

Cannella Response Television Announces Eight New Hires in Burlington and New Berlin

BURLINGTON, Wis., June 21, 2010—Cannella Response Television (www.drvtv.com), a leading direct response television media service company, announced today that it has added eight employees to its company headquarters staff in Burlington, Wis. and its new Technology Center in New Berlin, Wis.

Joining the Cannella Response Television team in New Berlin are:

- Jim Radmann, Director of Operations for Server Based Technology. Radmann spent 19 years with Time Warner Cable, most recently as Regional Director of Operations for Media Sales, Midwest Region. He also owned Media Control Systems Midwest, was Chief Engineer at WXGZ-TV in Appleton, Wis., and led the initial station development in Milwaukee for WDJT/WCIU Channel 58.
- Thomas Weber, Operations Manager for Server Based Technology. Weber was Operations Supervisor at Time Warner Cable Media Sales and has 14 years experience in the cable advertising industry.
- Dave Bast, Operations for Server Based Technology. Bast spent 18 years as a Master Control Operator/Technician at Time Warner Cable, and was a Crew Leader for the U.S. Census.

Joining Cannella Response Television in Burlington are:

- Carol Reda, Media Manager. Reda worked for more than 20 years at Midwest Airlines, where she most recently was Director, E-Commerce and Distribution. She helped launch Midwest's first consumer web site and three subsequent redesigns.
- Michael Chuchara, Controller. Chuchara has worked in both service and manufacturing businesses in the U.S. and Canada, and before joining Cannella worked for SC Johnson and Johnson Diversified in the Racine, Wis. area.
- Jennifer Czerniak, Accounting Assistant. Before joining Cannella, Czerniak worked for CEVA Logistics, a leading logistics company. She has finance experience with manufacturing and service businesses, and worked for a public accounting firm.

Jessica Mesmer, Media Scheduler & Traffic Assistant. Mesmer is a recent graduate of the University of Wisconsin- Whitewater, where she earned a bachelor's degree in accounting.

CONTACT

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