

CITY OF HOPE
NATIONAL
HARDWARE/
HOMEBUILDING
INDUSTRY

BUILDING HOPE

2020 - 2021 BUILDING HOPE AMBASSADOR GUIDE



CityofHope.org/HHI

Moments of Hope ...





Contents

- 3 A PLACE OF MIRACLES**
- 6 WORKING TOGETHER TO FIND A CURE**
 - 6 City of Hope
- 7 NATIONAL HARDWARE/HOMEBUILDING INDUSTRY CAMPAIGN**
 - 9 Message from the 2020 Spirit of Life® Honoree
 - 10 National Hardware/Homebuilding Industry Honorees
- 11 HOW TO GET INVOLVED**
 - 12 Spirit of Life® Award and Reception
 - 15 Our Hope / Online Fundraising
 - 16 Cause Related Marketing & Product Promotions
National Event Sponsorships
 - 17 Employee Giving, Gift and Estate Planning
- 18 BUILDING HOPE COMMITTEE**
 - 18 Mission statement
 - 18 Committee Members
- 20 LEADERSHIP IN HOPE**
 - 21 National Hardware/Homebuilding Council

A Place of Miracles

We talk about City of Hope as a place of miracles. But what are these miracles? They're simply the work of doctors and scientists - some of the best in their specialties - creating major advances that help people everywhere. At City of Hope, we combine science with soul to create medical miracles.



LEADING CANCER HOSPITAL City of Hope has been deemed one of the nation's elite cancer hospitals by U.S. News & World Report and is currently recognized as the leading cancer hospital in California and the West.



4 STARS City of Hope has earned the highest rating — 4 stars — from the nation's leading watchdog, Charity Navigator. The four-star rating reflects City of Hope's sound fiscal management and financial growth and stability.



HIGHEST DESIGNATION City of Hope is a National Cancer Institute-designated comprehensive cancer center, the highest designation possible from the NCI.

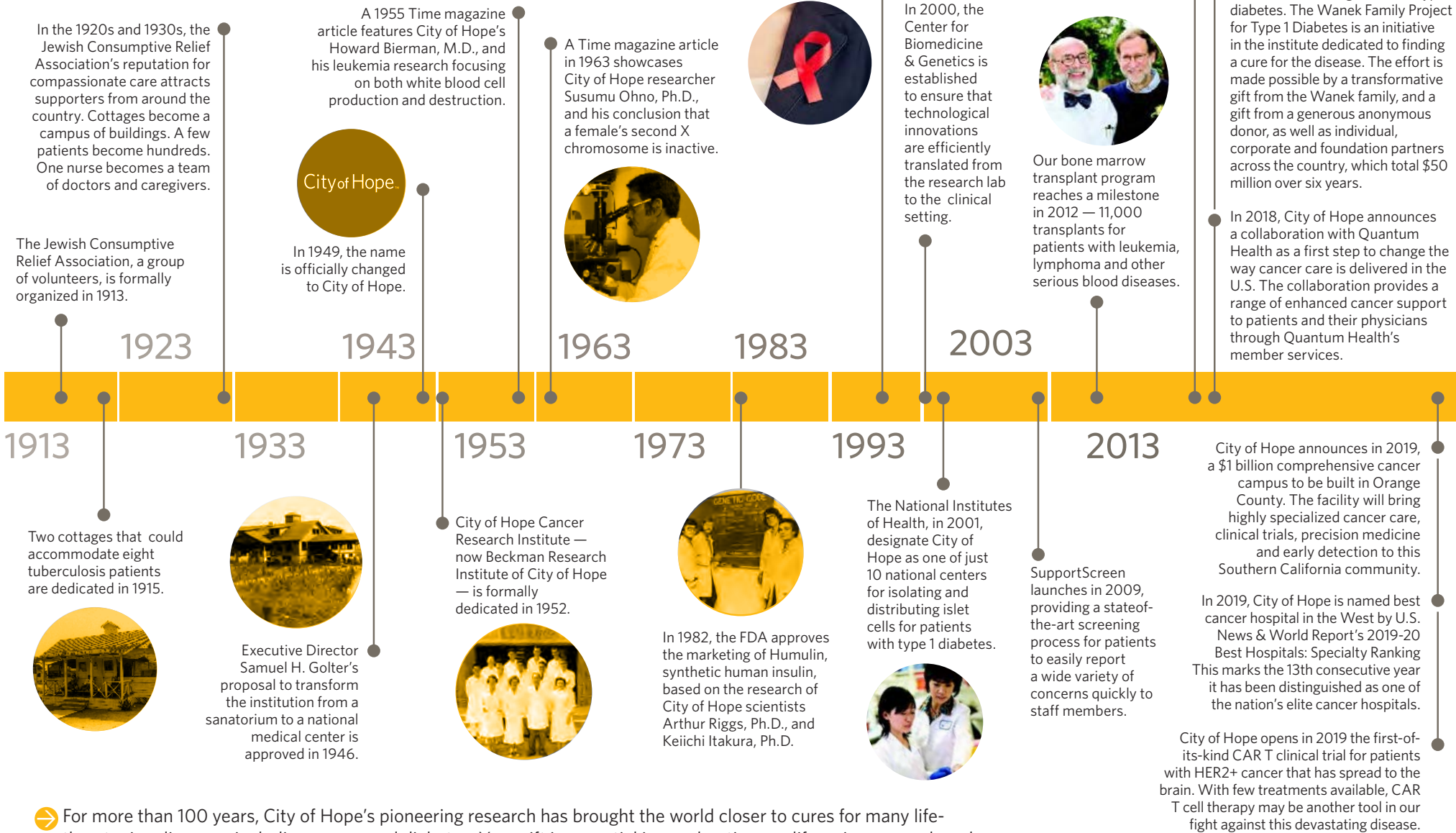
Watch our video to learn more ...



