



INFUSION
SALES GROUP



INFUSION INSIGHT

A QUARTERLY
NEWS PUBLICATION

ISG CONTINUES TO SHINE...

Contribution by Diane Wild

This newsletter edition has a special focus on three important areas of our business: **Gaining market share through great execution, team building activities** and our many **philanthropic efforts** across the InFusion footprint.

2014 was a pivotal and highly successful year for InFusion:

- ◆ Our membership in the newly formed **Affinity Group** has given us national recognition with both manufacturer clients and distributors.
- ◆ We continued to gain share by building volume with our core, existing lines (called **Organic Growth**) and by adding clients to our portfolio.
- ◆ We expanded our organizations in *every* division by strategically adding both personnel *and* resources.
- ◆ With support from our Senior Leadership and Culture Committee members, we found time for team building events where we celebrated and had some FUN!
- ◆ We continued to give back to our local communities by building on established traditions, and developing some new ones!

I hope you enjoy this look back at the close of 2014. Let it be an inspiration to keep our great momentum going for 2015!



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Learn more about your co-workers who are very involved in giving back to their communities in our Employee Spotlight feature.

AFFINITY GROUP ALIGNS ON ORGANIZATIONAL TITLES

In January, the Affinity Group continued to enhance our relationships with our manufacturer clients and customers. With over 980 associates across the national AG footprint and an increasing number of clients who have expressed interest in or have already agreed to partner with the group, the need to align on our organizational titles became very apparent. Job responsibilities remain unchanged, but our titles for the Foodservice division are now consistent. Some of the key changes included:

SALES Account Managers became **Account Executives, Key Account Specialists or Segment Sales Specialists** (*K-12, Pizza, Multi-Unit*)

CUSTOMER SERVICE Account Specialists became **Client Service Specialists**

CLIENT SERVICE Selected business development managers became **Client Service Managers**

WAREHOUSE Positions associated with warehouse operations became **Sales Support**





NEW ENGLAND SUCCESSES

With **Red Arrow Group**, a multi-unit restaurant chain with 3 Red Arrow locations and 3 other independents, **ROSS PISANI** targeted a major conversion on fried foods—both appetizers and fries. Competing with the incumbent, McCain Foods and also Lamb Weston, Ross conducted multiple cuttings and worked through a major pricing negotiation to secure 140 cases per week of new **Cavendish** volume through *Favorite Foods*. 7 skus placed, to include a new distribution on Beer Battered Onion Rings at Favorite. *Outstanding!*



A few more **Cavendish** successes last quarter.

BILL WETLICH landed the hash brown patties at **Duchess Restaurant Group** for an incremental 80 cases per week through *City Line*.

MARK BOTSCH converted **Wachusett Mountain Ski Resort** from Sysco label fries to Jersey Shore brand for 30 cases per week at *Sysco Boston*.



LINDSEY JOOSTEN sold **Waterville Valley Ski Resort** Clear Coat fries for 30 cases per week through *USF Boston*.



GREG LYNCH sold 6 unit **Barrett's Restaurant Group** our **Wolverine** burgers through *GFS* for 60 cases per week.

JACK WHALEN displaced BurgerMaker for 70 cases per week for the burger business at **Flamers Restaurant**, shipping through *Sysco Boston*.

Congratulations to **STEVE PERREault** and **GREG LYNCH** for recent **Rich Products** wins!

STEVE sold **Holy Cross College** the Artisan pizza crust for 60 cases/week through *Thurston Foods*.



GREG placed Flatbreads at regional account **Corporate Chefs** for 20 case week.



Thanks to the sales efforts of **JACK WHELAN**, New England based **British Beer Company** now features **The Original Cakerie's** Chocolate Stout Cake. The 12 unit chain goes through 10 cases per week through *Sysco Boston*. *Nice Hit Jack!*

UPSTATE NEW YORK BIG WINS



After many attempts and cuttings, and lots of pleases and thank yous, **ANNE MARIE WARNER** closed a huge sale on **Cavendish** Appetizers at regional re-distributor **G&C Foods**. Based on their 528 case opening order last October, G&C now stocks 6 top items.

PAUL HENNESSY scored a major win the **Sun Rich** line at **Binghamton University**. They were using Del Monte Dry Pack fruit. Working with *Mento Produce*, Paul sold in 4 Sun Rich Dry Pack skus for a total of 55 cases per week. A new operator and new Sun Rich distributor all in one sale. *Awesome hit Paul!*



Congratulations to **GARY PLANT** and **JOE BORGESI** for recognition by **USF Buffalo** for the 2014 Broker of the Year award. It marks their 5th consecutive year for this honor. *Way to go!*

Kudos to **JACK MOONEY** who worked closely with RSM Sheri Petrich to convert the PC juice business from SunCup to **Country Pure Foods** for 1200 cases per week at **USF Albany!**

UPSTATE NEW YORK BIG WINS (CONT'D)



K-12 sales duo **DANIELLE ROBINSON** and **ANNE MARIE NORTON** teamed with **Rich's** Jason Shanks to pursue the WG Parbaked Pizza Shells with **BT BOCES group**, a co-op of 15 plus schools. After Danielle conducted initial cuttings and student tastings at BOCES member **Binghamton CSD**, Rich's hosted the BOCES Directors at their Buffalo corporate office for a pizza training that sealed the deal. 400 cases per month of new volume!



