



SODERHOLM & ASSOCIATES Agency Profile

*Market Influence.
Customer Value.*

MARKET FOCUS

Commercial Plumbing
Residential Plumbing
Decorative Plumbing

HVAC
Pipe, Valves & Fittings
Water Treatment

MANAGING DIRECTORS

Chris Soderholm
Brian Soderholm
Chuck Soderholm

President
Vice President
Vice President

OUTSIDE SALES STAFF



Chris Soderholm
Company President
Wholesale Account Mgmt



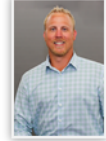
Brian Soderholm
COO, Wholesale Acct Mgmt
Specified Market Development



Chuck Soderholm
Wholesale Account Mgmt



Dale Blanchette
Wholesale Account Mgmt
Contractor Mkt Development



Chaz Norrgard
Sales Manager
Plumbing Department



Peter Bibby
Wholesale Account Mgmt
Contractor Mkt Development



Scott Peterson
Wholesale Account Mgmt



Rich Davison
Specified Market Development



Greg Boner
Sales Manager
HVAC Department



Chad Klein
Contractor Mkt Development



Andrew Paulsen
Commercial Water
Treatment Sales



Danielle Schultz
Decorative Sales



Steve Boner
HVAC Sales



Jason Swartz
Territory Account Mgmt
North & South Dakota

PLUMBING & WATER TREATMENT



Innovation has a name.



Pure Friends
an Wasser



Plumbing Fixtures & Faucets

Thermostatic Mixing Valves

Designer Faucets

Fire & Waterworks Products

Backflow Prevention



Commercial & Residential
Water Heaters & Boilers

Packaged Pumping Systems

Acid Waste
Piping & Fittings

Bathing, Shower &
Utility Enclosures

Gas Connectors & Fittings

Pump Solutions



Drainage Products, Water Safety
& Flow Control Valves

Commercial & Residential
Water Treatment Equipment

Professional PP-R Heat Fusion
Piping Solutions

Tankless Water Heaters

Drainage & Pressure Piping
Systems

Commercial Engineered Product
Pump Solutions

HVAC



Through-the-Wall Heating & Air
Conditioning Units



Stainless Steel & Polypropylene
Venting, Chimney Liners



Heat Pumps and Chillers



Heating & Air Conditioning
Solutions



Package Rooftop Heating & AC
Systems, Unit Heaters



HVAC Products



Residential & Commercial Boilers,
Indirect Tanks, Heat Exchangers



Condensate Pumps



Radiant Heating Products



Small Duct High Velocity Heating,
AC & Indoor Air Quality Systems



OFFICE/WAREHOUSE LOCATIONS

MN: 7150 143rd Ave NW, Ramsey, MN 55303

Phone: (800) 328-9858, (763) 427-9635

Fax: (763) 427-5665

WI: W140N5086 Lilly Rd, Menomonee Falls, WI 53051

Phone: (800) 328-9858, (763) 422-4467

Fax: (262) 439-9385

Direct Dial Ext

Outside Sales

Chris Soderholm	(612) 968-3070	4448	Company President, Wholesale Account Mgmt
Brian Soderholm	(763) 227-6499	4446	COO, Wholesale Account Mgmt/Specified Mkt Development
Chuck Soderholm	(612) 968-3061	4465	Wholesale Account Mgmt
Dale Blanchette	(612) 202-1650	4444	Wholesale Account Mgmt/Contractor Mkt Development
Chaz Norrgard	(763) 442-2734	4458	Sales Manager—Plumbing Department
Peter Bibby	(262) 339-3946	4464	Wholesale Account Mgmt/Contractor Mkt Development
Scott Peterson	(414) 702-3921	6665	Wholesale Account Mgmt
Rich Davison	(414) 949-1400	6664	Specified Mkt Development
Greg Boner	(612) 710-7102	4474	Sales Manager—HVAC Department
Chad Klein	(651) 210-6302	4473	Contractor Mkt Development
Andrew Paulsen	(612) 220-1965	4447	Commercial Water Treatment Sales
Danielle Schultz	(612) 275-4278	4470	Decorative Sales
Steve Boner	(952) 999-0961	4445	HVAC Sales
Jason Swartz	(605) 216-1002	4466	Territory Account Management, North and South Dakota

