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## **Food-Focused Public Relations and Marketing Firm Announces Leadership Changes**

**TAMPA, FL (January 15, 2010)** – Sahlman Williams Public Relations and Marketing announced today that Gary Caloroso, a food marketing industry leader who directed the company's West coast expansion, is the company's new president. Assuring management continuity, John Williams, the company's visionary leader who created the food practice, becomes the firm's chairman while Sahlman Williams' long-time administrative leader, Cheryl Miller, becomes chief financial officer.

As the company continues to expand its national and international client base, the leadership changes reflect the company's initiatives to offer an even wider range of services so its clients benefit from opportunities in social media, crisis communications, multi-ethnic marketing and retail promotions.

"Our mission to maintain excellence by exceeding client expectations will not change," Caloroso said. "We do, however, know that our clients have many new ways to communicate and we intend to be a leader in assuring our clients benefit from every opportunity especially in this very tough business environment."

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In his new role as president, Caloroso will continue to maintain client relationships with a strong business-centric approach while leading the company's dedicated team of professionals. Caloroso joins Williams, Miller and founder Ann Sahlman as partners of the firm.

Caloroso received the coveted "40 Under Forty" award by Produce Business magazine. The publication recognizes top industry leaders, under the age of 40, whose qualifications include outstanding community involvement and are considered young leaders in the produce industry.

Founded in 1983 by Ann Sahlman, the company hired Miller in 1987, building its reputation for excellent client service in corporate public relations. In 1997, Williams became president and a partner with Sahlman and Miller, establishing the food marketing practice with clients the firm still retains. In 2006, Caloroso left Porter Novelli in Los Angeles to join Sahlman Williams and led the company's West Coast expansion to serve its growing list of national clients from its office in Westlake Village, Calif.

"We have built excellent relationships with our clients and within the food industry for more than 25 years," notes chairman, John Williams. "Relationships will always be a priority for us. I look forward to the next 25."

The firm currently represents Bolthouse Farms, the Chilean Avocado Importers Association, Entertainment Publications, Georgia Pecan Commission, the Napa Valley Vintners Association, Sweetbay Supermarket and Vidalia Onion Committee.

Sahlman Williams' services incorporate overall strategic planning, social media development, branding, media relations, crisis/issues management, special event planning and implementation, trade show representation, spokesperson recruitment, product launches, in-store promotions, targeted community relations, food photography and recipe development.

Sahlman Williams is a partner of International Public Relations Exchange (IPREX), a nationwide and global network of more than 60 independent public relations firms. For more information about Sahlman Williams, go to [www.sahlman.com](http://www.sahlman.com).

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