



**TO: All Peirone Associates and Customers**

**From: Michael Kamphaus - President & CEO of Peirone Produce Co.**

**Date: January 31<sup>st</sup>, 2022**

**RE: Personnel Announcement**

As Peirone Produce Company has grown, so has its need for top talent to help run the company today, and to position itself to prosper and grow in the future. It is with that thought in mind that I am making several announcements today.

First, we are very pleased to announce that we have hired Brent Shammo for the newly-created position of Director of Merchandising. Brent comes to us with a solid background in supermarket retailing, category management and produce procurement. Brent also has experience working directly for growers. In his role, Brent will work closely with Dale Arneson to learn our systems, program development, promotion management, margin management, product assortment, and to seek out product innovation. Brent's start date is February 14<sup>th</sup>.

Secondly, we are equally pleased to announce that Barry Lauderdale, who joined Peirone in early 2019, has been promoted to Director of Procurement. Barry will be responsible for all phases of buying for Peirone and all buyers will report directly to him.

Please join me in welcoming Brent and congratulating Barry!

**Best Regards,**

*Mike*

**Michael Kamphaus**  
**President & CEO**  
**Peirone Produce Company**