Deciding to bring their outsourced pizza program back in-house, **Montage Mountain** contacted **BARB LANCE** for support. Barb gained a premium sale on both crust and cheese: weekly volume of **Rich's** Artisan Dough for 30 cases and **Lactalis** Galbani Mozz/Prov Blend for 10 cases through **Maines**.



PENNSYLVANIA ACHIEVEMENTS

BRIAN UFFLEMAN scored big with 2 wins:

At **Altland House Hospitality Group**, a multi-unit catering company with locations across South Central PA, he landed the **Rich's** 12X5 Flatbreads for 30 cases per week.



With support from Client Manager **BUD SCANDONE**, Brian converted commodity and value added business to **The Lamb Co-operative** at **Feeser's** for 50 cases monthly.



Geisinger Medical Center was using a traditional potato pearl for mashed potatoes when **DAN FITZSIMMONS** approached them with **Basic American Brilliant Beginnings™**. After a 2 unit test, Dan closed the Premier account on the upgrade, resulting in 30 cases per week & new distribution at **USF Allentown**.



Thanks to efforts by **JOE LIPTOCK**, **Sysco Philly** pulled 170 cases of new **HP Hood** Egg Nog business this past holiday season.



With store demo support from EPA Warehouse Manager **JODY WEIR**, Joe also placed 18 new **Vanee** items cross-merchandised with 6 skus of **Ventura** BBQ sauces into **Penn Jersey Paper**.



MIKE HAWTHORNE secured conversion from Hellman's to **Ventura** Classic Gourmet Mayo as well as 5 new soup base slots when he landed a 415 case opening order at **Honor Foods**. They'll also convert from Promise to Smart Balance.

Working closely with 2 pizza chains, **MARY GREEN** earned business with **Armour Eckrich** and **Pana Pesca**.

- ◆ **Pat's Pizzeria** was an **Armour** target who's 3 key decision makers attended the EPA division's September Menu Quest. A team effort resulted in new Pepperoni volume of 200 cases monthly to oust Tyson.
- ◆ At Delaware based **Nino's Pizza**, whose primary distributor is **PFG Roma, NJ**, Mary placed **Pana Pesca** Squid Rings for 20 cases weekly, and locked in 4 **Pana Pesca** items on a new customer rebate program.

BALTIMORE/WASHINGTON SENSATIONS



RETT LACY converted the multi-unit **Mo's Seafood Group** from Admiration Mayo to **Ventura's** Sysco Classic 30 lb. to the tune of 75 cases a week through **Sysco Baltimore**.



CRAIG CAMPEGGI landed 2 **Lactalis** items at **Taylor Gourmet** through **Sysco Baltimore**. Replacing competitor **Bel Gioso** with big hits for 75 cases weekly of **Fresh Mozzarella Logs** and 50 cases weekly of **Provolone**.





METRO NEW YORK TRIUMPHS

CHRIS HEALEY and **FRANK SPERANZA**, Client Manager for *Cavendish*, teamed up to land the fry business at 2 NY/NJ restaurant chains.

- ◆ **The Office Beer Bar & Grill**, 7 units, now pulls about 100 cases per week.
- ◆ **Tiffany's Restaurants**, 5 units, is pulling 80 cases per week.



Located in Northern NJ, **Chowpatty** is an Indian restaurant with a high volume special event, catering and on-line order business. Kudos to **STEFANI WEICH** who closed them for 50 cases per week on *Ventura* Brilliance Shortening through *Performance Foods MNY*.

Some nice hits for the team on *Basic American* Brilliant Beginnings™ Potatoes



PHIL CORACI closed **Mather Hospital** for 16 cases per week through *US Foods Metro NY*.



ALEX PALMA converted **Connolly's Pub & Restaurant** in NYC from scratch mashed for new business through *Sysco Metro NY*. He also placed *King & Prince* Crab Sensations at this location. *Nice Job Phil and Alex!!*

MATT STEVENS built on his base business with **Lactalis** when he scored a conversion with **E&S Foods** with several new top selling pizza cheese items. It's trending at an incremental 120-150 cases per month.



