



# ISI QUARTERLY

*Spring 2007*

**Highlights:**

- New Defined Operating Regions
- Associate Voice
- PinnPointe Update

*Individual Highlights:*

- New Clients
- New Associates
- Promotions
- Assoc. Corner
- Division News
- Letter from CEO

## ISI Management Team Re-alignment

We are excited to announce the re-alignment of our management structure and areas of operation. We firmly believe that this re-alignment provides our clients and customers with the best possible sales and marketing solutions within this dynamic marketplace. As the trend towards consolidated procurement continues, we have had to

continually evaluate how our resources are deployed. ISI, like many similarly situated companies, has evolved with these fluid market conditions; ensuring our investments mirror changing market conditions and realities. It provides great comfort to the management of ISI that we have been able to develop considerable bench strength, allowing us to confront market conditions without

business risk or personnel interruption. In addition to these changes, we are excited to announce our entry into the Minneapolis market. With the re-location of Albertsons Sales and Procurement divisions we feel an office in Minneapolis keeps us on the cutting edge of industry changes. This office will allow ISI to continue a strong presence and an enduring relationship with Albertsons.

## ISI CREATES FOUR DEFINED OPERATING REGIONS

### Southwest Region

**Phil Maresca**

President Business Development and Region President, Southwest

Northern California  
Southern California  
Arizona  
Safeway Corporate

### Mountain West Region

**Tim Clare**

Region President Mountain West

Colorado  
Albertsons Intermountain West  
Salt Lake City  
Northwest

### Northeast Region

**Jeff Russell**

Region President, Northeast

Kroger Corporate  
Supervalu Corporate  
GMHBC Team

### Midwest Region

**John Carpenter**

Region President, Midwest

Chicago  
Wisconsin  
Minnesota  
St. Louis



Boise  
348 W. Parkcenter Blvd.  
Boise, ID 83706  
208-343-5800



Minneapolis  
Westwood Office Park  
8441 Wayzata Blvd.  
Suite 230  
Minneapolis, MN 55426  
208-472-1304



Denver  
6666 S. Kenton  
Suite 202  
Denver, CO  
303-708-1180

## Associate Promotions



**Matt Maresca**

Director of Sales National Accounts for Safeway.

During Matt's tenure with ISI he has proven to be a valuable asset supporting our clients at Safeway. Matt's prior experience as a Safeway Category Manager has provided him expertise and relationships at Safeway Corporate, he will undoubtedly continue to succeed in his new role. Matt will report to Phil Maresca.



**Scott Cote**

Director of Sales, National Accounts for Kroger.

Scott has consistently provided stellar results for ISI in the Phoenix market and beyond. With his experience, dedication and relationships within the industry (Kroger specifically) we are fortunate to have Scott fill this role. Scott will report to Jeff Russell.

## We Proudly Welcome our Newest Clients!

### Mountain West

Hansen's Beverage



Cara Mia



Brawny



Norbest



Trident Seafoods

Orchard Valley Harvest

Village Harvest Rice

### Northwest



Michaels

### Safeway Corporate

Nissin Foods



Cumberland Packing

### Total Company



Zeigler's Juice



Stonebuhr

### Southwest



Hansen's Beverage



American Rice Company



B&G Foods



Redco

### Kroger Corporate



Golden Star Foods

## New ISI Team Members

The ISI management team takes pride in hand-picking our associates throughout our Operating Regions.

We look for associates who enhance our expertise in all areas.

It is with great pleasure that we welcome the following individuals to ISI.

**Jill Undi**  
Customer Service,  
Portland

**Arleen Flurry**  
Business Support Manager  
Mattel/Fisher Price  
New York

**Nancy Heaton**  
Customer Service Portland  
Business Manager

**Jill Rautenstrauch**  
Business Manager  
New York

**Howard Shafter**  
Business Manager  
Mattel, Fisher Price  
Florida

**Jeff Poffenroth**  
Retail Sales Rep  
Spokane



Seattle  
22232 17<sup>th</sup> Ave. S.E.  
Suite 200  
Bothell, WA 99208  
425-984-2532

*The strength of the team is each individual member...the strength of each member is the team.*

--Coach Phil Jackson Chicago Bulls

## Associate Corner and 1<sup>st</sup> Quarter Events

### Exciting News!

We would like to congratulate Verla Butler on her marriage to Rick Sutton.