Numerous breakthrough cancer drugs are based on technology pioneered by City of Hope and are saving lives worldwide.

Over a Century of Hope 1913 to Present

For over a 100 years, for tens of thousands of people, City of Hope has been where hope begins.



➔ For more than 100 years, City of Hope's pioneering research has brought the world closer to cures for many life-threatening diseases, including cancer and diabetes. Your gift is essential in accelerating our lifesaving research and advancing our mission of providing the highest level of patient-centered care to those we serve. Thank you.



As a pioneer, City of Hope's hematologic malignancies and stem cell Transplantation institute leads the field as one of the largest and most successful research and treatment centers for hematological malignancies in the world.

Bone Marrow Transplant Program ...



Working Together to Find a Cure

CITY OF HOPE

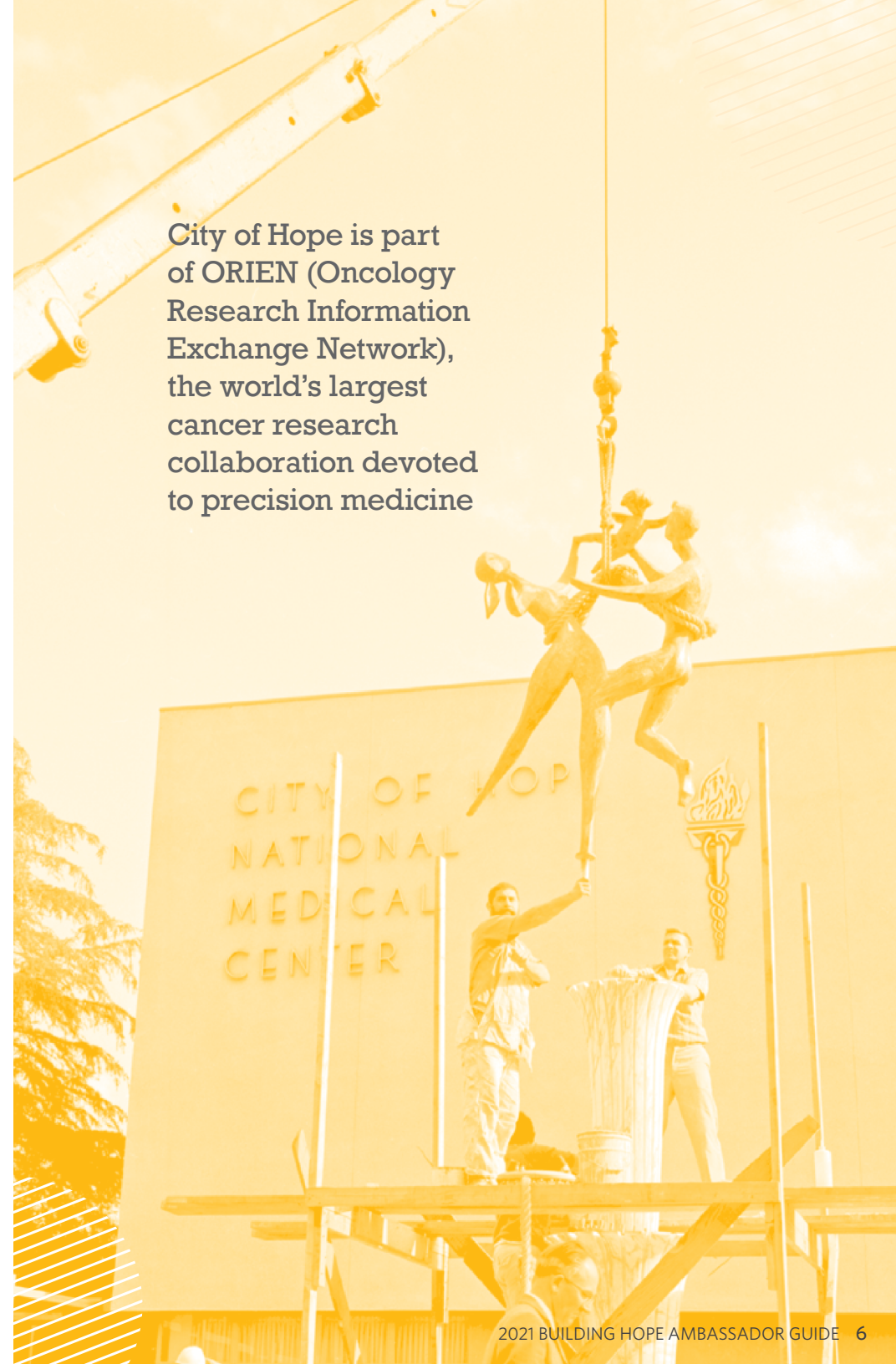
Founded more than 100 years ago, City of Hope has a rich heritage of compassionate care and leading-edge discovery that fuel its mission to find the cures to some of today's most devastating illnesses – cancer, diabetes, HIV, AIDS.