CHRIS HEALEY and Client Manager **ANTHONY FERRI** teamed up to sell *Rich's* Sheet Cakes to specialty sweet goods manufacturer **Golden Edibles** for use when making Cake Pops featured at their on-line store and on QVC. The new volume for uniced cakes to prepare for QVC feature was 200 cases per week.

VIRGINIA VICTORIES

MIKE COLOMBRITO secured the *Dannon* Pro Yogurt business at **William & Mary College** to the tune of 40 cases per month through *Sysco Hampton Roads*.



JACKSON DAVIS picked up the *Lactalis* Shaved Parm business at **Ukrops Supermarkets** for 40 cases per month through *Performance Foods Virginia*.

Congratulations to **MARY JANE FIELDS** who followed up her August placement of the *AdvancePierre Foods* Philly steak line at Reinhart/Tidewater by securing an incremental 220 cases per week at **Iggles Cheesesteaks and Burgers** in Virginia Beach. *Nice Win!*



MARY JANE FIELDS landed several new distribution hits last quarter:

- ◆ 8 new *Cuisine Innovations* items and 8 new *Signature Bread* items at *Performance Foods Virginia*.
- ◆ Opened **Reinhart/Tidewater** as a new *Snyder's-Lance* distributor, placing 3 skus for several hundred cases per month.





NEW ENGLAND TEAM GIVES BACK TO LOCAL COMMUNITY IN NEED

Contribution by Nanci Butler



On Thursday December 4th, the New England division team gave back to those less fortunate close to their division office in Lawrence, MA.

They spent the day together as a team prepping, cooking, baking and packaging. They served a dinner at their local soup kitchen, Cor-Unum, for roughly 270 people. It was a pot roast dinner, complete with garlic mashed, sautéed fresh veggies, gravy and a fresh baked biscuit. They baked and bagged cookies to hand out as guests left, along with a hat and gloves for almost all of the persons they fed.

A big thanks to Kevin Tulley (APF) and Mike Crowley (Amour Eckrich) for donating the pot roast that was served! Financial donations came from the team and InFusion New Eng-

land matched what was raised for a total of \$960 donation to Cor-Unum. The ISG culinary team was lead by Ross Pisani and Ralph Notenbloom who planned and organized everything that was needed. The team thankfully accepted floral donations from Ford's Flowers in Salem, NH that enabled them to bring a beautiful touch to the table tops. It was a very rewarding day for all of the ISG New England team.

Jim Donovan, Regional President, shared some special thoughts with after the event, noting, "We did a good thing! There are a lot of ways to feel good— spend time with your family, exercise, see a movie, dance...you get the picture. I consider myself a very happy person and I haven't felt like that in quite

awhile! Last year we contributed money and built some bikes....this year we gave of ourselves! The goal was to make it special, not like every other day." **And it was very special !!**



INFUSION VIRGINIA SUPPORTS LOCAL OUTREACH CENTER

Contribution by Shelly Edwards

On Monday December 8th, the Virginia team prepared and served a meal at the Judeo-Christian Outreach Center in Virginia Beach. While some of the team members served the meal to about 50 or so guests, others assisted with donations that were coming in by unloading the truck and organizing the shelves. ISG also donated additional items that were in our warehouse to use for a future event. The Outreach Center was very appreciative!



Shelly's daughter Emma Edwards rolls the holiday silverware!

BALT/WASH DIVISION SPONSORS A FAMILY IN NEED

Contribution by Donna McCready



For this holiday season, the Baltimore team adopted a family in need through the Lighthouse Church in Glen Burnie, MD. Donna McCready, Colleen Smith Dill and her husband Steve Dill (Abuelita) delivered the gifts to the young family in December.

Donna reports that the couple and their two young children, Dylan (8) and Katelyn (6) were so appreciative and overwhelmed by our teams generosity. ISG contributions made it possible for Santa to visit this family this year. Even their Dog (Miley) had a few gifts under the tree!

Donna commented, "I cannot express how overjoyed and grateful Thomas was when we were there, as we left the house he was in tears, as was his mother. They truly felt blessed to have had us come into their life during their time of need."

Team contributions allowed ISG to supply the family with over \$600 worth of gifts and 3 boxes of food, which was donated by manufacturer partners. Also, the division made a decision to continue to support this family throughout 2015, as they get back on their feet again financially.



Donna McCready (L) and Colleen Smith prepare to deliver Holiday gifts to their adopted family.



METRO NY/EASTERN PA DIVISIONS SUPPORT 5 LOCAL CHARTIES

Contribution by Chris Bresler

In December, the combined team of Metro NY and Eastern PA contributed a total of \$2,375 to support local charities. With a contribution match by John Vice, Chris Bresler and Cindy Young, the total raised came to \$4,650. This year, the team decided to split the monies raised to support charities in their three (3) major markets: \$1,550 each for Eastern PA, New Jersey and Long Island.

