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## **Willow Glen Kitchen & Bath - History**

It all started when I was designing a make-up arrangement of cabinetry for a Master Bath display of great demur. I found these “sconces” that I just had to have in this display. They were \$350.00 each. It seemed absurd to paying retail for them, which caused me to go looking for a way to represent this line of lighting. This way, I would be paying substantially less for these sconces and would then showcase their lighting product line, after all, I was a retail showroom.

Well, back in those days, it cost a dealer well in excess of \$7,500.00 to “buy-in”, or invest in a product line to be able to sell, and buy at wholesale, just to turn around and be a retailer. I should have just bought the two sconces outright! BUT no, I had to get that deal. So I plunked my \$7,500.00 down, and became a dealer in that lighting line.

People came to my showroom for cabinetry, but rarely even looked at that lighting line I was so in love with. Many kitchens and baths went by; many were encouraged to consider this lighting line....but to no avail...

I was working on a kitchen and bath project with one client who was a Sun Microsystems employee (this is in 1995-6). He used to greet me weekly with this: “So, have you gotten a website yet?”

I would consider the merits of this thing called the World Wide Web, and conclude that there was no reason to have a web site. I met with this man for several months, each time he would proclaim the same statement. So, one day just to “shut him up”, I went and bought the domain name: [www.WillowGlen.com](http://www.WillowGlen.com). It was available, and cost something around \$4.00-\$6.00 to register. That was in the spring of 1996.

Our business paid a web site maker a lot of money to get our first FIVE pages going. The launch happened, and nothing happened. My partner wanted to show more, but back then, it cost \$500.00 a page to produce. So my partner started learning the code to add product on our own. Somewhere over the next four years, the site grew from 5 pages to well into the thousands. It started a concept. That was to try to sell that lighting line on this “Internet” thing that was just starting to grow.

It took a lot of hard, devoted work and it started to show sales. It was constantly evolving as there had to be new and more lighting to showcase. It grew until there were over 29 companies that Willow Glen Kitchen & Bath represented.

Sales grew almost daily, and for several years, we were near the top of the world...

Then one day we were approached by a very nice man who wanted to buy the Domain in an effort to return it to the community from whence it came, and I agreed.

Then our “host” decided to change the software platforms that they support, and our site was literally knocked out. It had been written in code that was so obsolete; there were few techs to work on it and fewer software support systems to operate it. We were literally shutdown by technology!

In a frantic effort of over ten months, we have re-built our site to where it is at today. Our new site is: <http://www.LightingAtWillowGlen.com>.