Verla and Rick were married on April 28<sup>th</sup> at the Ashley Inn in Cascade Idaho.

### Happy Birthday

#### January

Marilyn Manis 1/11  
Jennifer DalPorto 1/13  
Nancy Heaton 1/15  
John Zurfluh 1/18  
Kelton Jacks 1/21  
Tim Clare 1/26

#### February

Paige Cecil 2/11  
Chris Baer 2/10  
Alex Corsaro 2/13  
Tish Campbell 2/25

#### March

Julie Yeigh 3/02  
Jerry Younger 3/02  
Maryanne Price 3/27  
Casey Guidinger 3/09

### Associate Anniversary Dates

#### 1 Year

Andrew Walpole 1/06/2006  
Kelton Jacks 1/16/2006  
Pat Herbst 1/15/2006  
Paige Cecil 2/27/2006  
Chris Baer 3/01/2006  
Dave Davies 3/13/2006  
Violet Sanderson 01/09/2006

#### 2 year

Tammy Mack 1/17/2005  
Elmer Lopez 2/04/2005  
Harvey Klein 3/01/2005  
Rick Bundrick 3/01/2005  
Angie Moen 3/01/2005

#### 3 Year

Mike Hurst 1/23/2004

#### 4 Year

Phil Maresca 2/26/2003  
Corinne Nylander 3/17/2003

#### 6 Year

Scott Ruehl 2/12/2001

#### 7 Year

Marcia Humphrey 1/10/2000  
Tom Maher 2/01/2000  
Linda Walling 2/07/2000  
Kelly Carter 2/07/2000



Portland  
46448 NE 4<sup>th</sup> Street  
Suite 200  
Vancouver, WA 98684  
360-885-0201



Chicago  
747 Church Road  
Building D  
Elmhurst, IL  
630-652-9700



Southern California  
2530 E. Cerritos Ave.  
Anaheim, CA 92806  
714-385-1990



Northern California  
7633 Southfront Rd.  
Suite 160  
Livermore, CA 94551  
925-273-1900



Cincinnati  
1014 Vine Street  
Suite 1875  
Cincinnati, OH 45202

## Associate Voice

### Reflection on Current Events, Angie Lloyd

Unfortunately there always seems to be some level of violence happening around us. With so much visual media exposure, we are on overload with images of terror both, on the war overseas and here in our own country. At this time, our support continues for our soliders overseas who fight daily for the rest of us to maintain a privileged life in a beautiful and free country. We also feel a deep sympathy and sadness for the loss of 32 lives at Virginia Tech. Although horrible events happen around us in our own cities on a daily basis, mass tragedies always alert our senses to take

action like no others. For so many, that action means analyzing and focusing on what went wrong instead of focusing on what we can do better. Negativity manifests more negativity and the constant image of violence that we are exposed to attracts more violence.

A CNN Reporter recently interviewed the Student Body President at Virginia Tech, drilling him repeatedly on his reaction to the tragedy, the gunman and the mishandling by school officials. This young man repeatedly shifted the focus to Individuals who lost their lives that morning, the many heroes who tried to save

them and the families and friends left to mourn their loss. Rather than concentrating and repeating the same facts for something that cannot be changed or repaired, he chose instead to focus on how to move forward. We should be following the lead of this man celebrating the lives of the 32 lost and shift our individual consciousness to compassion, love and support, and eventually shifting the consciousness of our country. Finding something to stand for instead of finding something to stand against would empower all of us.

"You cannot solve a problem from the same level of thinking that created it."

