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Press Release

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HEADLINE: Three Promoted to Management Positions at Crafts, Inc.
FOR RELEASE: Immediately

Crafts, Inc., a Wisconsin based roofing and architectural sheetmetal contractor, has promoted three members of its estimation/project management team. All three individuals will assume their new roles June 1, 2016.

Chris Milmoie, who has been with Crafts since 2006, has been promoted to Vice President. He will continue to serve as an estimator/project manager but as vice president Milmoie will have increased management responsibilities. He will provide support and assistance to other members of the project management team, assist human resources with personnel matters and coordinate ongoing operations with the administration staff.

Milmoie is a good example of the leadership development at Crafts. Milmoie began his career in the roofing industry as a roofer in 2006 while still in school. He graduated from the University of Wisconsin – Oshkosh with a Bachelor of Business Administration in Accounting. In May 2011, after five years as a seasonal employee throughout his college years, Milmoie was hired full-time as an estimator/project manager. Having labored as a roofer for five years, Milmoie brings a unique perspective from his field experience to the Crafts Inc. management team.

Brian Georgenson has been promoted to Senior Project Manager/Estimator. Georgenson, a graduate of University of Wisconsin – Steven Point, has over 20 years of experience in the fabrication and installation of architectural sheet metal in the construction industry. He started at Crafts as sheet metal pre-apprentice and then became a sheet metal journeyman. Based on his expertise and dedication, Georgenson was promoted to sheet metal superintendent in December, 2001. This experience has prepared Georgenson well for his future management role. Georgenson was promoted to project manager/estimator in 2010 for both roofing and sheet metal projects.

Bryan Scherer has been promoted to Senior Estimator/Project Manager. While a summer office intern for five years, Scherer worked as an assistant to the project management team. He was hired full-time as a member of the estimation/project management team following his graduation from the University of Wisconsin – Whitewater in December, 2011. In addition to his management responsibilities, Scherer is applying his educational background in public relations and marketing by assuming the responsibilities for crisis communications and marketing at Crafts.

In their new roles, these members of the estimation/project management team will work closely with customers and other members of the management team and superintendents to deliver quality roofing solutions for Crafts, Inc. customers throughout Wisconsin and the Midwest.

Crafts, Inc. is celebrating its 70th year in business as a leading innovator in commercial and industrial roofing systems. Promoting current, experienced team members is part of a company plan in leadership development being implemented as Crafts prepares for the next 70 years in the roofing industry. For more information about roofing solutions and career opportunities at Crafts, Inc. call or go to their web site (www.craftsroofing.com).

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NOTE: Photos of Chris Milmoe, Bryan Scherer and Brian Georgenson provided