Customer Service (Availability, Pricing, Parts)

Todd Wiles	(763) 422-4463	4463	Operations Manager
Jo Marron	(763) 422-4467	4467	Watts Regulator, Ames, Febco, Dormont, WaterPEX
Deanna Christy	(763) 422-4472	4472	Watts Regulator, Ames, Febco, Dormont, WaterPEX
Joyce Manning	(763) 422-4441	4441	Watts RGAs and Quotes
Cari Belrose	(763) 422-4494	4494	Watts Drainage, Blucher, American Wheatley, Orion, aquatechnik, Franklin Electric, Little Giant, SyncroFlo
Tanya Miller	(763) 422-4457	4457	HVAC, Watts Radiant, Powers, Z-Flex, Panasonic, Triangle Tube
Pete Snyder	(763) 422-4449	4449	AO Smith, Am. Water Heater, State Industries, Takagi
Robin Bielejeski	(763) 422-4440	4440	Water Heater Parts, Triangle Tube Parts
Cindy Bordwell	(763) 422-4442	4442	American Standard, DXV, Grohe, Fiat
Dawn Sharpe	(763) 422-4451	4451	Water Control Softeners and Pure Simplicity Filters
Eric Peters	(763) 422-4443	4443	Water Control Commercial Skid-Mounted Systems, Seccua Ultrafiltration Parts

Project Design and Quotations

Ryan Wright	(763) 398-6660	6660	Quotes Specialist
Emily Mattson	(763) 422-4469	4469	Quotes Specialist
Lexi Dietl	(763) 422-4455	4455	Quotes Specialist
Paula Gillen	(763) 398-6663	6663	Water Control Commercial Water Softeners
Josh Petersen	(763) 398-6662	6662	Water Control High-Purity, Water Reclaim, Commercial Seccua Ultrafiltration
Eric Peters	(763) 422-4443	4443	Water Control Residential Seccua Ultrafiltration

Technical Support (Troubleshooting and Maintenance)

Jason Stamm	(763) 422-4460	4460	AO Smith, Am. Water Heater, State Ind., Takagi, Watts/Ames, Febco, Powers, Technical Support Manager
Rick Zabel	(763) 422-4461	4461	Watts/Ames, Febco, Powers, Drains, AO Smith, Am. Water Heater, State Ind., Takagi
Tanya Miller	(763) 422-4457	4457	HVAC
Steve Boner	(763) 422-4445	4445	HVAC, Triangle Tube
Paula Gillen	(763) 398-6663	6663	Pumps, American Wheatley
Tony Dietl	(763) 233-8257	4471	Water Control Residential Softeners, Service Coordinator
Stuart (Stu) Olstad	(612) 202-1857	4475	Water Control Commercial Softeners, Production Manager
Josh Petersen	(763) 398-6662	6662	Water Control Commercial Seccua Ultrafiltration
Tanner Kruth	(612) 394-8738	4471	Water Control Residential Seccua Ultrafiltration
Anthony Kiewel	(763) 242-8209	4476	Water Control High-Purity, Water Reclaim, Specialty Treatment
Mark Koloc	(763) 242-1345	4477	Water Control High-Purity, Water Reclaim, Specialty Treatment
Dakota Miller	(763) 422-4462	4462	Water Control Water Testing

Management Support

Pam Darsie	(763) 422-4459	4459	Accounting
Jodi Aanenson	(763) 422-4452	4452	Accounting
Teresa Mattson	(763) 422-4450	4450	CFO
Susan Ahlers	(763) 422-4453	4453	Marketing & IT Coordinator
Lexi Dietl	(763) 422-4455	4455	Marketing & Sales Support Specialist

{To email anyone on this list, use firstname.lastname@soderholmrep.com or visit our website for a complete email listing.}