

News Release



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FOR IMMEDIATE RELEASE– July 10, 2013

Meg Boushie Provides CRM Experience as New Anderson & Vreeland Appointment

Meg Boushie joins Anderson & Vreeland, the leading manufacturer and distributor of flexographic plate processing equipment and materials, providing in-depth experience in Customer Relationship Management

Meg's working knowledge of our CRM and Salesforce.com combined with her marketing experience will add value for Anderson & Vreeland customers."

Bryan, OH – The appointment of Meg Moushie as Salesforce.com/Marketing Administrator for Anderson & Vreeland, Inc., the leading manufacturer and distributor of flexographic plate processing equipment and materials, is announced by Dave Miller, Creative Director.

In her new position, Ms. Boushie will further develop integrated email campaigns and messaging that inform the flexographic marketplace of emerging technologies and solutions that improve performance and lower cost. Additional responsibilities include the enterprise-wide training of all Anderson & Vreeland staff to fully utilize the dynamic features of our CRM (Customer Relationship Management) that improve client

experiences by offering specific solutions to individual customer needs.

“Meg’s working knowledge of our CRM (Salesforce.com) combined with her marketing experience will bring tremendous value to our organization and our customers,” said Miller. “Companies value content development that provides unique solutions tailored for their specific requirements.”

Ms.Boushie graduated Magna Cum Laude from Northwestern University with a degree in Communication Studies. She previously worked as Project Manager for Solutions Integration Companies, and was a writer and contributor to various magazines and media outlets.

About Anderson & Vreeland, Inc.

Founded in 1961, Anderson & Vreeland has earned an international reputation as a leading provider of flexo prepress solutions for the graphic arts industry. The company offers a “systems” approach to conducting business by evaluating customer needs and offering the best solutions in the form of equipment, materials, training, and technology tailored for each customer. A&V supports these solutions with over 50 years of experience and a staff of technical sales representatives thoroughly knowledgeable about the fine points of flexo. The company’s substantial flexo experience and technical support sets it apart from other prepress suppliers. This experience and support results in smoother and easier integration of technical advancements affecting flexo prepress. . Further information is available on the web at www.AndersonVreeland.com.

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(Photo – Meg Boushie appointed Salesforce.com/Marketing Administrator for Anderson & Vreeland, Inc.)