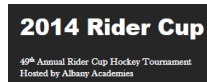
- ◆ The INN (www.the-inn.org) for \$1,500
- ◆ Be a Hero for a Hero (www.betheheroforahero.org) for \$775
- ◆ Franciscan Charities for \$775
- ◆ Hands to Serve for \$775
- ◆ Timothy Hill Children's Ranch (www.timothyhillranch.org/THCR/Home.html) for \$775



Chris commented, "I am very proud of how much we raised, and I am very proud to work with the team we have at InFusion. We did another great thing this year, and we should feel great about it."

UPSTATE NY DONATES TIME, RESOURCES AND FUNDS

Contribution by Liz Rizzuto



- ISG/Buffalo organized and secured supplies to pack 20 Thanksgiving Turkey dinners for Depew Boys & Girls Club families in need. They also organized and secured supplies to pack 40 Christmas Ham dinners for this same group.
- ISG/Syracuse hosted & assisted in the preparation of Thanksgiving Dinner for the guests of Vera House in Syracuse
- For The Festival of Trees to benefit Women's & Children's Hospital of Buffalo, NY, they donated thousands of dollars in food. ISG also purchased a table for the Festival's Black Tie Event in December.
- Food to sponsor Camp Good Days, the World's Largest Disco (fundraiser)- donation of roughly \$5k worth of food
- ISG/Albany supported the 40th Annual Rider Cup Ice Hockey Tournament
- ISG/Albany supported an event and donated hundreds of dollars in food to benefit JP's fund (a medical fundraiser)

Contribution by
Chris Bresler



METRO NY TEAM BUILDING: SCAVENGER HUNT

We had our team building event, a scavenger hunt in NYC, on Monday, November 17th. Originally, the plan was to do the hunt in Greenwich Village, but because it rained all day we moved the hunt into Grand Central Station. The hunt last 2 hours, and the winning team was Teresa Benatti, John Conklin, Luis Stanley and Ben Lemme.

After the hunt, we all moved down to the Village to a great Irish Pub called "Dublin 6", where we all shared a few pints, some food and our stories from the hunt. It was a great day and everyone had an awesome time!



METRO NY INSIDE TEAM HAS A NIGHT ON THE TOWN

Cindy Young and the Mineola inside team took in dinner at Tony DiNapoli's and the Christmas Show at Radio City Music Hall in NYC.



UNY TEAM ENJOYS A HOLIDAY LUNCHEON

On December 17, the inside staff at the Buffalo office enjoyed a wonderful holiday luncheon at the Buffalo Club.

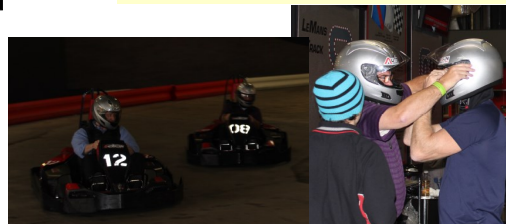


BALT/WASH TEAM HAS SOME HOLIDAY FUN

Contribution by Donna McCready

In early December, the Baltimore/Washington team had a team building day when associates had the choice to race Go-Karts or get a start on their holiday shopping at Arundel Mills Outlet Mall. After the days festivities, the full group enjoy a special holiday dinner celebration.

In mid-December, the office held their 1st Annual Holiday Cookie Exchange. At their mid-day gathering, they shared pizza and salad as well.





More Team Accomplishments

ISG Managers attend Professional Selling Skills Training at Rich Products in Buffalo, NY



Front Row: John Engels, Jim Donovan, Dennis Gagnon, Sheri Cerruti, Marianne Dayton, AnneMarie Norton, David Hackenberg
Middle Row: Gary Daszynski (RPC), Greg Ulicnik, Dennis Gagnon, Jack Mooney, David Sautter, Tom Blackwell, Michael Bell, Mark Eister (RPC)
Back Row: Neil Gladstone, Mark Seward, Jim Robinson, Shane Coughlin, Bill Keogh, Jim Allen



Our team effort at the PFG Roma NJ Culinary Expo this fall was a great success. This is an upscale event held at the Kimmel Center in down town Philly, and we were able to capture several new customers through PFG Roma NJ, plus we made a big impression with the PFG staff and their customers of how "Infusion Sales Group" works a party. Our preparedness, menu, and Culinary Team experience is second to none. Mary Green expressed special thanks to team members:

Mike McCoy, Rich Toth, Rob Shaffer, and Mike Bell

Congratulations to the ISG VA Sales Team for trade show awards they received in Fall 2014!



