



# ANNOUNCEMENT

October 15, 2013

**Subject: KeyImpact Opens Office in Las Vegas and Announces Management Realignment**

**To KeyImpact Customers and Clients:**

We are pleased to announce that KeyImpact will open an office in Las Vegas, NV on October 21, 2013. Please welcome Sarah Scott, formerly of The Core Group, as the KeyImpact Las Vegas Market Director. Sarah brings over 20 years of cross-functional experience in the food industry, including broker management, manufacturer sales and distributor sales. Sarah will join KeyImpact on October 21 and will report to Bill Donelson.

In order to support our rapidly-growing Western Division and to increase focus on key, strategic markets, we are making the following changes in Sales Management responsibilities:

Bill Donelson has been assigned the role of Region Director for Las Vegas, NV; Arizona; and Southern CA. Bill is located in our Phoenix, AZ office and will report to Chuck Paradowski.

Paul DeVincenzi will assume the Market Director role for Northern California; Northern CA continues to be a key market for KeyImpact and our partner clients. Paul is located in our Northern CA office and will continue to report to Chuck Paradowski.

Todd Gordon is now the Region Director for Utah and Idaho. Todd is located in our Salt Lake City, UT office and will report to Chuck Paradowski.

The changes above are effective immediately.

Please join me in supporting Bill, Paul, and Todd as they assume their new responsibilities in growing our Clients' and Customers' business within the Western Division.

Please join me in welcoming Sarah Scott to the KeyImpact Team!

If you have any questions, please contact Chuck Paradowski.

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