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KAY SEGAL JOINS BOARD OF THE REX GRISWOLD FOUNDATION

Segal heads new Arizona advisory providing business development analysis and growth strategies

(Scottsdale, Arizona – June 8, 2015) Kay Segal, president of Arizona-based Segal Insights, recently joined the board of The Rex Griswold Foundation.

Segal heads a business development consultancy firm, which launched in May. Segal Insights provides trends analysis and growth strategies for retailers, non-traditional foodservice operators and suppliers.

The Rex Griswold Foundation (www.rexgriswoldfoundation.com) is a non-profit organization dedicated to raising awareness and funds for groundbreaking research on Multiple System Atrophy (MSA) with the goal of treating and curing the disease.

“I am thrilled to be working with the Rex Griswold Foundation and supporting its research efforts related to MSA, which Rex Griswold was diagnosed with about three years ago,” Segal said. “Business is built upon long-lasting relationships and Rex have been friends to many in the industry. This foundation is built upon the passion of many to help Rex and other MSA patients find options for life. We will do this by funding much needed research.”

Formerly Senior Vice President for CSP Business Media of Mesa, AZ, Segal has decades of experience in traditional and non-traditional foodservice & retail operations, business development and business facilitation. Her firm offers expertise for retail including convenience retailing operations, non-traditional foodservice development, marketing, and business-to-business media.

We are thrilled to have Kay Segal affiliated with our foundation board. Her years of strategy and business development work within the industry are unmatched,” noted Tom Hipwell, president of the Rex Griswold Foundation. “Her sound business acumen coupled with numerous relationships creates a situation of one-plus-one equaling three.”

www.segalinsights.com



About Segal Insights and Solutions

Arizona-based consultancy firm, Segal Insights and Solutions helps leaders in the non-traditional foodservice, convenience store and petroleum industries crystallize vision and forge new paths with “outside-in” thought leadership, independent vision and opinions grounded in first-hand industry experience.

About the Rex Griswold Foundation

The Rex Griswold Foundation is a non-profit charitable organization that is funded through private and corporate donations. The Rex Griswold Foundation is dedicated to raising funds to help find a cure for Multiple System Atrophy (MSA)*. It works to raise funds and awareness with the general public about this rare, neurological, degenerative disease. It is the mission of The Rex Griswold Foundation to provide funds for research and support the goal of finding a breakthrough cure for Multiple System Atrophy (MSA*). The Rex Griswold Foundation works with scientists, doctors, patients, families, constituents and the general public to raise awareness and funds to help fight MSA.

**Multiple System Atrophy (MSA) is a progressive and degenerative, neurological disorder that is characterized by a combination of symptoms affecting both the autonomic nervous system and movement.*

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