Best Broker Booth
Reinhart Tidewater Show

Best Concept Booth Award
Sysco Hampton Roads Show



Continuing with their newly established **BIG SHOES AWARD**, the Eastern PA division recognized two (2) team members in the 4th quarter. Candidates are nominated by fellow sales team members for accomplishments such as sales achievements, civic endeavors or personal triumphs.

BUD SCANDONE and JODY WEIR received acknowledgement with a certificate and a \$25 gift card.

Contribution by David Hackenberg



In November when Buffalo battled an 80" snow storm, the Lactalis plant shut down for several days. Client Service Specialist **ANISA WHEELER** was recognized by our client and our team for going above and beyond during that time!

Enzo,

I want to let you know that Anisa was incredible during the whole time during the issues Lactalis encountered with severe weather from last week. She worked from Tuesday all the way till 10 minutes ago when she called to make sure that everything was ok. Unbelievable! Just to show how she stepped up, she even offered to be available on Friday because our Customer Service team will be in the office. We always focus on the negative things that people do or don't do instead of the positive things that people do. We / Lactalis will be giving her a small token our gratitude for all her efforts. I am so glad that she is on OUR TEAM. Thank you!

John J. Canonico Jr., Northeast Regional Sales Manager





WELCOME TO OUR NEW EMPLOYEES



Pat McGuirk, Key Account Specialist, New England Division

Starting with ISG in November, Pat is a Key Account Specialist for the NWE division. He comes to ISG most recently from a competitor, Advantage Waypoint (AWP), where he worked for 2 years as a lead account manager for Performance Foodservice. His experience also includes 8 years as a Cavendish Territory Manager and 2 years as Hallsmith/Sysco Marketing Associate. Pat enjoys sports, music and movies. His hobbies include coaching, golf and traveling. Pat and his wife Paula have two sons, Brenden (14) and Riley (13). **Welcome to ISG Pat!**



Scott Brown, Account Executive, Virginia Division

Scott joined the team in early December and he's part of the Sysco Hampton Roads team as an Account Executive. Prior to joining our team, Scott was an account executive for competitor AWP, having worked for their predecessor organizations Azalea Sales, Segmark and Apex. Scott has military sales experience and has been in the foodservice business over 20 years. He's an avid pilot and a member of the Virginia Search and Rescue Team **Glad to have you on board Scott!**

Sandra Ale, Client Service Specialist, Baltimore/Washington Division

Sandra began with ISG in mid November as a Client Service Specialist. She previously worked for a Foodservice Equipment Company in the capacity of Office Manager/Customer Service Supervisor. Her knowledge of the business, her tenacity and her multi-tasking skills will prove to be a valuable asset for our company. In her role at ISG, she's managing 24 lines for the division's customer service. **Welcome to the team Sandra!**

Ambika Parks, Marketing Specialist, Baltimore/Washington Division

The Baltimore division welcomes Ambika back to the team. She had previously worked for the division back in the Eden & Tye days, and had taken time off to be a stay at home mom! Back with the organization on a part-time basis, she's managing many projects from a marketing and administrative perspective. **Glad to have you back Ambika!**

Derek Chojnacki, Client Service Specialist/Analyst, Upstate NY Division

Derek joined our team in December as a CSS and also in the newly established role as an analyst to build and maintain our CRM database. Derek is a recent graduate of the University of Buffalo where he majored in Communications. Derek currently resides in Lancaster, NY. He enjoys watching all kinds of sporting events, especially the Buffalo Bills. He enjoys snowboarding and the great outdoors. **Glad to have you on board Derek!**

Jenny Halady, Bakery Technician, InFusion-Lomac Division

Jenny comes to ISG as a Bakery Technician managing business with the Topps Supermarket account at the store level. Her background includes 13 years in the bakery department at Topps, most recently in a bakery manager position. She reports to Missy Schifano. **Welcome aboard Jenny!**



CLIENT

The fourth quarter brought significant gains with 3 large clients. **Ventura** expanded to include the Virginias, making them a full footprint supplier. **Clement Pappas** aligned with the Affinity Group nationally, which meant an expansion from New England and Upstate New York to all other ISG markets. And lastly, the Affinity Group aligned with **Restaurantware.com**.





Employee Spotlight

Featuring insights on several associates who give their time and talent to worthy causes.

Marianne
Dayton
Metro NY

Activity: Marianne uses her talents as a culinarian and a public speaker to support The INN for the last 10 years. *The INN — Innerfaith Nutrition Network*— is a non-profit volunteer based organization with 25 homes on Long Island, whose goal is to break the cycle of poverty by providing food, shelter, housing and support services.

The specifics: She serves on the Speaker's Bureau for the INN and educates on hunger and homelessness to those who are of means and are looking to support the cause. <http://the-inn.org/>

Background: Marianne grew up volunteering giving her "time, talent and treasures".

