

Organizational Announcement

To: PartyLite North America Team  
From: Joan Connor  
Date: Feb. 6, 2015  
Re: Progress toward our WE WILL 2017 goals; staff realignments

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After closing out 2014 with an energetic and uplifting holiday selling season, we have launched the New Year with a strong sense of direction about where we are headed and how WE WILL get there.

In the last few months, you have welcomed key people into our organization who are already bringing energy and action to our **WE WILL 2017** goals. And in the weeks leading up to 2015, one of my priorities was to work with the executive team to better align existing staff functions for efficiency and strength.

As you know, over time, as our staff became leaner, everyone took on more roles - some of which may not have aligned with skill sets. It is our goal now to match skills to the work at hand and each person to the right role. To achieve that, we have revised our organization and some roles to allow individuals to focus on specific responsibilities. In other instances, we have identified new roles to be filled, either by existing staff members or new ones with the skills and experience we need.

**WE WILL 2017**  
Be recognized as the brand with the premier social shopping experience, featuring the most innovative and finest home fragrance and decorative candle accessories.

Following is an overview of how our North American staffing has been realigned so far.

#### **Executive Team**

Last August, **Arthur Phidd** joined the North American team on an interim basis to lead our eCommerce business and as a Project & Information Management Consultant. Under his leadership, the eCommerce team has driven a number of achievements through online sales promotions, the introduction of affiliate marketing campaigns and by implementing relatively simple changes to both our U.S. and Canadian shopping sites.

With larger challenges ahead, Arthur has accepted the staff role of **Vice President, Digital, eCommerce & Direct Marketing**, and is in position to guide ongoing progress through both the interdepartmental Transformation Team that he has sponsored since arriving and his direct reports: LuAnne Alexander; Stan Webb; and **Heather Osborne**, who has been promoted to **Manager, eCommerce Business Development**. Heather joined PartyLite in May 2014 and has been instrumental in establishing the affiliate marketing program - a low-cost, high-return lead and sales generator that contributed to the 2014 \$1.4 million sales achievement.

## **Marketing & Communication**

Since taking on her newly created role last October, **Vice President of Marketing & Communication Kat Luce** has worked to strengthen the three areas within her group: Field Services, Product Marketing and Communication.

After working with the Field Services team to revise job descriptions and define roles, Kat is pleased to announce the promotion of **Christa Silviesu to Director, Field Services**. Christa has been with PartyLite since 1997 and has assumed greater responsibilities over time, such as sales force incentive programs, which includes developing monthly sales challenges and requirements for the annual PartyLite trip.

To strengthen the Product Marketing team, Director of Product Portfolio and Merchandising Dana Harrell brought on board **Kirsten Barron as Manager, Marketing Promotions**. In this new role, Kirsten will develop and implement all Host, Guest and online promotions. A Plymouth resident, Kirsten joins us from Blue Cross Blue Shield of Massachusetts where she was Manager, Brand Management and Marketing Communications.

A new member is joining the Communication team: **Susan Thompson** will transfer from Customer Support to become **Coordinator, Social Communication**, and will focus on monitoring and responding to Customer and Consultant posts in social channels, including Facebook pages and Consultant Facebook groups. This move is one of many steps toward greater support of our social communication and social selling goals.

## **Sales**

With a WE WILL vision to “attract and engage a premier Field” and “be recognized in the direct selling industry as offering one of the best Consultant earning and career opportunities,” **Vice President of U.S. Sales Karen Conkey** has retargeted the roles of the Field Development staff.

**Kim Santino** is now **Senior Manager, Lineage Development North America**, a role in which she will focus on driving the development and productivity of new Regional Vice Presidents in both the United States and Canada. Manager of Business Development Heidi Davis-Johnson will support Kim in this role.

**Director of Sales & Events Chris Johnson** has taken on the additional responsibilities of overseeing the U.S. Customer Service and Business Operations groups. Chris’s ability to build relationships and work with the Field will be an asset to this new aspect of his role. Reporting to Chris will be Dennis Sera, Call Center Supervisor, and Jennifer Grew, Business Operations Supervisor.

Please join me in welcoming our newest team members and congratulating those who have been promoted or moved into new roles. While alignment has touched some roles, other roles are yet to be revised so that people can focus on the work that makes a difference. Completing this exercise is how we will better support the great people who walk into PartyLite offices every day. In the words of Jim Collins, “Great vision without great people is irrelevant.” PartyLite is blessed with great people - and we are counting on each and every one to bring our WE WILL 2017 goals to life.