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Imagecraft adds four to its Austin team



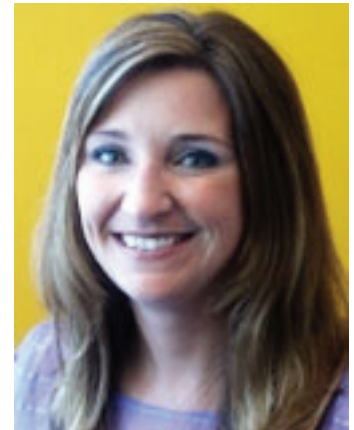
Kathy Glidewell



Talbot Goodyear



Ryan Hammond



Dawn Matlock

Imagecraft, an Austin, Texas-based exhibit production company, has added four new employees to its teams. These new hires include positions in sales as well as marketing.

Kathy Glidewell, new to sales, started in the trade show industry as an account manager 15 years ago. As her interest shifted to sales, she was given the opportunity to showcase her experience on the sales team. In 2004, Glidewell joined Imagecraft Exhibits and expanded her career from modular exhibits to custom exhibits, specializing in sales centers for national home builders.

"My experience allows me to help my clients with all aspects of their face-to-face marketing needs," said Glidewell. "Imagecraft Exhibits allows me the opportunity to develop my skill set by being a solutions provider, which requires thinking

outside traditional parameters. It's a family atmosphere where people enjoy their jobs and work together as a team focused on building strong client relationships."

With 20 years of experience in business development, Talbot Goodyear joined Imagecraft Exhibits in 2011. In past positions, Goodyear specialized in providing technology-based solutions in various industry sectors. He brings an extra measure of knowledge in customer relationship management to Imagecraft and a fresh perspective to the question, "How can we help our clients be successful?" Talbot holds a Bachelor of Arts degree in Sociology from New York University.

"Many companies are just in business to make money," said Goodyear. "Imagecraft is in business for a purpose, and that purpose

is consistently intertwined with our clients' goals."

Ryan Hammond comes to Imagecraft Exhibits from the tradeshow capital of the world, Las Vegas, Nev. With over 5 years experience in the tradeshow industry, Ryan enjoys the challenge of taking a client's vision and creating something tangible. Before his career in the event industry, he worked in media and public affairs with Northrop-Grumman/Vinnell. Ryan also serves as our Marketing Manager.

"The tradeshow industry can be a vicious animal to people that don't have a lot of experience work in it," said Hammond. "Imagecraft steps out of that mold to be fair and honest with its customers. The integrity of this organization is what drew me to work here. Now that I'm here, it's the incredible tenacity and workmanship I

see of our employees. They are first-class all around."

Dawn Matlock joins Imagecraft Exhibits with a passion for helping new home builders and creating award-winning marketing centers. Her experience working in a model home sales office for nearly a decade gives her a specific appreciation for having an office that is visually impressive, representative of the builder's quality, and also functional for the salesperson and potential customer. Dawn graduated from Texas A&M with a degree in Marketing.

"It is exciting to work for an organization that thinks outside the box," said Matlock. "The owner's vision of a company that can create basically whatever you dream and fabricate it with true custom craftsmanship, is what keeps Imagecraft so unique."