



## **Centiva Celebrates Earth Day with Green Events ... And More Industry News**

For the Week of April 25, 2011

### **MANAGEMENT CHANGES**

Bulbrite (Moonachie, N.J.) appointed Brain Creeley to director of residential sales. In his new position, Creeley will oversee the lighting manufacturer's residential lighting business, and support the company's U.S. and Canadian sales agencies.

Retail strategy firm [WD Partners](#) (Dublin, Ohio) hired Jonathan Broadfoot as director of account strategy for the company's digital services team. Before joining [WD Partners](#), Broadfoot worked for Resource Interactive and developed digital marketing programs for Procter & Gamble's hair care and beauty brands.

Discount retailer Family Dollar Inc. (Matthews, N.C.) named Brad Rogers vp of real estate development. Since joining Family Dollar in 1998, Rogers has held several roles in the real estate division, most recently serving as regional vp of the real estate portfolio and new stores.

### **STORE OPENINGS**

Commercial construction firm Englewood Construction (Lemont, Ill.) completed two Chicago-area projects including a Trader Joe's in the Lincoln Park area. The 14,801-square-foot grocery store features a chef's tasting station and a two-story parking deck. The firm also began work on six retail projects including an Armani at Water Tower Place, an hhgregg in Joliet, Ill., a Mrs. Fields/TCBY Yogurt in Skokie, Ill., an O'Reilly Auto Parts in Wheaton, Ill., and an Advanced Auto parts in Crystal Lakes, Ill.

### **BUSINESS BRIEFS**

Iranian-American designer Bijan Pakzad, 71, died Saturday in Los Angeles after suffering a severe stroke. Best recognized for his Baccarat crystal flacon fragrance collection that cost \$10,000 per bottle, Pakzad was considered a pioneer of the modern celebrity fragrance market by signing Michael Jordan to a licensing deal in 1995. In 1976, Pakzad converted a car park on Rodeo Drive into a lush marble and crystal fashion house.

Flooring manufacturer Centiva (Florence, Ala.) celebrated Earth Day with green-related events during April. Events included a guest speaker discussing power conservation, planting 100 trees and a litter pick up. The company also donated \$3000 to the city of Florence, Ala., to purchase recycle bins.

Frank Mayer & Associates Inc. (Grafton, Wis.) partnered with SoloHealth (Atlanta) to present SoloHealth Station, which provided free self-service health screenings of vision, blood pressure, weight and body mass index, at the Customer Engagement Technology World Tradeshow in San Francisco, held April 27-28.

<http://vmsd.com/content/centiva-celebrates-earth-day-with-green-events-and-more-industry-news>