



North American Hardware and Paint Association

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Local Entrepreneur Receives 2026 Young Retailer of the Year Award

INDIANAPOLIS, May 8, 2026—Shannon Davis Morrow, business manager of Tweedy Lumber and Hardware in Rushville, Indiana, was recently named one of the independent home improvement industry's 2026 Young Retailer of the Year honorees by the North American Hardware and Paint Association (NHPA).

This year marks 30 years of the Young Retailer of the Year program, which 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, and fall into one of three categories: multistore, under \$3 million sales volume and over \$3 million sales volume.

Sponsors of the 2026 Young Retailer of the Year program include: American Hardware and Lumber Insurance (AHLI), ECI Software Solutions, Midwest Fastener and The Wooster Brush Company.

Cody Goeppner, NHPA director of education and training and 2020 Young Retailer of the Year honoree, says the recognition was a turning point for him as it highlighted the hard work he had poured into his career and introduced him to a broader community of passionate, forward-thinking retailers.

"As someone who grew up in my family's hardware store and spent years as a retailer myself, I know firsthand how much heart, grit and innovation it takes to succeed in this industry," Goeppner says. "It truly is full circle and an incredible honor for me to support and celebrate the next generation of leaders. This program shines a spotlight on the people who are shaping the future of independent retail, and based on this year's class, the future is bright."

At 21 years old, Shannon Davis Morrow walked into Tweedy Lumber & Hardware on the day her family purchased the business in August 2019 and started where she believed every leader should start: at the counter, on the floor, in the back room and in the yard. She learned the products, the people and the rhythms of the business by doing the work alongside the team. She earned credibility in an industry that is still largely male-dominated and in a community where trust is built over years, not weeks.

As business manager of Tweedy Lumber & Hardware, Shannon is leading the day-to-day operations of a modernized independent home improvement destination that combines the service culture of a local hardware store with the discipline and innovation required to compete in a changing retail environment. Under Shannon's leadership, Tweedy doubled annual sales between 2019 to 2025.

When Shannon began at Tweedy in the fall of 2019, she intentionally did not enter as a manager. At 21 years old, she knew she needed to learn the business before she could lead it. She also understood the dynamics of stepping into a primarily male workforce in a building materials environment. She did not want to be the person



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who walked in and told everyone to listen to her. Instead, she chose to work her way up, gain respect and become the kind of leader whose authority comes from competence and consistency. Today, Shannon is known as the person who can solve problems in real time—the "fixer" when systems fail, equipment breaks or a customer needs an answer. She is also recognized internally as a paint expert and a kitchen/cabinet resource.

In late 2019 and into early 2020, Shannon led a significant remodel and store reset, modernizing both the exterior and interior and expanding the product offering. The remodel and reset produced visible outcomes and included approximately 1,500 square feet of new product space, new shelving and updated planograms to improve presentation and shopping flow, expanded core departments and a new housewares department.

One of the most significant growth projects Shannon led was the revitalization of Tweedy's rental department. Rushville did not have another rental store and Shannon recognized that rental could be a differentiator and a community service, but she also saw that the department was underperforming and burdened by aging equipment and high maintenance costs.

Shannon attended Do it Best Rental School, where she learned the fundamentals of profitable rental operations: buy equipment, keep it until it pays for itself, then turn it and reinvest in new equipment. She returned to Tweedy and put that discipline into practice by selling off outdated, high-maintenance equipment, replacing it with newer, more dependable units customers can trust, maintaining a consistent replacement cycle based on time and return on investment and promoting the rental program aggressively and visibly to ensure it became a clear, go-to resource for the community.

Shannon has invested deeply in creating a workplace that is clear in expectations, strong in training and consistent in customer service. To ensure service consistency, Shannon also created a training guide that breaks onboarding into skill modules.

Along with developing her team, Shannon spends time working on her professional growth. She completed Lean Six Sigma Green Belt and Yellow Belt training and regularly participates in her co-op's Spring and Fall Markets and she extends that learning through key partner events such as Palmer-Donavin shows. She has also taken advantage of AI education sessions, keeps herself current through weekly webinars and podcasts and follows industry publications.

Shannon's impact in Rushville goes beyond sponsorship checks and product donations, as she serves as secretary of the Rush County Economic Development Corporation and on the board of the local Boys & Girls Club. She has also been intentional about supporting organizations that build life skills and practical trade knowledge, investing in the future workforce and DIY culture that sustain a rural community.

A young retailer building the future of independent home improvement, Shannon is a high-performing, forward-looking leader in independent home improvement retail who pairs measurable business results with continuous education, authentic community investment and innovation that strengthens both her store and the broader industry.

The 2026 Young Retailer of the Year honorees will be recognized as part of the Independent Awards Gala at the 2026 Independent Home Improvement Conference in Orlando on July 29. For more information on the Young Retailer of the Year awards program, honorees and more, visit YourNHPA.org/yroty.