

VECTOR MARKETING DIVISION MANAGER TEAMS WITH ILLINOIS STATE SALES CLASS ON DONATION TO STARLIGHT CHILDREN'S FOUNDATION MIDWEST

CHICAGO, ILLINOIS – Mike Muriel, division manager of the Chicago division of Vector Marketing Corporation, and students in the Advanced Personal Selling and Sales Negotiations course at Illinois State University, recently donated \$5,000 from the class's sale of Cutco cutlery to Starlight Children's Foundation Midwest, located in Chicago, Illinois.

Vector Marketing is the direct sales division of Cutco Cutlery Corporation, a 60-year old manufacturer and direct seller of high-end kitchen cutlery based in Olean, New York. Muriel met several times throughout the semester with the students on campus, training them to sell the cutlery. Muriel and the students chose to donate their commissions earned from the sale of the Cutco products to the Starlight Midwest .

The check will be presented by Sarah Baker Andrus, Vector Marketing's Director of External Relations & Academic Programs to Meredith Stadel, Development Manager of Starlight Midwest on May 12 in Chicago, Illinois.

The Cutco-Vector selling experience is an integral part of Illinois State's Advanced Personal Selling & Sales Negotiations course and is offered to seniors during their final semester prior to graduation. Muriel met with the students several times throughout the semester to teach them the Vector Marketing sales skills. All Vector Marketing representatives undergo an intensive three-day sales training program prior to selling Cutco.

"By enabling our students to sell Cutco, we are giving them the opportunity to find out what it is like to take the theory from the classroom and apply it to a real-world sales environment," said Professor Jill Attaway, who teaches the class.

"It is always a thrill to mentor the students and watch them develop both personally and professionally," said Muriel. "Regardless of what career path they ultimately choose, the sales and business skills learned while selling Cutco are sure to serve them well for the rest of their lives.

"I'm also particularly happy to be able to donate our commission proceeds to such an important charity that helps so many young people," said Muriel. "Aligning with this charity was an incentive for our students to sell and give back."

Cutco Cutlery, based in Olean, New York, is the largest kitchen cutlery manufacturer in North America. Founded 60 years ago, Cutco sells its products through a network of college students throughout North America. Cutco's sales division, Vector Marketing, offers a sales training program that teaches students a wide range of skills, including time management, presentation, lead generation, customer service and how to work in a commission-structured environment.

For more than 20 years, the Starlight Children's Foundation Midwest has been dedicated to helping seriously ill children and their families cope with their pain, fear and isolation through entertainment, education and family activities in Illinois, Indiana, Michigan and Wisconsin. Starlight's programs have been proven to

distract children from their pain, help them better understand and manage their illnesses, and connect families facing similar challenges so that no one feels alone. Starlight Midwest provides ongoing support to children, parents and siblings in an array of outpatient, hospital-based and Web offerings. Starlight Midwest serves over 200,000 seriously ill children and their families each year with programs in 175 Midwest hospitals. For more information visit www.starlight-midwest.org.

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