



January 3, 2020

TO: Valued Partners

RE: **Matt Welch Promoted to Account Manager**

Happy New Year all!

The Rouzer Group is pleased to announce Matt Welch has been promoted to Account Manager covering northeast MN, north central MN, part of NW WI, and assigned accounts in the Twin Cities. Matt joined the Rouzer team in December of 2013 and has been of great value to the company since day one. Matt also became a partner of the Rouzer Group January of 2019. Most recently Matt was a Lighting Sales Specialist driving demand for our lighting distributor partners by calling on contractors and end users.

Previously Matt's territory was covered by a combination of Joe Ganske and Tony Blinkhorn. This addition of an Account Manager in the Rouzer Group Electrical Division allows for even deeper coverage in the market as well as allowing Joe to focus more on southeast MN and the lower part of northwest WI. Tony is also relieved of some account locations enabling him to focus on larger project opportunities and some strategic growth initiatives within Rouzer.

Feel free to contact Matt or myself with any questions but we will be in communication with our stakeholders as to additional changes and introductions.

Matt Welch  
[matt@rouzer.com](mailto:matt@rouzer.com)  
Mobile: (612)481-0118

(Please note Matt's desk phone now belongs to Tim Eckl on the inside lighting team)

Regards,

A handwritten signature in black ink, appearing to read "Larry Benner".

Larry Benner  
President