



## **Cascade Telecommunications Strengthens Its Sales Team** **By Adding Two Seasoned Professionals**

*Leading Provider Experiences Great Demand for Business Communications Solutions*

BEND, OR — March 18, 2009 — Cascade Telecommunications, the region's leader in business communications, announced today that the company has strengthened its sales team by adding two seasoned professionals. These high caliber individuals include Michael Kruska and Ryan Endries. The mission of both individuals is to partner with Cascade Telecommunications' customers in a consultative manner by illustrating how technology can increase an organization's profitability, improve employee productivity, and give them a competitive advantage.

As a sales executive, Michael Kruska is responsible for developing new business and interacting with existing customers to provide state-of-the-art technology that will facilitate the accomplishment of their corporate objectives. Michael gained much of his communications industry experience selling dial tone and internet service to both businesses and government agencies. He was RioNetworks' top selling representative for four consecutive years, while maintaining a customer retention rate of 92%, 22 points higher than anyone else in the organization. Prior to

RioNetworks, Michael spent several years as a sales manager and representative for Dex Media selling Yellow Page advertising.

Ryan Endries will also be responsible for introducing Cascade Telecommunications' powerful value proposition to new companies, while enhancing the technical knowledge of current customers. Prior to joining Cascade Telecommunications, Ryan spent valuable time as an account executive with Integra Telecom. He became one of Integra's leading sales people by positioning himself as his customers' trusted advisor and technology resource. Ryan was also a valuable team member of Enterprise Climbing Walls and the Athletic Club of Bend.

"We're very fortunate to have two high powered professionals join the organization," said Allan Clack, president of Cascade Telecommunications. "Michael and Ryan have proven to be outstanding performers and valuable contributors for many years. Their track record of success, extensive business contacts and their ability to grow markets, all ensure that Cascade Telecommunications and its customers will be getting first-class service and attention."

### **ABOUT CASCADE TELECOMMUNICATIONS, INC.**

Cascade Telecommunications is locally owned and operated and is Central Oregon's business owner's first choice for over 16 years. Cascade Telecommunications goal is to provide each client a custom designed telecommunications solution that not only enhances their customer's experience, but also provides increased profitability and a competitive advantage. Cascade Telecommunications is a single source contact for all voice, data, and video needs.

Cascade Telecommunications provides industry-leading products with Factory Certified Technicians, Sales and Customer Service Staff, to ensure customer satisfaction by maximizing system performance.

Cascade Telecommunications provides around the clock service to ensure system reliability with the mission critical nature of the telecommunications. Cascade Telecommunications offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 1 hour.

For more information on Cascade Telecommunications, call 541-388-5158 or visit [www.cascadetel.com](http://www.cascadetel.com).