



KAT Wholesale Outdoor Announces Hire of Chief Operating Officer, Bill Marden

Seasoned leader brings broad experience to growing company

FOR IMMEDIATE RELEASE

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Kansas City, Mo. (February 2, 2017) – KAT Wholesale Outdoor is proud to announce the hire of Bill Marden as its chief operating officer. A grower and distributor of landscape products with four locations in Kansas City and Des Moines IA, KAT Wholesale Outdoor is the inaugural brand in the DCA Outdoor group. DCA Outdoor is a privately held, vertically integrated, parent company in the agriculture, distribution, and retail sectors.



As COO of KAT Wholesale Outdoor, Marden is responsible for overseeing and executing the strategic plan and operating budget, and aligning them with the long-term vision of DCA Outdoor's distribution units. Marden will work closely with the DCA Outdoor executive team, as well as help develop and mentor future leaders in the organization.

"We are honored to welcome a seasoned and accomplished leader like Bill to the KAT and DCA family," said Tory Schwope, president and founder of DCA Outdoor. "Bill is eager to work, learn, and pioneer a new way of thinking in the landscape distribution industry, and his experience in leading executive teams and growing large companies makes him the ideal fit for this role. I look forward to seeing the expansion and growth of KAT under his leadership."

With more than 30 years of experience spanning strategic leadership, planning, development, and operations and risk management, Marden brings KAT extensive expertise in leading and cultivating successful organizations. He also holds a deep understanding in functional areas, including community relations, human resources, sales, marketing, finance, accounting and more.

"I'm pleased to join an organization that is truly innovating the landscape distribution field," said Marden. "As COO, I have the opportunity to further expand this established brand and develop key strategies for continued results and success."

Prior to joining KAT, Marden served as the president for Creed Business Solutions where he focused on partnering with business owners and leaders to develop business strategy and improve operating performance. Earlier in his career, he was the president and COO of Americo Financial Life and Annuity, as well as the director of strategic planning, development and human resources at YRC Freight.

About KAT Wholesale Outdoor

KAT Wholesale Outdoor is Kansas City's premiere wholesale landscape distributor offering a wide selection of premium nursery stock, stone and hardscape products. KAT Wholesale Outdoor is a subsidiary of the parent company DCA Outdoor, founded in 2016 by Tory Schwope. DCA Outdoor is a family of green industry brands that provides unparalleled production and vertical integration. Visit KAT Wholesale Outdoor at www.katwholesaleoutdoor.com.

About DCA Outdoor

DCA Outdoor was founded in 2016 by Tory Schwope. With a mission to create a family of green industry companies that provide unparalleled production and vertical integration, DCA Outdoor serves as the parent company for a family of brands, including Anna Evergreen, Brehob Nurseries, Colonial Gardens, KAT Wholesale Outdoor, PlantRight, Schwope Brothers Tree Farms, Utopian Plants and Utopian Transport. Focused on integrating nursery stock production with distribution, transportation, and sales and marketing, DCA Outdoor creates a more efficient and sustainable operation positioned for long-term success. Visit DCA Outdoor at www.dcaoutdoor.com.