

FOR IMMEDIATE RELEASE
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Marc Held of Bodek and Rhodes Chosen Sales Rep of the Year by ASI

PHILADELPHIA, PA—Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, is proud to announce that Marc Held, National Sales Manager, has been voted the 2007 Sales Representative of the Year by the Advertising Specialty Institute.

On March 19th, Held was presented with the annual award at ASI's annual trade show in Las Vegas. He was chosen from thousands of sales representatives in the promotional product industry.

"I'm very excited about this honor," said Held of the award. "I've made great friends with so many people in ASI, and it means a lot to me and the rest of my sales team that all our efforts are making a difference."

Held started his career as an inside sales rep at Bodek and Rhodes in 1995, and since has grown to the National Sales Manager position. Marc was recognized for his outstanding follow-up, sales growth, superb presentations and personal rapport he has developed with his clients—all priorities he says are key at Bodek and Rhodes, which has been family-run since 1939.

One ASI member, Joe Miller of AIA LogoTools, Inc. says, "[Held] is a caring, knowledgeable and listening salesperson that is there to assist you no matter what the issue is. He wants to be involved to help drive your business, so you can become more successful."

"He's just one of those sales reps that genuinely cares about helping his customers. And I've never seen anyone work as hard as Marc does to make sure each customer is treated right every time," comments Mary Ellen Pahlka-Hudicka, Director of Marketing for Bodek and Rhodes, who nominated Held for the AIA award.

Held will be featured in a Rep of The Year article in The Counselor magazine later this year.

Noted for its award-winning promotions and family-style customer service, Bodek and Rhodes serves customers from five national distribution centers, in Philadelphia; Fresno; Orlando; Niles, MI; and Norton, MA.

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Bodek and Rhodes

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Held (left) accepts his award from
ASI President Tim Andrews.

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