




To: All Employees cc:
Location: All
From: Kristi Parnell 
Location: San Diego
Date: January 12, 2005
Subject: **NEW POSITION – KEITH SCHNERINGER**

I am pleased to announce that effective February 1, 2005 Keith Schneringer will become WAXIE's new Marketing Manager.

Keith started his career with WAXIE nearly 15 years ago as a Sales Consultant and quickly became a success in the field. In 1993 Keith was asked to be a part of the pioneering team that started WAXIE's Teleservice department that has now become a strategic sales component within all WAXIE divisions. In 1995 Keith returned to outside sales and within two years became Sales Consultant of the Year. Due to Keith's achievements in the field and his desire to coach and mentor Keith was promoted to Sales Manager in 1999.

Keith has proven in all the positions he has held with WAXIE that his primary talents of hard work, willingness to try new things, creativity, strong listening skills and exceptional knowledge of government sales and the building service contractor market will serve him well in his new role.

As Marketing Manager some of Keith responsibilities will be the planning, direction and implementation of all strategic and tactical marketing activities for the building service contractor and education market segments. He will develop product bundles and programs to meet the needs of these segments. Keith will also perform market research activities including customer focus groups and oversee advertising and promotion activities including print, online, electronic media and direct mail for specific market segments.

Keith will report directly to Jim Rubenstein. Chris Bohrisch and Rick Hazard are in the process of identifying Keith's replacement.

Please join me in congratulating Keith on his new position.

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