



**North American Hardware and Paint Association**

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## **FOR IMMEDIATE RELEASE**

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## **Local Paint Retailer Receives 2024 Young Retailer of the Year Award**

*INDIANAPOLIS*—Jonathan Jasik, general manager of Sarasota Paint with six locations in Sarasota, Florida, was recently named one of the independent home improvement industry's 2024 Young Retailer of the Year honorees by the North American Hardware and Paint Association (NHPA).

The Young Retailer of the Year program, now in its 28th year, identifies and promotes the next generation of aspiring independent home improvement, paint and decorating retailers. It recognizes individual achievement by industry retailers age 35 and younger throughout the U.S. and Canada. Honorees are chosen based on a number of criteria, including professional milestones, community engagement, continuing hardware industry education and extracurricular activities.

Sponsors of the 2024 Young Retailer of the Year program include: American Hardware and Lumber Insurance (AHLI), Arrow Fastener, Intertape Polymer Group (IPG), Midwest Fastener, Pony Jorgensen, PPG and The Wooster Brush Company.

"The Young Retailer of the Year program highlights the bright future of the independent channel," says Scott Wright, executive director of advanced retail education programs for NHPA. "It is a privilege to recognize these outstanding young retailers who are making positive impacts in their operations and communities."

Born into the paint business, Jonathan grew up in his grandfather's paint store. In 2002, when Jonathan was four years old, his father purchased the business and Jonathan spent a lot of time with his dad at the paint store, doing small jobs around the store to earn money for Legos. He officially started working part time at 14 and spent the first three years in the business watching, listening and learning.

At 17, Jonathan became the companywide substitute store manager, where he developed relationships with the entire staff and developed his approach to management. He also took courses on business management from the local community college on his days off. Just two years later, Jonathan became store manager of the second largest location and grew store sales to record levels.

When a position for outside sales became available, Jonathan jumped at the chance to go outside his comfort zone, enrolling in the Benjamin Moore Outside Sales Development Program. Continuing with diligence and persistence, he was able to increase territory sales, plan and execute several contractor buying events and plan several product-based sales events.

"The sales growth was exponential, but more importantly, I was able to develop close personal relationships with many of our key customers during this time," Jonathan says.



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Currently, Jonathan serves as general manager of Sarasota Paints and participates in executive planning sessions, working hand in hand with the store managers, supporting the outside sales staff to gain market share, assisting staff in managing yearly budgets and achieving the operation's strategic goals. Jonathan and his father have started planning for the next chapter, and as part of their strategic business succession plan, Jonathan will be working step by step with his father to take over ownership of the company.

Jonathan attended NHPA's Retail Management Certification Program in 2019, where he developed a platform for in-store training modules that is still in use today. He also participates in ALLPRO's Next-Gen training and attends industry markets and events.

"One of the privileges of being in a family-owned and operated business is being able to go with my dad to the trade and design shows and learn the importance of networking and relationships," Jonathan says. "Those events also helped me understand the benefit of taking advantage of buying opportunities and the value of improving the gross profit margin and allowing us to maintain a competitive edge."

Jonathan's passion for relationship-building extends to his customers and community as well. In 2017, Hurricane Irma directly hit Florida's west coast, and Jonathan gathered donations and set up mobile kitchens to deliver hot meals to disaster relief workers and families in need. A week later, Hurricane Maria hit Puerto Rico, and Jonathan hosted a food drive, collected donations to buy pallets of supplies and spent 10 days on the island repairing and rebuilding the local communities there.

"Through these relationships we learn and grow, and we are thankful when we can make a difference for good, each and every day," Jonathan says. "This is how we measure success—when we see those around us achieving their dreams and aspirations, and as they help us reach our goals, we take great pride in writing those pages in our story."

When he is not working at the store, Jonathan spends time with his wife, Faith, and son, Nathan. He is involved with the music ministry at his local church, and his hobbies include hunting or fishing, which he also uses to develop relationships with customers. Jonathan's vision for Sarasota Paints is to operate as the pinnacle of paint stores and deliver a five-star experience to employees, customers and associates.

"I am honored to receive this recognition and would like to extend my heartfelt appreciation to those who have mentored and encouraged me so far," Jonathan says. "I look forward to furthering my education and will continue to strive to use my talents to support those that I am privileged to work with."

The 2024 Young Retailer of the Year honorees will be recognized in a ceremony at the 2024 Independent Home Improvement Conference in Marco Island, Florida, on Aug. 28. For more information on the Young Retailer of the Year awards program, honorees and more, visit [YourNHPA.org/yroty](http://YourNHPA.org/yroty).

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### About the North American Hardware and Paint Association

Founded in 1900 by a group of retailers, NHPA is a not-for-profit trade association whose mission is to help home improvement, paint and decorating outlets in the U.S. and Canada become better and more profitable retailers. Governed by a board of independent hardware and paint retailers, NHPA fulfills its mission by



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providing how-to management resources, product discovery, training programs and networking opportunities for the industry it serves. Learn more at [YourNHPA.org](http://YourNHPA.org).