



OUTDOOR CLEANING

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Cleaner Stores From Coast-to-Coast with Two Newest CAF Additions

Southeast and Northwest divisions welcome new Regional Sales Managers Deanna Altman and Justin Clem.

Maple Valley, WA, August 23, 2016 – CAF is pleased to announce the recent hires of Deanna Altman and Justin Clem, as the company's newest Regional Sales Managers. Altman will be based in the Southeast region while Clem will be based in the Northwest region.

Altman comes to CAF with extensive industry experience from her most recent position as a Division Director with Murphy USA, overseeing more than 100 retail locations.

Altman started with Murphy USA in 2009 and moved up the ranks from store manager to district manager and to division director. Coming from the position of a retail fuel operator gives Altman a unique perspective to better serve our customers and provide solutions for retailers seeking to improve their brand image and customer experience.

Customers in the Northwest will be in good hands as well through the leadership and experience of Justin Clem. Clem has had an impressive history in sales and operations leadership since 2008 with his most recent experience working at Payless Shoe Source managing 32 stores across the Northwest. He is known for his ability to consistently deliver strong results and manage large territories.

"I was drawn to CAF because of its thriving entrepreneurial spirit," said Clem. "It's exciting to be a part of a team of like-minded individuals that are passionate about the customers they serve."

Clem has been recognized for his exceptional leadership skills, his focus on continuous growth, and for being a team player. His dynamic work ethic will greatly impact and contribute to the sales team.

CAF's Vice President of Sales, Mike G. Zahajko noted, "both Deanna and Justin have the enthusiasm, drive, and dedication we look for at CAF to best support our customers. That, paired with their work experience in retail operations, leaves no doubt they will be great additions to our team and our customers."



CAF is delighted to welcome these two brilliant individuals to help support the growing customer base of retailers who know that secret that clean stores sell more. CAF was recently recognized as one of the CSP's 2016 Hot 100 Latest & Greatest with the launch of their free industry resource FastTrack. CAF FastTrack is a free online resource center for operators to help them assess their operations and design a personalized cleaning program for both inside and outside of stores. CAF will also be moderating a panel discussion at the upcoming NACS Show in Atlanta on Unlocking The Power of Clean.

About CAF Outdoor Cleaning:

Research shows that stores with a clean exterior consistently sell more products and earn higher profits than dirty stores. In short: clean stores sell more. Is your business behind in outdoor cleanliness or image standards? CAF is the leader in outdoor cleaning and c-store image solutions. As the experts, CAF helps convenience retailers eliminate their toughest cleaning challenges. Partnering with CAF means access to top-notch operational support, personalized training, and award-winning products. For more about CAF, visit www.mycaf.com.

