

# NEWS RELEASE

**For Immediate Release**  
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## **CHERI CALNAN PROMOTED TO DIRECTOR OF MARKETING**

### **Responsible for Driving Specifications through the A&D Process**

*Port Chester, NY* . . . Randall D. Weis, President of RD Weis Companies, recently announced that Cheri Calnan, Senior Account Executive with the company since July 2003, has been promoted to the role of Director of Marketing. Ms. Calnan assumes responsibility for overseeing marketing communications strategies aimed at reinforcing RD Weis' position as a comprehensive solutions resource for the A&D community, while leveraging the company's brand awareness in the marketplace. She is also charged with playing a leadership role in RD Weis' environmental initiative, advocating for sustainability, recycling and reuse.

Commenting on Ms. Calnan's promotion, Mr. Weis noted, "In addition to her position as Marketing Director, I have asked Cheri to be our official liaison with our AIA CEU and IIDA training and our LEED spokesperson. Much of Cheri's prior work experience before joining RD Weis was working as a marketer with A&D and key end users who needed design input so her new role in the company will draw heavily on her past training and skill set."

Ms. Calnan will divide her time between the company's Port Chester corporate headquarters and its Hartford, CT offices. Her background in the commercial carpet industry spans almost two decades, with extensive experience in sales, marketing and public relations. In a previous job she was responsible for facilitating the specifying of

flooring materials and project management for the A&D community and facilities managers in Westchester and Fairfield Counties. Prior to that, while at BASF Carpet Fibers Division, she held a marketing position in the Northeastern District with national responsibility for their corporate market.

RD Weis Companies is a full-service flooring provider specializing in creating environmentally friendly flooring solutions for commercial use. Founded in 1990 by Randall W. Weis, RD Weis is an authorized MilliCare® Commercial Carpet Care franchisee serving the northeastern United States and a Grout Armor™ of New England distributor. As a member of StarNet®, the largest commercial carpet channel in the U.S., RD Weis offers commercial clients and design professionals a broad range of floor covering products at the industry's most competitive prices.

RD Weis' services include grout restoration and preservation through Grout Armor™ of New England; flooring selection and installation, including Free Axxez raised flooring; Ecoglo® photoluminescent emergency path finding systems; flooring solutions, including maintenance to the multi-location retail and franchise retail markets nationwide through White Oak Industries; carpet care and maintenance using the MilliCare® Commercial Carpet Care system; project management on selection, installation and replacement; reconditioning and restyling of used carpet; a modular carpet removal and installation system that allows new carpet to be laid in an occupied work setting; textile maintenance; entryway barrier matting systems; odor remediation solutions; and a variety of specialty cleaning products and services. You are invited to visit [www.rdweis.com](http://www.rdweis.com) for additional information on the company and its services.

For more information on Cheri Calnan or RD Weis Companies' full range of flooring solutions, please contact Network Design and Communications; phone: 212/431-4675; fax: 212/431-5786; email: [Kat@networknyc.com](mailto:Kat@networknyc.com).

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