



FOR IMMEDIATE RELEASE  
Friday, February 1, 2013

Diane Jamerson  
609.733.1086  
[djamerson@kisales.com](mailto:djamerson@kisales.com)

### **KeyImpact Sales & Systems, Inc. Enters the OCONUS Worldwide Military Segment**

**February 1, 2013, Odenton, MD** – KeyImpact is pleased to announce its entrance into the OCONUS Worldwide Military Segment. The military has been and continues to be a critical segment for many of its clients. Effective February 1, 2013, KeyImpact will provide resources for its trading partners, specific to Europe, the Middle-East, and the Pacific Rim markets. Butch Cassidy—SVP, Segment Sales—comments, “As the military continues to realign itself, it is important for KeyImpact to be able to provide seamless coverage for both the CONUS and OCONUS business channels. This expansion of KeyImpact’s services, combined with its current US sales teams, will allow KeyImpact to provide integrated domestic and international coverage for the military segment.”

To support KeyImpact’s military segment expansion, Mike Hargadon, USN, Retired, has been appointed Director of Military Sales, reporting to Butch Cassidy. Mike joined KeyImpact in 2009 upon retirement from a distinguished, 24-year career of active duty Naval service. “Since joining KeyImpact, Mike has been instrumental in helping grow our partners’ business in the marketplace. Mike’s knowledge of the military, combined with his foodservice background, provides him with an exceptional perspective specific to the Armed Forces Segment,” states Butch Cassidy.

**About Mike Hargadon:** Mike retired in 2009 as an Aviation Ordnance Chief Petty Officer and Aviation Warfare Specialist/Naval Air Crewman. His military awards include: Three Navy/Marine Corps Achievement Medals, The Navy/Marine Corps Commendation Medal, The Global War on Terrorism Medal, The Global War on Terrorism Expeditionary Medal and The Armed Forces Expeditionary Medal. Since joining KeyImpact, he has been instrumental in helping grow our partners’ business in the marketplace. Mike’s knowledge of the military, combined with his foodservice background, provides him with an exceptional perspective specific to the Armed Forces Segment.

**About KeyImpact:** Formed in 2000, through the merger of Key Brokerage in New Jersey and Impact Sales in Maryland, KeyImpact has grown to become the largest independent foodservice sales and marketing agency in the United States. KeyImpact represents manufacturers of food as well as packaging and supplies and provides sales and marketing services to distributors and operators across all segments of the foodservice trade channel. KeyImpact currently employs over 600 associates in 35 states with industry expertise in sales, marketing, culinary, K-12, military, college and university, contract feeding, retail, deli, national and regional commercial chains, recreation and distribution as well as extensive product and category expertise. Additional information about KeyImpact can be found at [www.kisales.com](http://www.kisales.com).

###