



## MPACE Presents Vector Marketing Campus Relations Manager "Most Valuable Person 2008" Award

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SAN DIEGO, CA, May 26 (MARKET WIRE) --

Campus Relations Manager for Vector Marketing, Cadence Barr, was presented the "Most Valuable Person 2008" award from the Mountain/Pacific Association of Colleges and Employers (MPACE). Barr accepted the award at the association's annual conference in San Diego, California from past MPACE President, Michael Mau. The Most Valuable Person award is given each year to one employer and one career center person, in recognition of their significant contributions to the organization. Barr was recognized for her contributions in the "employer" category.

Vector Marketing is a direct sales firm that markets New York based, Cutco Cutlery, a line of high quality kitchen cutlery, accessories and sporting knives. Vector Marketing trains more than 40,000 of Cutco's sales representatives, mainly consisting of a national network of college students, and coordinates their activities. To prepare Vector Marketing sales representatives for in-home personal demonstrations of Cutco products, they participate in a training program that teaches them a wide range of skills related to sales and entrepreneurship.

Created in 2005, the Mountain/Pacific Association of Colleges and Employers is a regional organization, consisting of more than 600 members, that works with college career offices and corporations to be a resource for professional training and development and promote ethical standards in the workforce.

Barr, a native of Sequim, Washington, is a 2001 graduate of Pacific University in Oregon, where she received a degree in social work. Barr has been active in MPACE since 2005 and now residing in San Diego, California. "I feel honored to receive this award from MPACE," said Barr. "I have benefited personally and professionally from my involvement with the organization. Vector Marketing has always been dedicated to helping college students develop the business skills they will need to succeed in their future careers, and I can think of no better organization than the MPACE to partner with toward this goal."

"Cady has been a valuable asset to the Mountain Pacific Association of Colleges and Employers," said Mau. "She has consistently supported regional networking events and workshops. As a volunteer organization, MPACE depends on motivated and dependable members such as Cady. It was with great appreciation that we presented her the 2008 Most Valuable Person Award for an employer member."

### About Vector Marketing and Cutco Cutlery

Vector Marketing is a direct sales firm that markets Cutco Cutlery, a line of kitchen cutlery, accessories and sporting knives. With its administrative headquarters in Olean, NY, Vector is a wholly owned subsidiary of Cutco Corporation, which has been manufacturing Cutco Cutlery since 1949.

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