

FOR IMMEDIATE RELEASE  
February 10, 2009  
Contact: Mary Ellen Pahlka  
1-800-877-9911 ext. 1014

## **BODEK AND RHODES INTRODUCES NEW SALES REP TO SERVICE WI AND IA**

PHILADELPHIA, PA—While many companies are cutting their workforces, Bodek and Rhodes, one of the nation's leading wholesalers of imprintable apparel and accessories, continues to grow. The company recently announced the addition of Lisa Sudmeier as outside sales representative catering to Wisconsin and Iowa.

"Lisa's been a great addition to our sales team," says Marc Held, National Sales Manager. "Lisa's experience in the area and in the industry is a real benefit not just to us, but especially to her customers who know they can rely on her. Bodek and Rhodes is all about providing the best service we can, and I think they're as happy to have her as their rep as we are."

Sudmeier joined the Bodek and Rhodes family after more than eleven years in the industry. She began her promotional products experience in inside sales with Stardust Corp, followed by a position in outside sales with Imprints Wholesale.

A native of Wisconsin, Sudmeier is enthusiastic about her opportunity with Bodek and Rhodes. She points to the company's large catalog including 36 brands, more than any other national wholesaler. "Bodek and Rhodes and I mesh together well. I'm always trying to give the most personal attention to my clients, and with Bodek and Rhodes, I know we've got everything for them, no matter what they need."

Bodek and Rhodes is a family-owned company headquartered in Philadelphia, PA with distribution centers in Philadelphia, PA, Niles, MI, Fresno, CA, and Orlando, FL, and Norton, MA. More information on Bodek and Rhodes, their full line of wearables and other promotional products, is available online at [www.BodekandRhodes.com](http://www.BodekandRhodes.com).

###

***Bodek and Rhodes***

HOME OF ULTRA CLUB®

Headquarters: 2951 Grant Avenue, Philadelphia, PA 19114  
Locations: Pennsylvania | Michigan | California | Florida | Massachusetts  
800.523.2721 | Fax: 800.531.9626 | [www.BodekandRhodes.com](http://www.BodekandRhodes.com)