



Contact: Fred Parker, CEO  
Phone: 704-529-0999  
Fred.parker@bluegrassltd.com

## **NEW VENDOR RELATIONS MANAGER AT BLUEGRASS PROMOTIONAL MARKETING**

(Charlotte, NC) October 17, 2006 – Bluegrass Promotional Marketing is pleased to announce Jami Sheehan has joined the company as Vendor Relations Manager. Ms. Sheehan assumes a new position at Bluegrass Promotional Marketing created as a direct result of the company’s growth over the past several years.

“The role of Vendor Relations Manager is critical for our operational efficiency and leveraged pricing, says Fred Parker, Chief Executive Officer. “We believe Jami brings the right mix of experience and thought leadership to further strengthen our position in the marketplace,” adds Parker.

Ms. Sheehan will be responsible for developing and maintaining productive relationships with all Bluegrass Promotional Marketing vendors. She will implement innovative strategies on vendor rebates, pricing, product acquisition, merchandising plans for fulfillment programs and other corporate objectives.

Jami Sheehan joins Bluegrass Promotional Marketing after four years serving as a Vendor Relations Manager for Wood Associates. She specialized in vendor negotiations and conflict resolution, designing and maintaining vendor databases and coordinating self-promotions. Ms. Sheehan also managed a highly effective vendor rating system based on pricing, product quality, field sales support, customer service and delivery, with annual awards to top vendors.

### **About Bluegrass Promotional Marketing**

Founded in 1995, Bluegrass is a full-service promotional marketing firm specializing in custom products and brand marketing. In 2003, the eight-year-old company expanded into several new markets, which added new clients, doubled their staff and tripled their revenue. Bluegrass has won four Golden Pyramid Awards from the Promotional Products Association International (PPAI) and was also honored by the Advertising Specialty Institute (ASI) with the 2004 Best Client Promotion Award. In 2004, Bluegrass was recognized as one of the industries “Top 10” fastest growing distributors. The *Charlotte Business Journal* also recognized Bluegrass as one of the fastest growing companies in the region in 1998, 2001, and 2003.

The expanded Charlotte, NC-based company now has offices in Denver, Seattle and Houston with market coverage in Chicago, Louisville, Nashville, Raleigh, St. Louis and Winston-Salem. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.

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