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***For Immediate Release***

**IWCO DIRECT ANNOUNCES EXPANDED ROLES FOR EXECUTIVE MANAGEMENT TO SUPPORT GROWTH STRATEGIES**

Chanhassen, Minn. (August 23, 2011) — IWCO Direct, a leading national provider of [direct marketing solutions](#), announced that Executive Vice President - Chief Financial Officer Joseph F. Morrison will take on an expanded role as President. Executive Vice President – Sales & Client Services Patrick Deck has been named Executive Vice President - Chief Marketing Officer. James N. Andersen will continue as Chief Executive Officer and will devote additional energies to IWCO Direct’s growth strategies. Tom Wicka, who has served as Executive Vice President – Chief Marketing Officer, will continue to provide leadership as a member of the Board of Directors.

“Similar to our acquisition last year of the U.S. operations of Transcontinental Direct that provided us with a national footprint, these organizational enhancements further position IWCO Direct for continued growth as we help customers respond quickly to marketing opportunities and challenges in this dynamic environment,” commented Andersen. “We have the right leadership team in place to advance our vision of delivering direct marketing like no one else.”

Morrison joined IWCO Direct in April 2006 as Executive Vice President–Chief Financial Officer. He has provided exemplary leadership and vision for the company’s financial management. Prior to joining IWCO Direct, he served as Vice President and Chief Financial Officer for Culligan International Inc. in Chicago, IL. There, he was responsible for all global finance functions including reporting and control, treasury, taxation, financial planning analysis, and internal audit. He was previously a partner with Ernst & Young and holds a BBA from St. Francis Xavier University in Canada.

Deck joined IWCO Direct in 2008 as Executive Vice President of Operations from Capital One where he held a number of operations, marketing and analysis, and supply chain management roles. Prior to that, Deck served 10 years in various capacities as an officer in the United States Navy, including as a defense resource manager within the Joint Chiefs of Staff at the Pentagon. He is a graduate of The Citadel with a degree in Business Administration and holds an MS from the Naval Postgraduate School.

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**About IWCO Direct**

IWCO Direct ([iwco.com](http://iwco.com)), one of the nation's largest providers of direct marketing solutions, has served the needs of North American companies for more than 40 years. IWCO Direct helps its customers acquire, retain and engage customers and members through highly personalized paper-based and digital marketing programs. The company provides direct marketing like no one else by seamlessly supplying all design, production, mailing and management services in an integrated "total package" supply chain solution through operations in California, Minnesota and Pennsylvania. IWCO Direct pioneered commingling and continues to provide its customers with dramatic postage savings and faster time to market through its proprietary IWCO P.O.S.T. (Postal Optimization Strategy and Technologies) and RideShare™ commingling and logistics management programs, as well as its automated marketing program platform, proprietary data services and Mail-Gard critical communications recovery services. For the latest information on direct marketing trends, industry news, postal regulations and more, visit the [Speaking Direct](#) blog.

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