Tell me more: She has been donating blood and platelets (white blood cells) for over 25 years.

Why is this so rewarding for you? Marianne comments that she finds her support rewarding in three ways: (1) Giving a voice to those who need an advocate, (2) Donating something that you cannot buy— giving blood, and (3) It helps her keep balance in life!

Activity: Mary uses her talents and restaurant operations experience to support the Pottstown, PA based *Chesmont Church of Christ* and their "God's Kitchen" program. Has been involved for 2 years.

The specifics: Every Monday evening, Mary and the other volunteers serve homeless and those less fortunate at the church's soup kitchen. This is a community effort whereby churches of all denominations, work together to feed those in need. It's a potluck style dinner, and each week the challenge is to create a meal using the assorted donations. No one goes away hungry.

Tell me more: Mary and the other volunteers work to do more than just feed those in need and send them away. They work to see what they might need, and connects them with other volunteers who can help (e.g. clothes or food from neighborhood giveaway, counseling, support for payment plans with utilities)

Why is this so rewarding for you? She appreciates being able to use her talents/skills to help others. She's been in a position where others have helped her in the past. She sees her work as a way to "pay it forward."

Mary
Green
Eastern PA

David
Hackenberg
Eastern PA

Activity: David gives his time and talent to the *Timothy Hill Children's Ranch* in Riverhead, NY. David and his wife Kim have been involved for 20 years. He's have been long time friends of the owners of the Ranch.

The specifics: THCR is a 70 acre horse ranch that serves as a safe haven for homeless and at risk kids. David volunteers at the Ranch during vacations, providing support and advice.

Background: David connected with the Ranch when he was looking to give back. He has a passion for kids.

Why is it so rewarding for you? It's rewarding to have interaction with others and "leave a piece of yourself". He's had personal testimonials from kids on how he has contributed to their success.

One or two have come back and said "You made a difference in my life".

Activity: Donna uses her talents from operations to support the community, non-profit organizations and to help raise money for those in need. Most often her services are bartending related.

The specifics: For the last 16 years, she's volunteered as the ABC Manager for all Apple Blossom events in her town of Winchester, VA. She also volunteers for Big Brothers and Sisters, helping with fundraisers. Donna donates food and time to several Winchester area soup kitchens, and volunteers for fire & rescue station fundraiser twice annually.

Why is this so rewarding for you? It's something that she feels good doing. She finds it very rewarding to help others.

Donna
King
Virginia



Activity: Mark gives his time and support to prepare and help run the *World's Largest Disco*, an annual fundraising event to benefit *Camp Good Days*. This organization provides services for: children with cancer, children who have a parent or sibling with cancer, and/or children who have lost a parent or sibling to cancer.

The specifics: The World's Largest Disco is an annual event held at the Buffalo Convention Center in each year on the Saturday after Thanksgiving. It's a tribute to the disco era and features live performances by 1970s-era musicians, along with dancers dressed in 1970s attire.

Background: Mark's college friends started out having a weekend lake party. After many years, it's morphed into this benefit event held by Conesus Fest for Charity and to benefit Camp Good Days. Mark not only runs the VIP portion of the event (1,500 of 8,000 attendees), he also secures many food donations and helps secure support from the Buffalo Sabres organization.

Why is it so rewarding for you? Mark loves the involvement for a great cause. He is very quick to recognize the many contributions made by the Infusion UNY team to this cause.



Activity: Enzo gives his time and support to fund raising for *Women's & Children's Hospital of Buffalo*, *Boys and Girls Clubs of Western NY* and *the Roswell Park Cancer Institute*.

The specifics: He has been heavily involved with all 3 charities for the last 7 years.

Background: Enzo enjoys giving back to the community. His 2 daughters both had bi-lateral kidney reflux and utilized the Women's & Children's

Hospital for surgery and treatment—being in the hospital often and seeing many sick kids motivated him to make a difference and also take the lead on fundraising.

Why is it so rewarding for you? Seeing the kids (miracle kids) enjoy our Celebrity Putting Contest makes my year! The same goes for the needy families that don't have holiday dinners.



Activity: Joel gives his time and support to several worthy causes/programs, but the 2 largest are feeding the homeless and supporting the *In His Image* Program, a ministry at his church, *Fellowship Community*.

The specifics: Nearly every Thursday morning, Joel and 4 friends feed the homeless. At Century Park, in Downtown Roanoke, they cook pancakes, eggs and coffee for as few as 10 and as many as 40 people. They get some donations, but contribute both food and their time to provide sustenance to those in need.

More Specifics: At Fellowship Community Church, Joel and his wife volunteer support to families with special needs children. They give their time to allow adults of special needs kids to have a night off. And, they give time to watch special needs adults in order to give caretakers a night off. On Sundays, he and his wife run classrooms for the special needs kids.

