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## **Brad Taylor Joins Confluence Watersports As Director of Field Sales**

**EASLEY, S.C. (March 10, 2010)** – Confluence Watersports has hired Brad Taylor for the newly created position of director of field sales. In this role, Taylor will have responsibility for the company’s US field sales team to further develop their outdoor specialty dealer segment.

Taylor is well known and respected in the paddling world. He has been in the industry since the late 1990’s, including four successful years with Dagger and Perception, as a factory rep. Most recently, he was vice president of Hurricane Kayaks. He is an avid kayaker and an eloquent advocate for all of paddlesports.

“We are always striving to improve our level of service and support in ways that more effectively deliver success at the retail level,” said Shelly Moore, VP of sales at Confluence. “We welcome Brad and look forward to his input, his expertise and his creativity as we further develop our dealer support to capitalize on growth opportunities with our customers. Brad will be instrumental in leading our team to drive specialty store growth through our brands, products and programs.”

The director of field sales is a new position and will not interrupt the relationship retail partners have with their Confluence sales representatives. In his travels with the sales team, Taylor plans to eventually meet with all Confluence dealer partners to review the company’s dealer support programs and address additional strategic opportunities.

### **About Confluence Watersports:**

Confluence Watersports is a family of brands that covers the full spectrum of paddlesports. Wilderness Systems, Perception, Dagger, Wave Sport, Mad River Canoe, Adventure Technology and Harmony accessories speak to different sectors, but share the same enthusiasm for the water. Based in Easley, S.C., but employing over 500 people across the U.S. and Canada, the company is a dynamic blend of passionate paddlers, adept businesspeople and paddling industry icons, jointly committed to ensuring the future success of paddling, in all its forms. To learn more about the company and its brands, visit [www.confluennewatersports.com](http://www.confluennewatersports.com).