



Company News

Date: 5/4/2011

ORS Nasco Team,

Part of our corporate strategy to become a \$1 Billion organization requires our inside sales team to add focus to on-boarding customers within the industrial space that do not currently have a relationship with ORS Nasco. To ensure that this team has the capacity and framework required to execute these goals, the inside sales department will now consist of an additional group of 10 New Customer Sales Representatives (NCSR). This new role within the inside sales department will result in market share gains, accelerated profitable revenue growth, and position ORS Nasco in the mind of customers and manufacturers as the wholesale leader in our industry.

I am pleased to announce the addition of the following associates joining the NCSR team, effective immediately: Marty Castens, Debi Auman, Chuck Phillips, Linda Robinson, Lisa Acosta, Shawn Owens, JP Square, and Jeff Ratliff. Also, joining the NCSR team are Chris Brown and Rob Holt which were formerly part of the Customer Care team.

The NCSR team has a unique set of skills which includes customer care, inside sales, customer relationship development, and cold calling skills. These skills will be specifically utilized to on-board potential new customers that reside in the industrial space, whereas our Insides Sales Manager team (ISM) is responsible for a specific book of business with customers that we currently have a relationship with.

The NCSR team is currently engaged in a training program on various aspects of ORS Nasco that include the Value of Wholesale, new product orientation, cold calling techniques for on-boarding new customers, EPB and Trend. The NCSR team will report directly to Ed Miller and will reside in the Tulsa, OK facility.

Please join me as I welcome the new NCSR team to ORS Nasco.

Regards,

Craig Loos
Executive Vice President, Sales Development
ORS Nasco, Inc.