

Jeffery L. Cardwell



Jeff was born on December 7, 1959, in Morgantown, Kentucky, and was raised in Indianapolis. He is a graduate of Ben Davis High School. Paying his way through college, Jeff earned his college degree at Indiana Wesleyan University. Continuing his professional education, Jeff received his real estate sales license in 1984 and his brokerage license in 1986. In 1996, he was accredited by the Residential Sales Council as a Certified Residential Specialist (CRS), a distinction awarded to only 4 percent of REALTORS nationwide. He is an active member of the Metropolitan Indianapolis Board of REALTORS (MIBOR) and the National Association of REALTORS.

In 1976, Jeff began his career as a general laborer unloading boxcars of lumber. Two years later, at the age of 18, he became the youngest person ever to serve as manager for that same company, which was founded in 1945. Today, he serves as president and CEO of Cardwell Do-it Best Home Center.

In 1980, Jeff launched his first independent business venture in the residential construction business. Four years later, he founded a real estate firm serving both residential and commercial clients. Another milestone occurred in 1986, with his first real estate development of a residential community. The following year, he developed his first commercial office complex.

In October 1994, *Builder/Architect Magazine* named him “Builder of the Month.” Later that same year, he was named “Builder of the Year” by Habitat for Humanity of Greater Indianapolis. As the “Builder Sponsor” of the 100th home built by Habitat for Humanity in the Greater Indianapolis area, Jeff also was presented with the “Golden Hammer Award.”

In 1994, Jeff’s radio career began when he appeared as a guest on a local radio show discussing his passion for community service through his work with Habitat for Humanity. Soon after, he was invited to become a co-host to share his knowledge of the real estate industry and the home improvement market with a weekly call-in audience.

In 1998, Jeff built the first prototype of the “Do-it Best Hardware Store,” a new retail concept now being built around the world. Located in Fort Wayne, Indiana, Do-It Best Corp’s world headquarters serves more than 4,300 independent members in more than 40 nations, with \$3+ billion in annual sales. The new concept propelled Do-it Best Corp to dominance in the hardware industry among independent store owners.

In June 2000, Jeff went on his first mission trip, traveling to El Salvador. It was during that trip that the idea for creating “World In Need” (WIN), a not-for-profit charitable organization, was born. Jeff, along with four other men, established the organization on December 19, 2000, to serve those in need. Three weeks later, on January 13, 2001, a devastating earthquake hit El Salvador, killing several thousand people and leaving more than 1 million people homeless. In less than 90 days, World In Need provided more than \$2 million in emergency relief supplies to the earthquake victims.

On September 4, 2001, Jeff launched the “People Helping People” radio network, which airs weekly on several radio stations in Central Indiana. Jeff currently serves as the president of the Indianapolis Metropolitan Police Motorcycle Drill Team, chairman of the Lincoln Roundtable, international board member of the Fuller Center for Housing, vice president of the board of directors of The Friends of Garfield Park, and president of the Gateway Business Alliance, a non-for-profit economic community development organization.

In 2000 and 2004, Jeff served as an alternate delegate to the National Republican Convention. In 2002 and 2004, he was elected as a delegate to the Indiana State Republican Convention. Currently, Jeff serves as an elected City-County Councilman (Republican), District 23 of Indianapolis, a precinct committeeman and Ward Chairman in his voting district.

In September of 2005, Jeff led a first response team of volunteers to assist the survivors of “Hurricane Katrina” delivering more than 2 millions pounds of donated relief items within the first 60 days after the storm. In October, Jeff traveled to Pattaya, Thailand for the “Third Global Summit on Peace through Tourism”, with more than 60 nations represented, presenting his views on “Traveling with a Purpose” and the new concept of worldwide “Voluntourism”.

Jeff is a member of the Kiwanis Club of Indianapolis, Gideon’s International and Grace Assembly of God. In 2001, Jeff was named the “Man of the Year” by the Southport Lion’s Club. In 2003, he was commissioned a “Kentucky Colonel” by Governor Ernie Fletcher of Kentucky, commissioned an “Honorary Colonel” by Governor Bob Riley of Alabama and presented with a United States “Congressional Salute” for his community service.

Jeff resides in Indianapolis with his wife, Cheryl. They have three children: Shanne Masuccio-Juss, (married); Sara, (Student at Purdue University); and Jeffery (Student).