- One of 49 NCI designated comprehensive cancer centers
- Recognized as one of America's best hospitals for cancer over the past decade by the US News World Report
- City of Hope research has led to the discovery of some of today's most widely used cancer drugs available
- City of Hope research has also led to the development of synthetic human insulin (Humulin) which is used by millions of diabetics throughout the world
- Today, more 100 million patients worldwide benefit from City of Hope research

Watch How CAR T Cells battle cancer ...



City of Hope is part of ORIEN (Oncology Research Information Exchange Network), the world's largest cancer research collaboration devoted to precision medicine





In 38 years, the National Hardware/
Homebuilding Industry has raised
more than \$165 million.

NATIONAL HARDWARE/HOMEBUILDING INDUSTRY

Since 1982, City of Hope's National Hardware/
Homebuilding Industry (HHI) has been a catalyst
in City of Hope's mission to finding cures for
cancer, diabetes and other life-threatening
illnesses. In 38 years, the industry has raised
more than \$165 million.

This collective of industry
executives representing
all segments in hardware/
homebuilding including retailers,
vendors, brokers, independent
dealers, distributors, manufacturers
among others set aside their
rivalries each year and come
together for a higher cause.



2020 SPOL HONOREE
Brad Paulsen



DANIEL VON HOFF, M.D.

TGEN Physician in Chief

STEVEN T. ROSEN, M.D.

Chief Scientific Officer and Provost for City of Hope

JEFFREY TRENT, PH.D.

TGEN President and Research Director

TGEN has joined forces with City of Hope to accelerate the speed at which scientists and medical staff convert research discoveries into cures for patients.

Brad Paulsen

PRESIDENT HD SUPPLY

“Supporting City of Hope over the last ten years has been one of the most rewarding experiences of my life.

I feel incredibly honored to be recognized with the 2020 *Spirit of Life Award* and look forward to working with other industry leaders to increase our support of the City of Hope and its mission to treat and cure cancer, diabetes, and other serious illnesses.”

Watch The Wanek Family Project to Cure Type 1 Diabetes ...





Announcing the 2021 Spirit of Life Honoree

William P. (Bill) Boltz

Executive Vice President,
Merchandising

As executive vice president of merchandising, Bill Boltz is responsible for in-store and online merchandising, marketing, data, analytics and customer insights. He joined Lowe's in 2018.

Bill has more than three decades of retail operations, marketing and merchandising experience. He most recently served as president and CEO of Chervon North America, where he oversaw the sales, marketing, engineering and development of products under the Ego, Skil and Skilsaw brands. Bill previously held several leadership roles in merchandising at Home Depot Inc., including senior vice president of hardlines. Prior to Home Depot, he worked at Sears Holdings Corp. for more than 20 years.

Bill earned a bachelor's degree in communications from Montana State University, Billings and an MBA from the Kellogg School of Management at Northwestern University.



