

THE ISI NEWS

Coming year shows promise

By Carl Pennington, Jr., CEO, Boise

As we catch our breath and reflect upon the past year and the significant changes that occurred in our national economy, we all have a lot to think about, but more importantly, be thankful for. Although our country has entered into a recession and many of our friends, family and neighbors have experienced tremendous loss, hardship and unprecedented financial woes, ISI continues to grow and thrive as a business and a community. As we make our way through 2009, we do so with a willingness to embrace change and with hope that our new president will be pivotal in guiding us toward economic recovery.

Our industry, in general, performs well in a recessionary economy, as consumers change their buying habits and shift their disposable income back from restaurants to grocery stores. This past year, Impact Sales and PinnPointe have welcomed 28 new associates to our family company wide. We have entered into a new partnership and expanded our business to Minneapolis, Minnesota. We have invested in new technology to maintain

a leading edge over our competition with our PinnSights tool, and our stability and growth potential moving forward are equally exciting.

As I look forward into this fiscal year, I feel very fortunate to have chosen the food business as my career path so many years ago. I also feel very fortunate to be surrounded by so many intelligent, positive and thoughtful individuals that make up our proud and successful organization. My confidence in the associates of ISI and the culture we have built will lend itself to aggressive growth. We will continue to seek opportunities focused on new clients and potential acquisitions over the next year. Companies that choose to get conservative during difficult economic times contract and find it difficult to rebuild once the economy recovers. Companies who are in a position to take an aggressive approach carry that momentum and thrive after the economy recovers. We intend to be aggressive while maintaining a good sense of appropriate business acumen during this difficult time.

I am so impressed and proud of the sense of goodwill

and charity that we share as associates of ISI as many of you have participated and spent time assisting those in need. We have a strong sense of community, and I encourage all of us to find avenues to lend our time and expertise to those that are struggling. At the same time, I encourage all of you to take a very proactive position to start spreading positive messages throughout your environment. We all need to avoid getting down by the negative message bandwagon that has plagued our country for some time. If we all take an active role to promote positive and encouraging messages, this approach will collectively begin to rise above toxic messages and can become the wave of change that creates energy and excitement toward our own personal satisfaction and, eventually, an economic rebound.

I want to personally thank all of you for a successful '08 and early '09. Your contributions have played a vital role in strengthening ISI and PinnPointe, and as a result of your efforts we continue to thrive and are very encouraged about our continued success in the coming year.

IN THIS EDITION:

New Clients

Glance at the PMAs

2

Associate Voice: Recycling

Welcoming
Minneapolis &
New ISI Members

Todd's Talk Box: Changes This Year

Associate Birthdays

3

The PinnSights 3.0 Product Hierarchy Manager

Tech Talk
With Shane:
Cyber-Support

4



Newsletter back from the dead

It's quite overdue, but please welcome back the ISI Newsletter. If you have suggestions for future story ideas, please pass them on. At least one Associate Voice article will be featured in every issue. Future segments might include, but are not limited to: Employee(s) of the Quarter; Associate, Client and Regional Office Spotlights; and quotes, games or other entertainment.

To send your feedback, please email Travis in Boise at testvold@isi-sales.com.

IMPACT SALES OFFICES



Boise, ID
HEADQUARTERS



Livmore, CA



Irvine, CA



Centennial, CO



Elmhurst, IL



North Hopkins, MN



Cincinnati, OH



Vancouver, WA



Bothell, WA



Milwaukee, WI

Welcome Impact's newest clients!

PACIFIC NORTHWEST



AB Foods



Blue Diamond Growers



Green Mountain Coffee Roasters



Sambazon



AMS Exotic



Christopher Ranch



Maverick Brands



Gold'n Plump

NORTHERN CALIFORNIA



Vilore



Green Mountain Coffee Roasters



AMS Exotic



XTapa



Bauducco



Estee/Alba



Detour Bar



Maverick Brands



Dr. Sears

SOUTHERN CALIFORNIA



Jackson-Mitchell



Genisoy



Maverick Brands



Spice Hunter



Z Sweet



Empire



Hint Water



Inko's Tea



Green Mountain Coffee Roasters

OHIO

SUPERVALU TEAM



Stone-Buhr



Organic Valley



Oberto



Tully's Coffee



Bob's Red Mill



Redco Tea



Apio



Ready Pac



JFE Shoji Trade America



Rhodes Bake-N-Serv



Fresherized Foods



Lundberg



Huhtamaki



Christopher Ranch



Makoto Ginger Dressing



Sundia

ARIZONA



AMS Exotic



Sambazon



Nature Kist



National Raisin



Eldorado

PMA 2008 was rousing success

By Todd Weible, CIO, Boise

The PMA has always been one of the best shows of the year for Impact Sales to attend, attracting new clients and enhancing relationships and partnerships with existing clients. Last year was no exception and we wish to extend many thanks to Marcia Humphrey and Mark Klein for scheduling and organizing another great PMA show in late 2008. The team of eight attendees included Marcia, Mark, Matt Runge, Alex Corsaro, Sasa Zuko, Jeff Russell, Phil Maresca and myself. Special thanks are also due to Lighthouse for helping organize the ISI accommodations. We look forward to another great show in 2009!



