

IAF Beverage's New CEO Hires Franchisees for Key Positions

By Brian Plotkin

Dated: Sep 03, 2008

IAF Beverage's New CEO goes Right to Work Bringing in 3 Other Franchisees to Build the Company.

Dallas, Texas, USA -- IAF Beverage's new CEO, JL Lamb, wasted no time in getting to work. He brought in Mike Zimmerman, a franchisee from Milburn, OK, to become National Sales Manager, Dean Smith, a master franchisee from Pflugerville, TX, to take over Franchise Sales and Scott Woodard a master franchisee from Mansfield, TX as VP of Sales.

Looking at the current company and products, both already a strong combination, and seeing all the potential ahead, I felt we needed more outside help." Said Mr. Lamb, CEO. "Having worked with these gentlemen to help build their franchises, gave me a unique perspective of their skills. Their willingness and belief in IAF Beverage allowed them to understand our strategic vision and future. We are very pleased they have agreed to be part of the internal IAF Beverage team."

The health and growth of the IAF Beverage network is the primary concern of the new team. Each member has been tasked with a portion of this plan based on their skills. Since the company is an innovator and leader in the development of frozen products for the education market, all the pieces are now in place to grow on a national level into the few remaining states not covered, or even on a global scale.

When asked to comment, Mr. Zimmerman said "It is a great chance to help improve the health of school age children by working with our existing, and growing network, of distributors. We have programs and products that have been very successful in my Franchise. Learning from this experience and using our success as a basis, we can help the IAF Beverage family grow."

Dean Smith adds "the programs and products are terrific. Over the years I've been involved as a franchisee, seen the company refine their system and add new products to create a strong business offering. When JL asked, I jumped at the opportunity to get involved."

About Iaf Beverage:

IAF Beverage is a leading provider of nutritious frozen products to schools and other venues. The 100% fruit juice, Tropicade® sports drink, Milkshakes and other fine products are available through our network of franchisees around the nation. IAF Beverage is the only company in the nation that has five products that substitute as a cup of vegetable or fruit and the government will pay for the children to include them in the school lunch program. IAF Beverage also offers franchise programs in areas where we currently don't have our products available, providing complete training and support for both products and programs.

About Michael Zimmerman

Michael Zimmerman had his own distributorship with IAF Beverage, he has also served as a District Manager for The Oklahoman and manager for CFQ in Oklahoma. Prior to these he was the Projects and Facilities Manager and HACCP coordinator for Scott Pet Products in Tishomingo, OK and VP and Marketing Director for Louis Systems and Products in Edmond, OK.

About Dean Smith

Dean Smith was an early franchisee with IAF Beverage, signing on in 2005. He is President of the Dean Group-BBN Business brokers selling businesses, doing Business Valuations and Business consulting nationwide. A company he operates concurrently with his IAF Beverage responsibilities. Prior to these

efforts, Mr. Smith retired from 27 years in the supermarket industry, he worked as VP of Merchandising for a large supermarket chain.

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