NATIONAL HARDWARE/HOMEBUILDING INDUSTRY HONOREES

Past Spirit of Life® Award Honorees

- | | | | |
|------|--|------|---|
| 2020 | Brad Paulsen, President, HD Supply | 2002 | Salute to the entire Hardware/Home Improvement Industry |
| 2019 | Giles Bowman, Senior VP Merchandising, Building Materials, The Home Depot | 2001 | Bernie Marcus, Chairman and CEO, The Home Depot |
| 2018 | BEHR Paint Company and Jeff Filley, President | 2000 | Pat Farrah, Executive Vice President of Merchandising, The Home Depot |
| 2017 | The Quikrete Companies represented by The Winchester Family | 1999 | Charles F. Knight, Chairman and CEO, Emerson Electric Company |
| 2016 | Bob Tellier, President, Orchard Supply Hardware | 1998 | Raymond Kennedy, President, Masco Corporation |
| 2015 | Joe McFarland, President, The Home Depot Northern Division | 1997 | Dan Ferguson, Chairman, Newell Corporation |
| 2014 | Karen Mendelsohn, VP/Chief Marketing and Strategy Officer, Masco Corporation | 1996 | Dave Hodnik, President and CEO, Ace Hardware Corporation |
| 2013 | Joe DeAngelo, President/CEO, HD Supply | 1995 | William P. Farrell, President and CEO, American Hardware Manufacturers Association |
| 2012 | Ray Griffith, President/CEO, Ace Hardware | 1994 | Marvin M. Stern, President, Sears Home Group |
| 2011 | Craig Menear, Executive Vice President Merchandising, The Home Depot | 1993 | William Patterson, President, HomeBase |
| 2010 | Mark Baker, President/COO, Scotts Miracle-Gro | 1992 | Daryl Lansdale, President and CEO, Scotty's |
| 2009 | Bruce Merino, Sr. Vice President of Merchandising Services, The Home Depot | 1991 | Joseph E. Antonini, President and Chairman of the Board, Kmart |
| 2008 | Alan Barry, President, Masco Corporation | 1990 | Arthur M. Blank, President and COO, The Home Depot |
| 2007 | William Foote, Chairman and CEO, USG Corporation | 1989 | Salute to the past decade |
| 2006 | Maggie Magerko, President and Owner 84 Lumber Company | 1988 | Ron Rashkow, Chairman of the Board, Handy Andy |
| 2005 | Paul Hylbert, President and CEO, ProBuild Holdings (Lanoga) | 1987 | Donald W. Davis, President, Stanley Tools |
| 2004 | Grand Opening of the Helford Clinical Research Hospital | 1986 | Bernard Marcus, Chairman and CEO, The Home Depot |
| 2003 | Ray Kennedy, President, Masco Corporation (posthumous)
Tony Stebbins, Sr. Vice President of Market Development, Newell (posthumous) | 1985 | Peter Grace, President, W. R. Grace & Company |
| | | 1984 | David Stanley, President and CEO, Payless Cashways |
| | | 1983 | Robert Strickland, Chairman of the Board
Leonard G. Herring, President, The Lowe's Company |



How to Get Involved

SPIRIT OF LIFE® AWARD

The *Spirit of Life*® Award is presented to individuals who exemplify the ideals and values that have guided City of Hope for more than a century, and whose professional and humanitarian accomplishments are worthy of celebration.

Recipients of this prestigious award include a broad range of leaders from the world of business, entertainment, science and philanthropy. What connects them is a shared commitment to elevating the human condition and a profound belief in the power of each individual to effect change.

As the industry marks 38 years of support for City of Hope, we honor that tradition with our Spirit of Life® Award Reception. Each year, more than 800 top leaders from the National Hardware/Homebuilding Industry gather to honor one person who embodies a spirit of service and unwavering dedication to helping City of Hope find cures for cancer and other life-threatening diseases.

SPIRIT OF LIFE® GALA

It was at the 2020 Spirit of Life Award Reception, that over 800 of Bradley (Brad) Paulsen's hardware industry peers gathered to recognize and celebrate his contributions to the industry and boundless compassion for humanity.

1983



1984



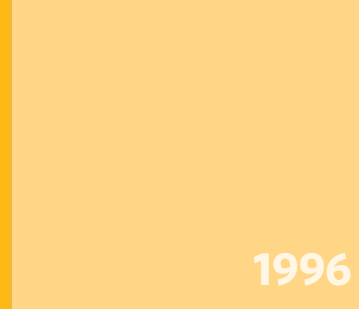
1990



1992



1995



1996



38 Years of Giving Hope

1983 A \$10 million grant from the Arnold and Mabel Beckman Foundation establishes Beckman Research Institute of City of Hope.