Background: Joel is the proud father to a special needs step son.

Why is it so rewarding for you? Joel says he enjoys meeting new people and making new friends, giving back to the community and helping those with visible needs.

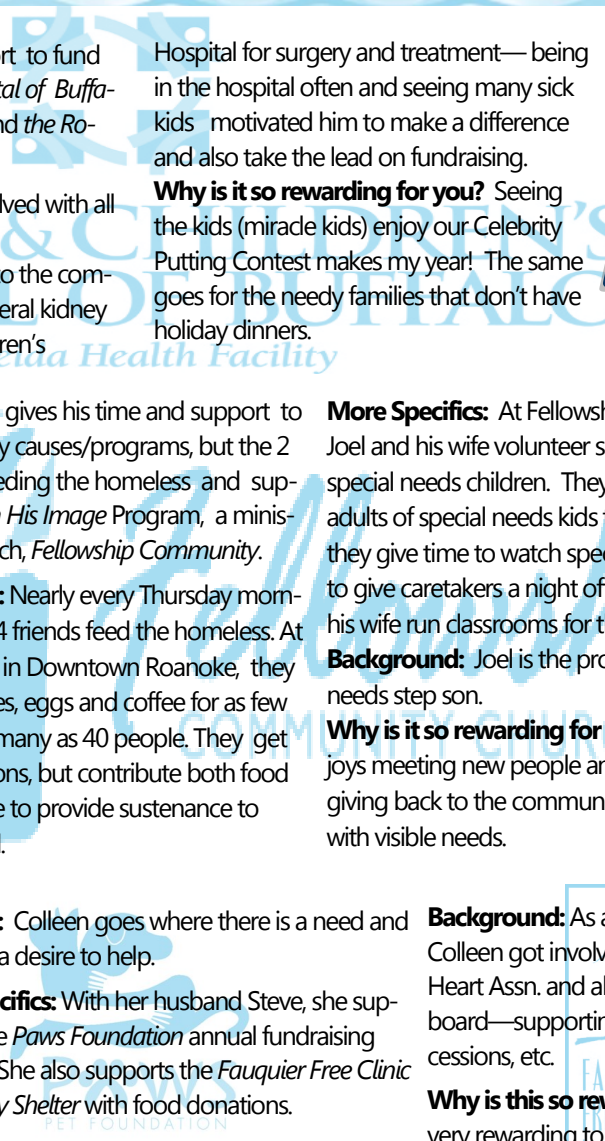


Activity: Colleen goes where there is a need and she has a desire to help.

The specifics: With her husband Steve, she supports the *Paws Foundation* annual fundraising dinner. She also supports the *Fauquier Free Clinic & Family Shelter* with food donations.

Background: As a stay at home mom years ago, Colleen got involved with the PTA, the American Heart Assn. and also served on the Little League board—supporting fundraisers, snack bar concessions, etc.

Why is this so rewarding for you? She finds it very rewarding to help others.





PERSONAL ACCOMPLISHMENT: LINDSEY JOOSTEN

Contribution by David Sautter

Congratulations to New England Account Executive **LINDSEY JOOSTEN** for his momentous personal accomplishment in 2014. Last summer, LJ completed his **Dream Hike**, of The Appalachian Trail. (AT) The AMT is a 2,180 mile trail that starts at Springer Mountain, Georgia just west of Atlanta and ends at the top of Mt. Katahdin in northern Maine. Katahdin is the last ascent (5,269 ft.) It is one of the world's longest continuously marked trails in the world. Only one in four who set out to complete the hike succeed.



- ◆ *LJ is an avid hiker, he has already climbed all the 4000 ft. plus peaks in New Hampshire, there are 39 of them. Most of them several times. For the mere mortal, this is a life's goal to each one.*
- ◆ *LJ hikes year-round! Yes, in the dead of winter he can be found at the top of Mt. Washington.*
- ◆ *The training to complete the AT takes several years of year-round hiking.*
- ◆ *His warm up hike to doing the AT was done in 2011 when he completed the Long Trail which traverses the high peaks of Vermont from the Massachusetts border to the Canadian Border. He covered this distance (270 miles) in 12 days.*
- ◆ *The planning to hike the AT takes a year. Equipment, food drops (you burn roughly 6,000 calories a day), and developing a field support network are just a few of the bases one needs to cover.*
- ◆ *LJ broke the hike down to two segments: In 2013, he left Georgia in mid June and completed the first segment when he*

reached Harpers Ferry, Va in early August.

