

American Solutions for Business is pleased to announce the promotion of **Christine Fischer** to National Director of Vertical Markets. In this expanded role, she will oversee not only the automotive sector but also healthcare, collegiate licensing, franchise, and group purchasing organizations.

Christine joined ASB 9 years ago and has led our automotive vertical market since 2019. After years of collaboration with the vertical markets, Christine is positioned well to step into this new role.

"Her ability to mentor associates, foster growth, and deliver consistent success has been extraordinary" shared Amy Spychalla, Vice President of Strategic Operations Support. "I'm excited for Christine to expand her leadership across our vertical markets, leveraging her unique skills, strategic approach, and dedicated team to drive continued growth and excellence."

Christine holds associate degrees in Business Management and Marketing & Sales Management from Alexandria Technical & Community College and is pursuing a Bachelor of Business Administration from MSU Mankato, graduating in Spring 2026. Based in Glenwood, MN, she looks forward to developing her team and building relationships with ASB sales associates. She values ASB's strong work ethic and dynamic environment. Outside of work, Christine enjoys gardening, sewing, and restoring 1990s cars with her husband, Chris. They have three daughters.

"I love working with our sales associates and customers and I am so excited to apply that passion to additional markets and opportunities" shared Christine Fischer, National Director of Vertical Markets. "Our vertical markets team is laser-focused on the unique needs of each type of customer we serve. Through team development and strategic growth, we will build upon that foundation and bring even greater value to all our stakeholders."

Storm Creek is proud to announce the addition of two seasoned professionals to its management team. **Ayi Doumassy** has joined as Director of Sales and Business Development, and **Lacey Peterson** has

been appointed Product Line Manager. These strategic hires reinforce Storm Creek's commitment to innovation, sustainability, and customer excellence.

Ayi Doumassy brings over 12 years of experience in sales and business development. Most recently, Ayi was the Sales and Operations Manager at BetterYou.ai, a wellness app. During his time at BetterYou.ai, Ayi was responsible for exceeding annual growth targets, developing key account strategies, and CRM optimization. Doumassy states, "I am excited to join Storm Creek to help drive growth in the promo industry. Storm Creek's commitment to sustainability and innovation sets us apart, and I look forward to building strong partnerships and creating new opportunities that bring our brand to even more distributors."

Lacey Peterson joins Storm Creek as Product Line Manager, bringing 10 years of experience in product design, merchandising, and supply chain management. Lacey started her apparel merchandising career at Gander Outdoor where she was responsible for product development and building store assortments based on key customer insights. She then moved on to Coolibar, where she was responsible for end-to-end product management for over 2,000 SKUs. Peterson says, "I am excited to share my knowledge in producing and designing many different apparel categories and end uses. I look forward to growing the assortment based on our customer's needs and our sustainability goals."

"I am thrilled to welcome Ayi and Lacey to the Storm Creek team," says Teresa Fudenberg, CEO of Storm Creek. "Their expertise will drive growth, strengthen our relationships with distributors, and deliver exceptional, sustainable apparel solutions to our customers. The future is bright here at Storm Creek!"

Storm Creek remains committed to pushing the boundaries of sustainable apparel in the promotional products industry. With these new additions to the team, the company is poised for continued success and innovation.

American Solutions for Business has officially acquired **Dubow Textile**, an industry-leading contract decorator located in St. Cloud, Minnesota. This

acquisition builds on a long-standing partnership between the two companies, which have worked together since 1991.

While Dubow is a wholly owned subsidiary of ASB, it will maintain its established identity and leadership team. The company will continue to function independently, ensuring continuity for its customers and partners. Customers of Dubow can expect business as usual, with no disruption to services or existing relationships. Additionally, all customer data and partnerships will remain protected, reinforcing both companies' dedication to transparency and trust.

“My dad would be very proud to know how everything is falling into place and that the future of our business is so promising,” shared Jenna Kraemer, Director of Business Development and daughter of Rob Dubow. “We’ve always had a strong connection to ASB, and this is a great opportunity to build an even bigger footprint in the industry. I’m confident we’ll now have the resources to not only keep my dad’s vision of being the best decorator in the industry alive, but to help us continue to grow and make an even bigger impact for our customers.”

ASB continues to support all decorators within its network, and its sales associates will retain the ability to work with the suppliers and decorators that best meet their customers' needs. The intention is to create another resource for ASB associates without restricting their ability to run their business as they see fit.

“We are honored that the Dubow family chose ASB to continue to grow their business after his passing,” said Justin Zavadil, President of American Solutions for Business. “Dubow Textile has been a trusted partner in the industry for over three decades, and we are honored to continue the legacy built by Rob Dubow and his family.

Crystal D has added industry veteran **Ray Rodriguez** to its sales leadership team and promoted **Tawauna Garner** to solutions manager.

After consulting with Crystal D over the last six months, Rodriguez joins the company as its vice president of sales.

“Ray's deep industry knowledge, along with his extensive experience with strategic planning and relationship building, have already made him a trusted advisor for Crystal D,” said Bridget Dahlgren, executive vice president of marketing and sales. “Ray's commitment to serving our customers and maintaining high standards align with Crystal D and our passion to be the very best.”

Dahlgren said the company is “ecstatic” for Rodriguez to lead the sales team in articulating the value and ROI of recognition, while coaching and guiding customers on growing their award sales businesses profitably.

With more than 30 years of experience in sales management roles within promotional and premium businesses, Rodriguez has earned the reputation as an industry expert, as well as a widely respected sales and marketing leader.

His resume includes roles at top 40 suppliers and distributors, and he has also owned and managed his own real estate brokerage. In addition to his role at Crystal D, Rodriguez will continue to run 5Ppromo, his consultancy for suppliers and distributors, and navigate the Mexico market with AmeriMex, a division of 5Ppromo.

Rodriguez is especially passionate about helping suppliers refine and grow their businesses, and he has hit the ground running as Crystal D's sales leader.

“Awards is an exciting and creative category to represent! As salespeople, it's uncommon to present a product where a buyer can easily identify a return on their investment,” Rodriguez said.

“Selling awards is a high-purpose sale and the value of recognition, to the recipients as well as to the business, can easily be articulated. My team and I are excited to share our winning formula for success that will impact the bottom line for both our customers and theirs.”

As a coach to his team and customers, Rodriguez will be training and developing sales proficiencies to help successfully implement, execute, and grow awards and recognition programs.

“I am blessed to work with Crystal D and its team,” he said. “They are

committed to being the best in the awards and recognition space. I'll see everyone on the road!"

Promotion of Tawauna Garner

Longtime, award-winning Memory Maker Tawauna Garner has been promoted to solutions manager. It's the latest in a series of progressions Garner has made as a leader on Crystal D's inside sales team, known as the Solutions Team.

"Tawauna has been our lead solutions specialist for the past year and she has consistently gone above and beyond," Dahlgren said. "She's demonstrated outstanding leadership and care for her team, as well as her customers, and we're excited to see her step into this new role."

With the Solutions Team reporting to her, Garner carries on her responsibilities for making the project idea, design and quoting process simple, easy and fast, while building a team that consistently delivers a memorable experience.

"Tawauna's passion for serving and partnering with our customers is second to none!" Dahlgren said.

Garner has been with Crystal D since 2016 and has held several roles with the company's customer service and sales teams, earning accolades from both inside the company and within the industry.