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# HW Home Named as 2010 Western Retailer of the Year

**MAY 2010 | ANAHEIM, CA** | The Western Home Furnishings Association (WHFA) named HW Home of Boulder, CO their **2010 Western Retailer of the Year**. The Western Retailer of the Year award is bestowed upon a home furnishings retailer that exemplifies exceptional store design, innovative advertising and brand marketing, unwavering commitment to community and the environment, outstanding operations and a continuing dedication to the home furnishings industry.

On receiving the news that they had been named the 2010 Western Retailer of the Year, founders Jim Hering and Ron Werner said, *"We're incredibly humbled, elated and kind of blown away to be named Retailer of the Year. To be honest we thought our business was a little small since we knew we were up against larger companies that are really great, successful, beautiful furniture retailers with great industry experience. We weren't counting on anything and we were just so excited to find out that we were nominated back in the fall. We are very honored and thrilled to be the re-*



Jim Hering (l) and Ron Werner (r) accepting award from presenter Mitchell Gold

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*ipient of this prestigious award.”*

*“We are very proud to honor HW Home as our 2010 Western Retailer of the Year,” said Sharron Bradley, WHFA’s executive director. “With their dedication to detail and customer satisfaction, HW Home exemplifies everything an exceptional retailer strives to be.”*

HW Home was honored on May 4, 2010 at the Disney Grand American Hotel & Spa in Anaheim, CA with an exclusive dinner celebration and awards presentation. The event took place as the grand finale to WHFA’s May 2-4, 2010 Conference & Expo. 300 home furnishings manufacturers, retailers, and suppliers were in attendance. Mitchell Gold, co-founder and chair-man of the nationally-acclaimed home furnishings brand Mitchell Gold + Bob Williams, presented the award to HW Home.

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### **About Western Home Furnishings Association**

The Western Home Furnishings Association (WHFA) is the largest affiliate of the National Home Furnishings Association, representing more than 1,000 independent home furnishings retailers in more than 2,800 stores in 12 western states. For more information, visit [www.WHFA.org](http://www.WHFA.org).

### **About HW Home**

In 1998, co-founders Jim Hering and Ron Werner visited Ron’s sister in Boulder, Colo. to design the interior of her new home and immediately saw an opportunity to bring fashion-forward designs and styles to the area. An idea for a high-end, urban eclectic home furnishings boutique store was born and in 1999, Jim and Ron introduced HW Home to their loyal Colorado customers. HW Home saw instant success and outgrew their first location within a year. Today, the little boutique store has grown into four showroom locations and a thriving eCommerce business with approximately 40 employees.

HW Home was fashioned by Jim Hering then general manager for Holly Hunt’s flagship Chicago Merchandise Mart showroom coupled with Ron Werner as senior vice president with Smith Barney’s Chicago

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office. HW Home has quickly grown as a forerunner in bringing unique fashion forward interior design elements and services to Colorado. With locations in Boulder's Pearl Street East, FlatIron Crossing Mall, Cherry Creek North district, and The Village at The Landmark in Greenwood Village, the HW Home Design Team provides dynamic interior design services to the front range and beyond.

*"We set out to build a great business based on classic American business values that focus on quality, style, value, and great customer service. Most importantly, we measure our success by our customer's satisfaction alone", says Ron.*

## HW Home Honors

- **Western Retailer Of The Year 2010** by the Western Home Furnishings Association
- **Retailer Of The Year 2009** by the ARTS Awards
- **Best Furniture Store 2009 Runner Up**, The Best of Boulder, Colorado Daily
- **Retailer Of The Year 2008** by the ARTS Awards
- **People's Choice Best Furniture Store**, Daily Camera, September 2008
- **Best Home Furnishings 2008**, Colorado Homes & Lifestyles Reader's Choice, August 2008
- **Editor's Choice Best Living Room 2008**, 5280 Magazine, Top Of The Town, July 2008
- **Best Furniture Store 2008**, The Best of Boulder, Colorado Daily
- **Best Furniture Store 2007** as voted by the public held by ABC Channel 7 Denver
- **Innovation Award 2007 nomination** by the Colorado Business Committee for the Arts
- **Retailer Of The Year 2006** by the ARTS Awards
- **Editor's Choice Best Furniture** by 5280 Magazine July 2006
- **Reader's Choice Best Furniture Store** by Colorado Daily 2006
- **Retailer Of The Year 2005** by the ARTS Awards
- **Illumination Design Award 2005** by Illuminating Engineering Society of North America for Cherry Creek North home store architectural lighting design
- **Equality In Business Award 2003** by the Human Rights Campaign presented by Tipper Gore
- **Editor's Choice Best Home Accessories** by 5280 Magazine June/July 2002

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