

Press Release



Quality Millwork & Expertise

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FOR IMMEDIATE RELEASE

Mr. Ed Schroeder, CEO of Valley Planing Mill, Inc. announces the promotion of Cynthia Sanders, to President and Jason Schroeder to Vice President. "These promotions are the first step in the companies long term succession plan." "Congratulations to both of them on their advancement." Said Schroeder.

Cynthia Sanders has been a driving force at Valley Planing Mill, Inc. for 21years, the last 10 years as the Executive Vice President. She has demonstrated continued success leading the finance and day-to-day operations at the company. She holds a degree in Accounting & Finance and has more than 23 years of corporate and administrative experience. Cynthia's philosophy of focusing on staff education, training and development are the hallmark of her tenure at Valley Planing Mill.

"I look forward to continuing the tradition of quality Valley Planing Mill has built its reputation on for the past 49 years" "With the intense challenges in the housing market over the past three years, we've adapted and survived while others have not." "We plan to take advantage of improvements in technology and systems to make Valley Planing Mill even more efficient." "It's all about value, our customers demand it and we're going to continue to provide it the best way we know how." Sanders said.

Jason Schroeder has been with Valley Planing Mill, Inc. for 15 years. In addition to his duties as Vice President he will continue to develop and manage the companies major wholesale accounts. Jason holds a degree in Natural Resources with extensive experience in residential, commercial & retail sales, production planning and procurement.

"I'm proud to continue the family tradition at Valley Planing Mill." "Having grown up in the industry I've got a unique perspective on how to produce quality products in very diverse markets." "I'm exciting to continue to help the company grow and transform." "I look forward to continuing to bring an attention to detail and a commitment to locally made products to the building materials industry of Northeast Wisconsin." Schroeder said.

ABOUT THE COMPANY

Valley Planing Mill, Inc., was established in 1963. They specialize in hard wood mouldings in a variety of species. The company manufactures and stocks more than 80 different moulding profiles. They offer a large selection of interior doors and stair parts as well as a large selection of dimensional boards. More than 175 special moulding profiles can also be produced on demand.



The business has grown steadily over the past 49 years. They occupy four buildings (more than 40,000 total sq. feet) at the corner of Hickory Farm Lane and West Wisconsin Avenue in Appleton. Modernization and continual improvement have been the catalyst of growth at Valley Planing. An expanded and dedicated warehouse, spacious showroom and business offices were relocated to a new building on-site in 1995. Valley Planing produces more than 75 percent of the products they sell.

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