--Albert Einstein

## Letter from Carl Pennington, CEO

Impact Sales Inc. has always been an energetic company that enjoys steady growth. Through the years **ISI has** maintained one primary focus, "Commitment to the Customer," and we are proud to say, that "customer focus" is what ISI Team Members bring to every task. It has led to our company's significant growth. Our strong growth is the result of our reputation with our customers. We focus on developing long-term

Relationships, based on a value proposition of delivering top quality sales and services. Impact's most valuable resource is our Team Members. ISI Associates are highly motivated and industry savvy individuals who have established a track record of working together to conceive, design, implement and maintain state-of-the-art, cutting edge solutions. Our solutions typically result in solid relationships, improved

efficiencies and increased sales for our clients. ISI continues to strengthen our reputation as a company that brings vision, innovative management approaches, in-depth understanding of our Industry, and the responsiveness of a well-established quality-focused business.

**Thank you to the ISI Team for your incredible dedication and spirit!**



**PinnPointe is proud to announce the following new clients:**



**Zeigler's Juice**



**Monterey Mushrooms**



**Cumberland Packing**



**Aliyas**



**Tully's Coffee**

### Associate Promotions

Sasa Zuko is celebrating his one year anniversary with PinnPointe.

In addition to his anniversary, he has been promoted to Marketing Analyst and will support clients as part of the New PinnSights offering.

Sasa has spent the last year in house at Albertsons Intermountain West.

### New Associates

Please welcome Travis Estvold as the newest PinnPointe team member.

Travis has joined PinnPointe to assume the responsibilities previously held by Sasa Zuko, Data and Schematic Analyst at Albertsons Intermountain West.

Travis comes to us from Citadel Communications where he was a Sales/Promotion Assistant.



Our PinnPointe team has worked diligently to develop a new tool to assist with all levels of business decision making. Testing this product both in house and externally has proven to be extremely exciting.

Working together with their respective knowledge and talents, Todd Weible, CIO, with his team: Sasa Zuko, Jordan Forrest, Shane Adams and Dave Padgett, have taken this project from conception to implementation over the last two years.

The feedback on this tool within our industry has been very positive so far and we anticipate marketing PinnSights to many of our clients throughout the year.

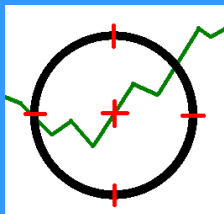
Every employee makes decisions that affect the business. Some of these decisions are tactical, some of them are strategic. We want a broader range of employees to be able to use BI (Business Intelligence) to make a better decision".

-  
Alex Payne, group product manager, Office Business Applications, for Microsoft Corp

WEB-  
ACCESSIBLE  
ANALYSIS  
PACKAGE  
DELIVERS  
MAXIMUM VALUE

- Category analysis
- Distribution opportunities
- Price Optimization
- Pre and Post promotion analysis
- New Item Tracking
- Team based collaboration tools
- Easy to use
- Ready to use
- Integration of Multiple Data Sources
- Interactive Charts and Graphs

For Information or a demonstration contact Todd Weible  
todd.weible@pinnsights.com



Pinnsights delivers information and insights centric solutions to the retail industry. The information and insights are delivered through a technology platform that houses, analyzes, mines, and provides a user interface to multiple data sources that drive decision making in a retail environment.

Imagine...

**Opportunities** that have already been discovered are waiting for execution... **Answers** at your fingertips as fast as you can ask the questions... **Confidence** in decisions backed by data... **Technology** to make it happen...

The screenshot shows the Pinnsights web application interface for Fresh Gourmet. The interface includes a navigation menu on the left with sections like Documents, Pictures, Lists, and Surveys. The main content area features sections for Announcements, Events, Trends (Our Brand), and Shared Documents. The Trends section displays a line chart for Safeway Corporation with a dropdown menu for measures like Dollars, Avg Price % Change, and Dollar % Change. The right sidebar contains the Fresh Gourmet logo, a Links section, and a 'Dollar Change by Retail Chain' chart showing data for Kroger Corporation, Supervalu Co., and Safeway.