

CANADIAN DIRECT SELLER'S ASSOCIATION PRESENTS 2009 'MAKE A DIFFERENCE AWARD' TO VECTOR MARKETING CANADA

CALGARY, Alberta – [Vector Marketing Canada](#), the Canadian direct sales division of Cutco Cutlery Corporation, has been presented with the Canadian Direct Seller's Association's 2009 Make a Difference Award. The award was presented at the Canada Direct Seller's Association Annual Conference held June 7 – 10 in Niagara Falls, Ontario.

Vector Marketing Canada received the award in recognition of its contributions to the Children's Wish Foundation of Canada.

The award is the result of a partnership between [Vector Marketing Canada](#) and the Haskayne School of Business at the University of Calgary, where Dr. Derek Hassay developed the "Selling Smiles 101" program to provide his students with real-world sales experience. The product of this unique partnership not only enables students to apply classroom concepts to the real world by selling Cutco, it also gives them the opportunity to fundraise for the Children's Wish Foundation.

Since the Selling Smiles program began 4 years ago, Vector Marketing Canada and Professor Derek Hassay's students have raised more than \$100,000 for the Children's Wish Foundation of Canada.

"It is a privilege and honour to receive this prestigious award," said Rhancha Connell, sales promotion Manager for Vector Marketing Canada. "The Selling Smiles program is a wonderful program developed by Dr. Derek Hassay. Vector is proud to work with him and create magic for his students as well as for the wish recipients.

"Making dreams come true is a powerful motivating force," continued Connell. "The students, as well as the wish family, are positively affected. Our dream is to take this program to as many colleges and universities across Canada as we can. I know the best is yet to come!"

Vector Marketing Canada division manager Angie Macdougall visits the classroom several times during each semester the class is offered to mentor the sales management students.

"The Selling Smiles 101 program has become a huge success because of the passion and commitment that Vector Marketing's staff and management have shown for the program," said Dr. Hassay. "Backed by Cutco's phenomenal products and the tireless efforts of Vector's compassionate and dedicated reps and executives, this program has and will continue to make a significant difference in communities across Canada and the United States."

[Cutco Cutlery](#), based in Olean, New York, is the largest kitchen cutlery manufacturer in North America. Founded 60 years ago, Cutco sells its products through a network of college students in Canada and the United States. Vector Marketing offers a sales training program that teaches students a wide range of skills, including time management, presentation, lead generation, customer service and how to work in a commission-structured environment.

To learn more about the Selling Smiles Program, contact Vector Marketing Canada Campus Relations Manager Sherri Dickie at sdickie@cutco.com.

About Children's Wish Foundation of Canada

The Children's Wish Foundation of Canada is dedicated to fulfilling a favorite wish for children diagnosed with a high-risk, life-threatening illness. The Foundation is the only all-Canadian organization with offices from coast-to-coast, granting wishes for these special children. This year marks 25 years and 15,000 wishes for the Foundation. To contact The Children's Wish Foundation of Canada, call 1-800-267-9474 or visit www.childrenswish.ca.

About the Making a Difference Award

The Making a Difference Award honours companies whose community service efforts have made a profound difference in their communities across Canada. Some of the criteria for this honour include consideration of the level of involvement in the community, the effort relative to the size of the company and the company's vision and motivation.

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