ASSOCIATE VOICE

Is greening up simpler than you thought?

By Travis Estvold, Boise office

It's 2009, and if you haven't already heard (which means your head's been buried in the sand), everyone's "going green" nowadays. So, naturally, as an individual employed at the headquarters of a national company, when I saw boxes and cans being discarded at a breakneck pace, I thought perhaps now was the time to actually do something about it.

The funny thing about "going green" is that it's "really simple." I think people assume greening up a company means changing business practices and drastically altering day-to-day operations. While this *can* be true (and often probably *should* be, given the excesses of many companies), most times, beginning the process is not life-altering.

For instance, here in the Boise office, I saw mountains of recyclables being thrown away. So I asked our office

manager to order bins for each of our floors and I labeled them as plastic, metal and paper recycling. I tried to arrange for a pickup service here, but given our current location, it was impossible. However, rounding up all of the now easy-to-locate recyclable materials and driving them 15 minutes to the recycling center once a month was not only possible, but quite easy.

My point is this: if you want to make this company -- and the planet Earth -- "greener," you have to start somewhere, right? And it honestly might surprise you just how quickly, and how drastically, you can change some of the simplest, most overlooked things that go on every day.

Thanks, by the way, to Shane Adams, ISL/PinnPointe Tech Supporter extraordinaire, without whose help and Ford Escape, the recycling would have to be taken in many trips in the trunk of my dainty Honda Civic.



ISI welcomes Minneapolis office, new hires

By Tim Clare, Boise office

Let's all give a big welcome to our new ISI office in Minneapolis! They recently joined our team and are now in the midst of moving to a new, larger office. By teaming with them we will continue to grow our SuperValu business at an incredible pace.

ISI Minneapolis is led by Rick Wineberg, Scot Woolley and Frank Tuma. All have incredible knowledge and experience in the brokerage industry -- and specifically with SuperValu. They bring to us over 65 combined years of brokerage experience, creating many new opportunities not only in Minneapolis but within all of our divisions.

Rick and his wife Julie have three daughters. Rick enjoys golf and loves watching hockey, a sport he played for

the Wisconsin Badgers, which helped him get through school.

Scot has lived in Minnesota and Wisconsin all his life and has a son and daughter. He graduated from the University of Wisconsin-LaCrosse prior to entering the brokerage, and is a fabulous fisherman and is out in the cold northern weather all year. That's dedication considering he lives in Minnesota! He also enjoys hunting birds.

Frank is married with two children and is a fanatical hunter, traveling all over the world on expeditions. This year alone he has been to Alaska several times as well as Canada hunting sheep and bear. Last year Frank hunted brown bear in Russia, and returned this month from a customer trip hunting cougar in Utah. Frank resides in LaCrosse, WI.

Business Manager Tom Slavin is a lifelong resident of the Minneapolis area

and has a 20-year-old daughter. He graduated from the College of St. Thomas in St. Paul, MN, with a degree in Marketing, and now has 16 years of experience in the food industry. Tom has extensively traveled the U.S.

If you call the office, you'll most likely first talk to Brenda Bercier or Danielle Henchal, who do a great job managing the details, along with Deb Templeton.

In addition to the Minneapolis team, several new employees have been picked up in regional company offices over the past half-year: Ceclia Zeiher, Adam Orr, Ron West and Layne Albert in Livermore, CA; Sheila Fernandez in Phoenix, AZ; Gidget Santoliquido in Irvine, CA; and Cindy Rowland in Boise, ID. Boise interns Walton Hoops and Dan Bargholz were also promoted to fulltime employees.

UPCOMING ASSOCIATE BIRTHDAYS!



FEBRUARY

- RON WEST (2/1)
- JODIE AMMONS (2/10)
- CHRISTOPHER BAER (2/10)
- TRACY MCNULTY (2/10)
- LESLIE MCFARLANE (2/10)
- PAIGE CECIL (2/11)
- ALEX CORSARO (2/13)
- DARAN GARCIA (2/14)
- BARBARA CARSON (2/15)
- SUSAN GODWIN (2/15)
- LETITIA CAMPBELL (2/25)
- CARL EMCH (2/26)
- DANIEL BARGHOLZ (2/28)

