



Contact: Jennifer Palumbo
Marketing Communications
585-321-2300

jennifer.palumbo@optimization.us

May 19, 2011

**Optimization Welcomes:
Virginia Carr, Steven Alvito, Greg Gacioch and Douglas Moldenhauer**

Optimization is pleased to announce the addition of Virginia Carr to its marketing team this May.

Virginia previously worked in Optimization's branch office in Coatesville, PA. She will relocate to Optimization's corporate office in Rush, NY to manage proposal reviews, provide qualification package process definition and support, and assist with customer relationship management.



In addition to her new marketing role, Virginia will continue her responsibilities as Quality Assurance Manager.

Optimization is pleased to announce that Steven Alvito will join its skilled trades division as a Journeyman Electrician.

Steven has over 30 years of experience as an Electrical/Instrumentation (E/I) Mechanic in both industrial and commercial applications. Prior to joining Optimization, Steven worked as a Project Supervisor and Electrician for Goforth Electric and was a key E/I Mechanic at Eastman Kodak Company.



Optimization is pleased to announce Greg Gacioch as Business Development Manager for its new Minneapolis, MN office. Greg joins Optimization after working for Hewlett-Packard. Greg will be responsible for sales and client relationship development in the Minneapolis and surrounding areas.



Douglas Moldenhauer joins Optimization as a Senior Controls Engineer this May.

Doug is a drive systems expert with over 30 years of experience working with drives, PLCs and electrical systems. Before joining Optimization, Doug led the electrical technicians group at Eastman Kodak Company.



##