



News from THE WALLACE GROUP

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ProAct, Inc.

For Immediate Release

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PROACT, INC. HIRES DIRECTOR OF BUSINESS DEVELOPMENT TO INCREASE OPPORTUNITIES FOR PEOPLE WITH DISABILITIES

**Nat Reidel has extensive sales management experience in manufacturing industries;
worked for large disabilities firm**

ProAct, Inc. has hired Nathaniel (Nat) Reidel as director of business development, a newly created position for the Eagan-based nonprofit, which provides employment related services for people with disabilities.

Reidel was previously director of commercial business development for Minnesota Diversified Industries, a large nonprofit firm that employs people with disabilities in plastics manufacturing, packaging and assembly. He has more than 25 years of sales management experience in a number of different industries.

The new director is no stranger to working with people with disabilities. A native of Syracuse in upstate New York, Reidel's brother has a disability and his parents helped to establish an Arc agency in the area. "I've felt for some time in my life to give some time back (to the disabilities community) because I was in the for-profit world for 30 years," Reidel said.

ProAct/page two

At ProAct, Reidel's focus is on finding larger production jobs, and building repeat business from companies. The idea is to find more significant training and work opportunities for ProAct's clients. Reidel wants to provide the expertise and industry knowledge that companies desire. "A big part of what we need to do is to educate the for-profit companies as to who we are and what we are," said Reidel. "You need to be the first place customers call when they have a need, because the first place they call is the one they want to buy from." The new director said that while Minnesota is very philanthropic and looks favorably on nonprofits, companies still must provide a quality service.

"Nat brings the business experience level and perspective that will help ProAct expand its work base and provide more opportunities for people with disabilities," said ProAct President and CEO Steven Ditschler.

Before coming to Minnesota, Reidel owned a company in New England for 10 years. The firm sold heavy duty coatings and architectural finishes for large construction projects, including the Rhode Island Convention Center in Providence, the Civic Center of Hartford, Conn. and the Aetna World Headquarters, also in Hartford.

Reidel studied government at Curry College in Milton, Mass. He makes his home with his wife in Wayzata. The Reidels have two grown children and three grandchildren, with one more on the way.

ProAct/page three

ProAct is headquartered in Eagan and maintains additional sites in Red Wing and Zumbrota. Its mission is to serve individuals experiencing barriers to employment and self-sufficiency due to developmental disabilities, mental health issues, traumatic brain injuries, and other conditions.

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