



**NEMETH**



**REHM**



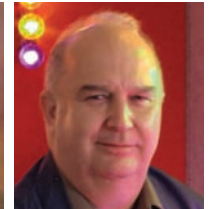
**McKAY**



**MARCUM**



**OBERHANSLEY**



**KRYMER**

Nesquehoning, Pa.-based ELK Lighting has promoted **Lee Nemeth** to senior vice president. Formerly the vp/business development for ELK North America, he will now formulate and implement sales, marketing, and product development strategies. A veteran of the industry for 15+ years, Nemeth has experience in senior sales and management.

**Denny Rehm** has been named vp/sales for Tallahassee, Fla.-based Golden Lighting. For more than 20 years, Rehm has held various posts in lighting, most recently with Maxim as vp/sales & marketing and director/building sales.

**Phillip McKay** has joined the World Market Center Las Vegas (WMCLV) in the newly created position of senior vice president. He is responsible for leasing to gift, lighting, rugs, and decorative accessories

segments, plus launching fresh product line categories. Prior to joining WMCLV, McKay was president/CEO of PPM Media.

The Dallas Market Center® (DMC®) has promoted **Cherie R. Marcum** to vp/finance, overseeing monthly fiscal closing processes, annual budgets, and yearly audits. Marcum has been with the firm for the past year as a financial controller. Prior to joining the DMC, this 14-year veteran of the industry was a manager and controller at Carreker Corp.

**Michael Yip**, former vice president of Farmers Branch, Tex.-based Oriental Accent, has resigned to pursue other interests. Yip was associated with the company for 19 years and also served as general manager.

Artisan House®, with headquarters in Burbank, Calif., has named **John**

**Breckman** its new manager/operations to develop and implement the company's presence in the European market. Based in London, Breckman will be building a network of sales agents and distribution capabilities. He comes from the fashion industry where he has devoted four decades to color and design. Artisan House exhibits at Interiors Birmingham, MAISON&OBJET, as well as Ambiente Frankfurt.

Madera, Calif.-based B-K Lighting and TEKA Illumination have appointed **Bert Oberhansley** as central regional sales manager. A 20-year veteran of the industry, Oberhansley has held key positions at Hydrel and LSI Greenlee. Most recently he was director/technical services at LITE360.

**Greg Krymer** has been advanced to product sales manager of architectural lighting for Torrance, Calif.-based LEDtronics®. He had been Southern California district sales manager, but will now switch gears to focus on national and international accounts. Prior to joining the firm in 2001, Krymer had 24+ years technical sales experience with such companies as Lyncole XIT Grounding, Fujitsu Ten Corp. of America, and Ora Electronics, Inc.

## REP NEWS

Milford, Ohio-based New Creative™ Enterprises (NCE) has announced 12 new sales agencies that will be representing the company across the country. **Dold, Don-Mar, and Fred Miller** will cover the Northeast and Mid-Atlantic; **Fox Premier Sales** and **Next Generation Texas** are responsible for the Southeast and Tola regions; **Alger, Meyer, BPA Sales Parranto, and Pray Kansas** have the Upper Midwest and Central U.S.; and **The Newcombs, Stack & Co., and Earthworkers Rockies** will handle accounts on the West Coast and in the Rockies.