1984 City of Hope scientists, working in collaboration with scientists at Genentech, first demonstrate that antibodies can be made using recombinant DNA technology - technology that is later used in the "smart" cancer drugs Herceptin, Rituxan, Avastin, Erbitux and other therapeutic drugs.

1985 City of Hope scientists develop a method for detecting carcinoembryonic antigen - a substance in the body that can indicate the presence of colon cancer - using antibodies produced by engineered cells.

1986 The National Cancer Institute selects City of Hope as one of only six centers participating in a study of a drug called interleukin-2. Today, the drug is used to treat melanoma and kidney cancer.

1987 Parsons Village is built, providing a place to stay on campus for patients and family members from outside the Los Angeles area.

1988 A team of City of Hope scientists devise a test for detecting HIV that is more sensitive than existing methods. 1989 City of Hope scientists develop ligation mediated genomic sequencing, a new method for analyzing genetic material.

1990 Ribozymes, "molecular scissors," are successfully tested in City of Hope laboratories for their ability to clip out the genetic message of the HIV virus and render it harmless.

1991 Preventive treatment methods are developed against cytomegalovirus interstitial pneumonia, a leading cause of death following bone marrow transplantation.

1992 City of Hope establishes a gene therapy program and received a four-year grant from the National Institutes of Health/National Cancer Institute.

1993 A research consortium including City of Hope identifies as a key gene, IRF-1, that is missing in some patients facing leukemia and a related syndrome called myelodysplasia.

1994 City of Hope's graduate school - now the Irell & Manella Graduate School of Biological Sciences - is founded.

1995 The National Comprehensive Cancer Network is established with City of Hope as a founding member. This alliance of leading cancer centers develops national standards of care for cancer treatments.

1996 The Hardware/Home Improvement Industry Legacy Research Center, a home to basic science research that fuels future advances is built. City of Hope Scientist finds long-sought direct evidence linking smoking to lung cancer by identifying the genetic damage done by active compounds in cigarettes.

1997 City of Hope becomes the first institution in the United States to begin testing the use of bone marrow transplantation and ribozyme-based gene therapy to treat HIV/AIDS.

1998 The National Cancer Institute, or NCI, designates City of Hope as a comprehensive cancer center, one of only 35 in the U.S. at the time. This is the highest designation given by the NCI.



1996



2005



2006



2009



2018

- 1999** City of Hope launches a service to connect patients to supportive resources and its first caregivers, precursors to today's Sheri & Les Biller Patient and Family Resource Center.
- 2000** Center for Biomedicine & Genetics is established to ensure that technological innovations are efficiently translated from the research lab to the clinical setting.
- 2001** The National Institutes of Health, or NIH, designates City of Hope as a national center for isolating and distributing islet cells for transplantation into patients with type 1 diabetes – one of only 10 such centers at the time. Islet cell transplantation is an investigational therapy with the potential to reverse type 1 diabetes.
- 2002** In the triennial Combined Accreditation and Licensing Survey, regulators award City of Hope a score of 99 out of 100 – ranking in the top 1 percent of U.S. hospitals surveyed.
- 2003** A \$5 million grant from the NIH and the National Center for Research Resources expands City of Hope's role in the emerging field of islet cell transplantation for type 1 diabetes.
- 2004** The 2004 Patients Evaluation of Performance in California Survey, the largest patient satisfaction survey in the nation, names City of Hope as the only hospital in Southern California, and one of only four hospitals in the state, to receive the highest marks in all applicable categories from patients.

- 2005** City of Hope Helford Clinical Research Hospital opens, providing an advanced patient-care environment where the medical team delivers the newest therapies.
- 2006** City of Hope celebrates the 30th anniversary of its bone marrow transplantation program, with more than 7,500 procedures performed.
- 2007** U.S. News & World Report names City of Hope one of "America's Best Hospitals" for cancer and urology.
- 2008** The U.S. Patent and Trademark Office awards City of Hope's 200th patent for a drug designed to help fight complications of diabetes.
- 2009** Leaders dedicate two new buildings: the Michael Amini Transfusion Medicine Center and the Arnold and Mabel Beckman Center for Cancer Immunotherapeutics & Tumor Immunology.
- 2010** Scientists open a first-in-human clinical trial using genetically engineered neural stem cells that migrate to brain tumor cells and release anti-cancer chemotherapy. City of Hope launches \$1 billion Power of Hope fundraising campaign.
- 2011** Physicians perform City of Hope's 10,000th bone marrow or stem cell transplant, a milestone event for one of the largest and most successful transplant programs of its kind in the world.
- 2012** Research results show that a combination therapy developed at City of Hope may be able to cure advanced type 1 diabetes.

