



## **Frey Gaede Personnel Additions**

We are pleased and excited to inform you of changes and additions to our staff which will increase our coverage and penetration with consumers, independent dealers, contract furniture, wholesalers, Office Depot and Staples.

Ross Walhof will be joining Frey Gaede on September 1 covering the Minnesota, North Dakota and South Dakota territory. He is a graduate of the University of Wisconsin. He started his career in office products as a Sales Rep for Midwest Business Products in Minnesota. Ross has a strong sales background with 19 years at Medcare Products, most recently handling their largest customer, the Mayo Clinic, throughout the country. Ross, his wife Candy and his three sons – Zach, Eli and Noah - reside in Eagan, MN. Ross will report to Todd Gaede.

We are further excited to announce that Jack Frey will be joining our organization on September 1 covering Georgia and parts of Alabama. Jack is the son of John and Katie and will be relocating from Salt Lake City. Jack is a graduate of the University of Utah. He has experience in digital marketing as an intern and then employee with Clearlink. He has sales experience with ADP and most recently working with an outdoor equipment start-up called LIT Outdoors. Frey Gaede does not view taking family into the business as a simple process. Jack has gone through an extensive process with four of our partners and managers. We are confident he will be a terrific addition to our FG Team. Jack will report to John Thompson.

We are also expanding our Inside Sales Team to include Joe Feyder effective on September 1. He will join industry veteran, Nick Kriss, who initiated our Inside Sales effort in late 2016. Our Inside Sales Team reaches out to buying group members and independent dealers via email and phone calls. The focus is promoting new products and special offers, leveraging marketing tools and

providing samples to drive consumer awareness. They work closely with our Marketing Director, Jimmy Elsbrock, to develop customized web banners, flyers and other useful electronic tools.

As a sales organization, we continue to invest and adapt our company based on the changes in our industry. Our goal is to provide the type of representation needed in 2018 and beyond. The former model was to view a territory, then divide it up among a number of field reps. The current model continues to need strong Territory Sales Managers, such as our recent additions of Bob Lovano, Tiffany Cooper and Vic Maffe. It also requires focused Consumer Development Specialist, such as Helen Brunell in Dallas, to support and compliment the field reps. It also needs the Inside Sales Rep support from Nick Kriss and Joe Feyder. In addition, the current model requires personalized marketing support from Jimmy Elsbrock to help drive sales and marketing for our customers. We think you will find this new team concept to be designed to maximize manufacturers' programs and sales.