



HOME FURNISHINGS ASSOCIATION

News Release

HFA information contact:

Mary Frye

EVP Public Relations

800.422.3778 X201

[mfrye@myhfa.org](mailto:mfrye@myhfa.org)

**FOR IMMEDIATE RELEASE**

## **Schumacher and Williams Join HFA Staff**

Roseville CA (June 12, 2018) – The Home Furnishings Association (HFA) is pleased to announce the addition of Mark Schumacher and Shannon Williams to the HFA staff.

Schumacher has been hired as the vice president of membership development and marketing, reporting directly to HFA CEO Sharron Bradley. He comes to the Association with a strong background in business development and marketing, having spent the last decade helping non-profits like Victory Junction and Make a Wish grow and thrive. Prior to this he spent 25 years in broadcasting as a news anchor and reporter in Florida, Texas, California and New York.

Schumacher will be responsible for growing HFA's membership, specifically building relationships with top-tier retailers and increasing the Association's brand awareness.

Williams has been hired as the membership director, reporting directly to Schumacher. She comes to HFA with 10 years of sales, sales management and training experience working in home mortgage and home furnishings for companies like Sleep Train and Mattress Firm. Williams will manage the membership team and be responsible for sales training.

The HFA's director of marketing, Dan McCann, will also report to Schumacher.

"May marked our fifth-year anniversary after the merger and we're poised for growth," said Bradley. "Mark and Shannon are going to help take us to the next level where we can better meet the needs of our current members and make sure all retailers have access to all the services and benefits HFA offers. With these staff additions we've also made some other exciting changes to help us reach our goals of building the HFA brand and developing and growing our member programs."

To that effort, EVP Mary Frye will now be responsible for the HFA's public relations efforts and Jana Sutherland will oversee program development. Both will report directly to Bradley.

###

### **About the Home Furnishings Association:**

The Home Furnishings Association (HFA), with roots dating back to 1920, is North America's largest organization devoted specifically to the needs and interests of home furnishings retailers, with more than 1,400 members representing more than 7,000 storefronts across all 50 states and several countries. Association offices in the East, West, and Central United States provide members with programs, resources, services, and a unified voice in government relations by partnering with home furnishings industry suppliers, vendors, affiliates, and other organizations. For more information on the HFA visit [www.myhfa.org](http://www.myhfa.org).