

**NEWS**

For Immediate Release

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For Immediate Release by Coffee Fest and LifeStyle Events Inc.:

Coffee Fest, a division of LifeStyle Events Inc., is pleased to announce a new addition to their team. Ken Bollman has been chosen to be the new Business Development Manager for the organization, as the company begins the 21<sup>st</sup> year in business. Coffee Fest, the leading national and regional specialty coffee and tea trade shows for retailers, roasters and allied partners, approaching its 64<sup>th</sup> event, has proven to be an excellent venue for education, training, and new product releases.

Ken's job is to support of the needs of exhibitors, vendors and sponsors at Coffee Fest, including sales and marketing efforts, floor plan management, and related communications. He works closely with the leadership and support staff at Coffee Fest to ensure that each show exceeds the expectations of all attendees and exhibitors. The plan is to continue to grow the success of the shows, and contribute significantly to the bottom lines of all participants.

Ken Bollman has been around coffee and espresso since 1989, beginning with training to run a sales route in Portland, OR with a major roaster and distributor. Helping people succeed in their business and achieve their goals in life are passions for him, and Ken's consultative approach works well. He joins the Coffee Fest team with twelve years experience in the specialty coffee and beverage business, nine years in residential and commercial real estate, and eleven years in food and beverage operations. Ken has participated as an exhibitor/vendor in over 120 trade shows. And, he is a talented mixologist.

President of Coffee Fest, David Heilbrunn, says, "I am excited to welcome Ken to our team, and look forward to a great partnership. His experience in many aspects of the coffee business, combined with the quality of his relationships with other coffee industry veterans makes this a win-win deal."

Beyond the career life, Ken indulges his interests in fun times with his wife, family and friends, road trips, good food and beverage, cool and fast cars, blues music, as well as community service with Boys & Girls Clubs and Habitat for Humanity.

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