- 2013** City of Hope celebrates its Centennial.
- 2014** City of Hope was awarded more than \$72.9 million in research grants and received approximately \$249.8 million in revenues from patented technologies.
- 2015** City of Hope earned its sixth consecutive Press Ganey Guardian of Excellence Award.
- 2016** City of Hope announces an alliance with Translational Genomics Research Institute (TGen), one of the world's top genetics research and bioinformatics organizations and a pioneer in applying genomic analysis and bioinformatics to cancer drug development.
- 2017** City of Hope leadership gathers press from around the country to publicly announce City of Hope's goal and expectation to cure Type 1 Diabetes in six years!
- 2018** Behr Paint Company and their President Jeff Filley receive the Spirit of Life® award.
- 2019** Giles Bowman, SVP of The Home Depot receives the Spirit of Life® Award. It is a record year for the campaign
- 2020** Brad Paulsen, President HD Supply receives the Spirit of Life® Award

With CAR T Cell Therapy,
City of Hope physicians and
researchers are enlisting the
immune system to fight cancer.

A CAR T Patient Story ...





City of Hope's Research Benefits More Than 100 Million Patients Throughout the World Today.

OUR HOPE / ONLINE FUNDRAISING

One of the easiest and most efficient ways to fundraise for City of Hope has been crowdfunding.

Crowdfunding allows individuals to harness the power of social media and their network of friends, family members, work colleagues, etc. to fund specific projects, events or initiatives they've started to raise money for City of Hope. ourHope is City of Hope's Peer-to-Peer fundraising program and a way for you to support the lifesaving work being done at City of Hope.

➔ To make a personal contribution, visit: [CONTRIBUTE](#)

PERSONAL GIVING CLUBS - INDIVIDUAL GIVING OPPORTUNITIES

Volunteers looking to contribute beyond their companies' Philanthropic activities look towards opportunities such as Personal Giving.

Watch ourHope animation ...



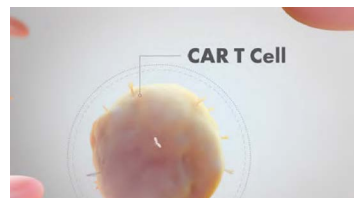
Cause Related Marketing & Product Promotions

CITY OF HOPE

Cause marketing alliances provide funding and awareness that are essential to supporting our mission. Common partnerships involve product promotions, customer donation add-on programs and social media campaigns.

These alliances present City of Hope with an opportunity to raise critical funding while increasing our brand awareness with a variety of audiences. They allow businesses to align with a cause that their customers care about, driving loyalty and differentiating companies from their competitors. Consumers today are also extremely keen on corporate social responsibility. According to the 2010 Cone Cause Evolution Study, among American consumers surveyed:

- 83% want more of the products, services and retailers they use to benefit causes
- 85% have a more positive image of a product or company when it supports a cause they care about
- 80% are more likely to switch brands, similar in price and quality, to one that supports a cause



- 61% of Americans say they would be willing to try a new brand or one unfamiliar to them when it supports a cause
- Nearly one in five (19%) would be willing to purchase a more expensive brand if it supports a cause

➔ For more information about Cause Related Marketing:

[LEARN MORE](#)



National Event Sponsorships

WALK FOR HOPE

City of Hope's signature fundraising event Walk for Hope helps support City of Hope's Women's Cancers Program.

- Walk for Hope began in 1997 and is an annual event and peer-to-peer fundraising campaign that has raised over \$39 million for City of Hope's Women's Cancers Program.
- The 2019 Walk for Hope took place on November 3rd on the City of Hope campus.
- The 2019 Walk raised \$1.6 million.
- The number of Walk participants increased to approximately 12,000, also a roughly 33% year over year increase from 2018.
- This highly anticipated annual event takes place on the City of Hope campus in October.

➔ For more information about Event Sponsorships: [LEARN MORE](#)

Gift and Estate Planning

APPRECIATED PROPERTY

Earn a significant income tax deduction while avoiding capital gains taxes with a gift of appreciated securities or real property.

BEQUEST

Remember City of Hope in your will or living trust and retain full control of your property during your lifetime while reducing your taxable estate.

CHARITABLE GIFT ANNUITY

A gift of cash or property can provide lifetime income to you or a designated loved one, while earning a current income tax deduction.