MARCH/APRIL

- JERRY YOUNGER (3/2)
- JULIE YEIGH (3/2)
- RICHARD ZIRRETTA (3/9)
- MARYANNE PRICE (3/27)
- JOANNE BERTUZZI (4/2)
- ROBERT BUSHACHER (4/3)
- TERESA MILLER (4/6)
- CARLOS PANTOJA (4/21)
- WALTON HOOPS (4/24)
- ROGER CAMPBELL (4/24)
- MARK LANGKAU-KLEIN (4/25)

MAY/JUNE

- THERESA GRAHAM (5/3)
- ROBERT SA (5/4)
- MITCHELL BYERS (5/16)
- DEBORAH DENSO (5/18)
- RICHARD MINNITI (5/25)
- ROBIN DAMM (6/3)
- JODI DOLAN (6/4)
- LOUIS QUINTANA (6/8)
- MELISSA DRAEGER (6/10)
- GRACE TIJERO (6/14)
- ANGIE LLOYD (6/17)
- DEANNA BATES (6/21)
- DAVID CARPENTER (6/28)
- ANGELA MOEN (6/29)

JULY

- RAY PETERSON (7/1)
- MARK TALBOT (7/1)
- SCOTT COTE (7/3)
- PAUL PENNINGTON (7/11)
- SCOTT RUEHL (7/12)
- DAVID SULLIVAN (7/14)
- TODD WEIBLE (7/15)
- MARY CENCICH (7/17)
- JULIE NESDILL (7/19)
- KELLY CARTER (7/31)

TODD'S TALK BOX

a few words from the Impact Sales Chief Information Officer

Friends and Colleagues,

As Carl mentioned on the front page, we are moving forward aggressively with enhancements, improvements and entirely new components for our PinnSights product offering in the face of the unique challenges of our time and our country. Changes will be visible this calendar year for both our associates and our PinnSights clients. Many of the improvements will revolve around how we manage, interact with, understand and communicate with our clients.

Bringing enhanced proactivity and visibility to the services we are providing will help ensure every client of ISI not only believes in, but knows and sees the value we are providing to their organization. Watch for exciting announcements, trainings, and features in 2009!

Todd Weible, CIO, Impact Sales

ISI NEWS (P. 4/4) PINNPOINTE CENTRAL

PINNSIGHTS 101

How well do you know the following segments of the PinnSights system?

Hierarchy Search

Product Hierarchy Manager

Scan Data Analytics

Ship Data Analytics

Business Manager Assignments

Business Manager Scorecards

Void Requests

Our Items UPC Management

If there's anything listed above you aren't yet familiar with, maybe you should stop by and check out the latest version of PinnSights.com!



Categorization made easy with PHM

By Jordan Forrest, PinnPointe/PinnSights.com

The Product Hierarchy Manager (PHM) is a web application which does a great job at solving one of the most important and complicated problems in data analysis: categorization. Categorization is the foundation of good analysis. Without good categorizations, reports lose their relevance and can often lead the reader astray. However, when categorizations are good, everything else will fall into place. It's important to realize that there isn't a single perfect categorization. A specific product can often be classified in multiple ways, and many organizations will categorize products differently based on their unique business needs. The PHM aims to bridge the gap between

multiple categorizations and also allow for the necessary customizations of our clients.

With the PHM, users can intelligently manage their item list based on several different views: by brand family, by Master Product Group, by Kroger Segment, and by Supervalue Subsegment. The way it works is to check the different categorizations for the items that have been included and recommend items that also fall into the same categorizations. For instance, if you've already included 90% of the items for a given brand family, the other 10% will be very high on the list of recommended additions.

Another important feature that the PHM brings to its users is the ability to create custom classifications. With the 3.0 version of PinnSights, we

have settled into a three-level hierarchy (superclass, class, subclass) with three additional fields (attribute, group, type). This set of customizable fields provides a good mix of the power of customizability while still maintaining a standardized structure optimal for reporting.

As users become familiar with this tool, they will come to realize a new level of quality that can be integrated into their data and the reports that rely on it.

For details on how the Product Hierarchy Manager works, email Jordan at jforrest@pinnpointe.com, or visit the website using your ISI credentials:

https://clients.pinnights.com/product_tracking2

Talk with Shane

By Shane Adams, Boise office

Tired of calling me and getting no immediate answer? I have news for you! With Jordan's help, I am setting up a support website that will be part of PinnSights. This will enable everyone to submit trouble tickets for issues, questions, concerns, or even comments and suggestions regarding the quality of support you receive. This will ultimately help me to better serve your needs.

Why the new system, you ask? Due to the number of clients and numerous ways in which I am contacted on a daily basis, I

occasionally miss an email or phone call. The implementation of the new IT request site will alleviate this problem and assist me in maintaining accountability of requests. Also, I intend to have "How To" guides available on the site. These will address common topics such as identifying spam or phishing emails, setup of your email on a cell phone, etc.

I look forward to getting the new support site underway within the next couple of months and will keep you posted as to the status of its launch. Please let me know if you have any questions. Your feedback is always appreciated.