



Media Contact: Verde PR  
Brook Sutton  
970.259.3555  
[brook@verdepr.com](mailto:brook@verdepr.com)

## Confluence Watersports Announces Two Key Leadership Appointments

**Easley, S.C. (December 1, 2008)** – With appointments that exemplify the company’s focus on improved innovation and commitment to first-rate customer service, Confluence Watersports has appointed Jim Berwick as vice president and chief financial officer, and Kelly Hemphill as director of information technology (IT).

“I am pleased to welcome Jim and Kelly to the team,” said Sue Rechner, CEO of Confluence Watersports. “Proactive leadership is necessary to foster the future growth we’re planning, not to mention to navigate the current, challenging economic landscape that the global markets are experiencing. Jim and Kelly both bring strong leadership, proven track records of innovation, and a shared vision of our role in achieving success”

Berwick is overseeing the areas of finance, IT, distribution and logistics, and customer service. His lengthy experience in consumer products is underscored by his broad financial and strategic planning experience. With the end goal of enhanced responsiveness to customer needs, he will lead his teams toward improved access to information, faster, more effective communication and customer interface; and increased efficiency and productivity in logistics and distribution.

Hemphill, who will work closely with Berwick, is leading the Confluence technology group in an extensive IT infrastructure improvement initiative. Focused on bringing automated solutions to business processes, he will have a major role to play in enabling the entire organization to respond more effectively to its stakeholders. A key component of this initiative will be instigating “green” communication and computing practices to reduce thermal output and minimize energy consumption.

-more-

Jim Berwick has over 20 years of consumer products experience, most recently as finance and operations consultant to Kanter International. Prior to that he was CFO/COO of Marty's Shoes and EVP of strategic planning and business development for Lenox, Inc. Kelly Hemphill joins Confluence after 10 years with Sun Microsystems as the global architecture manager. Prior to that he served as director of technology services at Glaxo Wellcome Pharmaceuticals.

**About Confluence Watersports:**

Located in Easley, S.C., Confluence Watersports is the result of blending the unique watersports brands: Wilderness Systems®, Perception®, Dagger®, and Wave Sport® kayaks, Mad River Canoe®, Adventure Technology® paddles, and Harmony® accessories. With a full representation of canoes, and kayaks ranging from touring and recreational to high-performance whitewater boats, the Confluence brands are well suited to outfit all paddling enthusiasts. People passionate about the outdoors run the company today: advocates who are dedicated to bringing more people to the water. For more information, please visit:

<http://www.confluencewatersports.com>.