CHARITABLE REMAINDER TRUST

An irrevocable gift of appreciated assets pays income to you and your beneficiaries and allows you to reduce your taxable estate.

RETAINED LIFE ESTATE

Give full or partial interest in your home while residing in it for as long as you choose, lower your taxable estate and enjoy a current tax deduction.

RETIREMENT PLAN

Name City of Hope as the beneficiary of your retirement account and reduce your taxable estate.

→ For more information about Event Sponsorships: [LEARN MORE](#)



Employee Giving

An employee giving program supporting City of Hope strengthens your company's community involvement initiatives while boosting both your reputation for corporate responsibility and your team's morale.

What is an employee giving/payroll pledge program?

Payroll pledge programs, also called payroll deduction, are one of the easiest, most efficient ways to raise money for City of Hope. For as little as \$1 a week, employees can make a difference in the fight against life-threatening diseases. You also can direct United Way donations to City of Hope.

→ For more information about Employee Giving: [LEARN MORE](#)

Bob Enk talks compassion ...



City of Hope's Building Hope Committee

Building Hope is a strategic initiative to connect leaders and young professionals within the national hardware and homebuilding industry with the goal of raising funding and awareness for City of Hope.

Join one of the strongest Industry teams in City of Hope's national network of dedicated volunteers. Gain access to members of the HHI Executive Council comprised of leading executives from all aspects of the industry. Grow your personal and professional network contacts with social networking opportunities. Continue the support of City of Hope's innovative research and compassionate patient care.



OUR MISSION

The mission of City of Hope's Building Hope Initiative is to raise funding and awareness for City of Hope by connecting with leaders and young professionals within the National Hardware/Homebuilding Industry. In order to accomplish this mission, Building Hope will plan and execute fund and awareness - raising activities, including but not limited to events, online initiatives and microphilanthropy, compliant with the policies and resources, and under the auspices of City of Hope.



Joey Corona
Senior Merchant
Home Depot

Joey Corona is the Senior Merchant for Liquid Paint categories at The Home Depot. Joey joined The Home Depot in 2002 as a store associate and held roles of increasing responsibility across Finance and Supply Chain before joining the Merchandising organization in 2009. As a merchant Joey has worked in multiple categories across several departments including Appliances, Lighting & Electrical, Outdoor Garden, and Paint. He is a strong supporter of Giving Back as one of The Home Depot's core values and is looking forward to working with the City of Hope to drive increased awareness across the Home Improvement/ Hardware industry.



Charlotte Gooding
Divisional Merchandise
Manager, Home Depot

Charlotte Gooding is currently Senior Director of Merchandising for Soft Surface Flooring for The Home Depot. Charlotte joined the company in 2004 as a Staff Accountant. Charlotte has held roles of increasing responsibility, Sr Financial Analyst, Finance Manager, Sr Manager Store Operations, before joining the Merchandising organization in 2011 as Associate Merchant -D28I Portable Power. Charlotte has grown in leadership roles in Merchandising across Garden and promoted to Senior Merchant of Tools, Storage and Automotive businesses in 2014. Charlotte has a Bachelor's of Business Administration in Accounting and Finance from Georgia State University. Outside of Home Depot, Charlotte is a Mom of three boys and is happily married to her husband Ryan for 18 years. Charlotte and her family enjoy spending time in North Georgia Mountains hiking and trout fishing and watching their sons play baseball.



Kyle Guenther
Senior Merchant
Lowes Companies Inc.

Kyle Guenther is a Sr. Merchant at Lowe's with responsibility for Hand Tools and Storage. Kyle has been with Lowe's for 3 years but has spent his entire career in the Hardware Home Center Space. Prior to joining Lowe's Kyle worked on the manufacturer side with multiple retailers in sales and marketing roles. Kyle is excited to help engage the next generation of the Hardware and Home Center community with City of Hope to leverage the power of our industry to help find a cure for the diseases that City of Hope is working aggressively to cure.

**Shay Krafft**

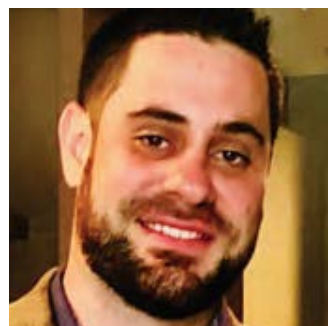
President, NPD Group

Shay Krafft is President of The NPD Group's U.S. Home Improvement and Major Appliance service, responsible for client development, business development, and providing partners with leading trends and industry insights. Krafft has been with NPD since 2017, where she has led relationships with NPD's key partners, spanning multiple product categories. Krafft has in-depth product lifestyle and project management expertise with branded, private label, and licensed product experience. Krafft has over 15 years of experience driving brand awareness in markets worldwide to deliver multi-million dollar revenue and profit growth. Before joining The NPD Group, she held various leadership roles at top retail and manufacturing companies including Walmart and Helen of Troy. Shay received her BS in Business Management from Newman University and her MBA from John Brown University.

