader than most," said NRHA President and CEO Bill Lee. "While Jeff serves his local community as an elected member of the Indianapolis City County Council, where he chairs its Economic Development Committee, he also leads service trips around the country and around the globe to help those who are less fortunate."

For example, in 2007, Jeff led a team of volunteers to El Salvador to distribute much-needed food to children left homeless by earthquakes and floods. It was one of many trips to that country in the past decade, and for his efforts he was named Honorary Consul to the Republic of El Salvador by former El Salvador President Saca. Last year, when an earthquake devastated Haiti, Cardwell again responded by leading a volunteer team of 30 to build houses for the needy in partnership with the Fuller Center for Housing.

As an independent home improvement retailer, building homes for the needy is a cause that is near and dear to Cardwell's heart. In 2010, he led the effort to host the Millard Fuller Legacy Build 2010 in a challenged neighborhood in Indianapolis. Seven new homes were constructed and 17 others renovated as part of the organization's mission to eliminate poverty housing around the world.

As a recipient of the Spirit of Independents' Award, Cardwell received a trip for two to the NRHA All-Industry Convention in Las Vegas, where he appeared at the Spirit of Independents' Awards ceremony on May 12th and participated in a panel discussion about community involvement. Cardwell was also presented with a trophy and a \$5,000 check to benefit the People Helping People Network, a charity he started in 2001 to provide a platform to other not-for-profit organizations that have messages of hope to share.

About NRHA

Founded in 1900 by a group of retailers, the North American Retail Hardware Association (NRHA) is a not-for-profit trade association whose mission is to help hardware stores, home centers and lumberyards in the U.S. and Canada become better and more profitable retailers. Governed by a board of independent hardware retailers, NRHA fulfills its mission by providing information, communication, training programs and networking opportunities for the industry it serves. Each month NRHA publishes *Hardware Retailing* magazine, which reaches over 36,000 stores in the U.S. and Canada. NRHA also provides a wealth of online training and educational resources to thousands of retailers on www.nrha.org.

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