- ◆ *LJ completed the hike leaving Harpers Ferry in mid June and on August 4th, 2014 when he reached the summit on Katahdin.*
- ◆ *His total hike time was 13 weeks to complete the hike. The average hiker takes approximately 26 weeks to do the same. Check out the course: <http://www.nps.gov/appa/planyourvisit/loader.cfm?csModule=security/getfile&pageid=117383>*
- ◆ *He had the support of everyone who knows him including friends, coworkers and, of course, his biggest fan, his wife Moya.*

WAY TO GO LINDSEY!!

THE ISG TEAM SALUTES YOU

FOR YOUR OUTSTANDING PERSONAL ACCOMPLISHMENT !!



FAREWELL TO JIMMY BENZ, UPSTATE NY

Team members from the Syracuse office gathered to bid farewell to Jimmy Benz in December. After 17 years of service with InFusion's Retail Fresh Foods Division, most recently working the Wegmans and Deli Boy accounts, Jimmy retired. He will be missed by his fellow teammates on both the Foodservice and Retail teams, and most definitely by his customers!

CELEBRATING ANNIVERSARIES

Congratulations to all of associates who are celebrating a work anniversary in the 1st Quarter. All milestone anniversaries for 1, 5, 10, 15, 20, 25 and 30 years of service are highlighted.

**MANY THANKS TO ALL ASSOCIATES
FOR THEIR YEARS OF COMMITMENT AND DEDICATION !!**

JANUARY

New England

Don LaVoie, 1/13, 1 yr.
Brian Banning, 1/15, 8 yrs.

Upstate New York

Dennis Gagnon, 1/1, 22 yrs.
Bob McDermott, 1/1, 22 yrs.
Caren Braiman, 1/1, 14 yrs.
Paul Hennessey, 1/1, 14 yrs.
Pam Loudis, 1/1, 14 yrs.
Annemarie Norton, 1/2, 19 yrs.
Missy Schifano, 1/3, 9 yrs.
Marie Tracey, 1/6, 1 yr.

Upstate New York (con)

Tawnie Dardano, 1/17, 4 yrs.
Ann Marie Warner, 1/18, 5 yrs.
Mark Williamson, 1/30, 9 yrs.
Dave Persico, 1/31, 15 yrs.

Metro New York

Diane Grillo, 1/1, 12 yrs.
Teresa Ayn Benatti, 1/6, 1 yr.
Stephanie Lawler, 1/17, 4 yrs.

East Pennsylvania

Rob Shaffer, 1/3, 3 yrs.

Baltimore/Washington

Rett Lacey, 1/1, 16 yrs.
Rob Rider, 1/1, 16 yrs.
Colleen Smith Dill, 1/1, 16 yrs.
Suzanne Ritchie, 1/2, 8 yrs.
Cynthia Seeley, 1/7, 2 yrs.
Kim Spencer, 1/23, 9 yrs.
Craig Campeggi, 1/ 29, 14 yrs.

Virginia/West Va.

Bobbie Grizzard, 1/1, 29 yrs.
Jeff Puckett, 1/11, 14 yrs.
Joe Vanischak, 1/31, 15 yrs.

New England

Gabriella Grasso, 2/20, 2 yrs.

Upstate New York

Angie Sunkes, 2/1, 22 yrs.
Tom Walts, 2/12, 14 yrs.
Gary Plant, 2/13, 14 yrs.
Barb Lance, 2/14, 10 yrs.
Joe Kelly, 2/25, 13 yrs.

Metro New York

Scott Murphy, 2/7, 4 yrs.

Baltimore/Washington

Vince Maggio, 2/1, 12 yrs.
Marc Naimann, 2/1, 12 yrs.
Bill Post, 2/1, 12 yrs.
George Sutter, 2/1, 12 yrs.

Virginia/West Va.

Denise Conti, 2/13, 3 yrs.
TJ Weaver, 2/13, 3 yrs.

New England

David Soutter, 3/1, 22 yrs.

Upstate New York

Seth Nels, 3/7, 9 yrs.
Desiree Scozzaro, 3/11, 10 yrs.
Marty Quinn, 3/21, 4 yrs.

Metro New York

Bernardino Lemme, 3/1, 2 yrs.
Mike Bucello, 3/3, 1 yr.
Jim Allen, 3/5, 8 yrs.
Susan Ciancioso, 3/15, 11 yrs.
Chris Healey, 3/21, 4 yrs.
George Delafuente, 3/28, 4 yrs.
Marianne Dayton, 3/29, 9 yrs.

Eastern Pennsylvania

Joe Liptock, 3/8, 5 yrs.

Baltimore/Washington

Mike Carroll, 3/13, 9 yrs.
Steve Austin, 3/15, 3 yrs.

Virginia/West Va.

Nina Goggin, 3/1, 25 yrs.
Doug Gore, 3/3, 9 yrs.
Joel Kirby, 3/13, 10 yrs.
Mike Colombrito, 3/30, 9 yrs.

February

March