**Adam Parrish**

Vice President of Sales,
Crossroads Services, Inc.

Adam has been in the Hardware Home Improvement Industry since 1999 and has been with Crossroad Services, Inc. since 2002. Adam and his wife have lost close family members to cancer and diabetes which was the catalyst to his desire to be part of both the City of Hope and Building Hope Committee.

**Adam Scheiner**

Vice President of Sales,
Continental Sales and
Marketing

Adam is currently the Senior Vice President of Hardware Sales for Continental Sales & Marketing. Adam is a graduate of Sacramento State University where he received his BA degree in Organizational Communications. After graduation in 2010 Adam joined his Father's business, Continental Sales & Marketing. Adam has been responsible for a variety of roles, giving him the background and knowledge of the entire business leading up to his current role as Senior Vice President of Hardware Sales. Adam has worked closely with City of Hope for over a decade and has a strong passion for giving back. He is currently the leader of the Building Hope committee for the Hardware/Home Improvement Industry at The City of Hope Hospital in Southern California. Adam and his wife Jenna enjoy spending as much time as possible with their son Max.

**Alyssa Steele**

Chief Merchandising
Officer, HD Supply

Alyssa Steele serves as the Chief Merchandising Officer for HD Supply. Alyssa began her career at HD Supply in 2018. She previously ran Hard Goods at eBay. She has also held several roles in Merchandising and Finance at The Home Depot.



Leadership In Hope

NATIONAL HARDWARE/HOMEBUILDING INDUSTRY COUNCIL

Each year, leading organizations from the hardware/industry, including manufacturers, retailers, distributors, and homebuilders ban together in support of a higher cause - to help City of Hope find the cures to cancer, diabetes, HIV/AIDS and other life-threatening illnesses.

In nearly four decades, the National Hardware/Homebuilding Industry Council has served as the beacon which has resulted in more than \$165 million being raised in support of City of Hope's life-saving mission.



City of Hope is Ranked as One of The Nation's "Best Hospitals" in Cancer by U.S. News & World Report for Over 10 Years.

National Hardware Homebuilding Industry Executive Council

THOMAS ARMSTRONG

CEO
Total Retail Group

SCOTT BLACKWELL

MVP, Plumbing & Electrical
Lowe's

JOHN BONNOT

Merchandise Manager
Director of Advertising
Ganahl Lumber

KANE CALAMARI

SVP - Chief HR Officer &
President - Ace Foundation
Ace Hardware

KEN CLARK

Editor in Chief
HBS Dealer

BRYAN CLARKE

Vice President, Sales
Spectrum Brands -
Hardware & Home Improvement

MIKE FARRAH

Chief Executive Officer
Maverick Partners, Inc.

JEFF FILLEY

President
Behr Paint Company

LINDA GERSTMAN

Vice President/Partner
HGA/Quest Service Group

STEVEN HENLEY

President
E.A. Langenfeld

PAUL HYLBERT

Chairman
Kodiak Building Partners

STEVE JANAS

Vice President and
General Manager, Retail
Genie Company

SCOTT KIRKENDALL

Vice President, Sales
Elkay Manufacturing

BRUCE LEVITIN

Sr. Vice President
Continental Sales & Marketing

STEVE MAHURIN

Partner
Creatus Group

LORI MCWAIN

Director of National Accounts
LP Building Solutions

KAREN MENDELSON

Senior Vice President, Marketing
Mohawk Industries Inc.

BRUCE MERINO

Retired Industry Executive

MICHELLE NEWLAND

President, Retail Sales
Oatey Supply Chain Services

AL OLSEN

Retired Industry Executive

BRADLEY PAULSEN

President
HD Supply

RANDY REGINELLI

Vice President, Sales
Henkel Corporation

STEVEN SCHEINER

President/CEO
Continental Sales & Marketing

MARK SCHREY

Vice President New Business
Development
Signature Retail Services

ERWIN SEDLMAYER

Senior Director of Merchandising
Interline Brands, Inc.



For additional information regarding HHI Building Hope please contact:

Hector Campos Jr. at hcampos@coh.org or Neysa Bowers at nbowers@coh.org



[CityofHope.org/HHI](https://www.cityofhope.org/HHI)