



**January 1, 2014**

**For Immediate Release:**

## **J. WHITE & ASSOCIATES EXPANDS TEAM**

J. White & Associates is pleased to introduce the newest addition to its team: John Reinhardt. John comes to us with over 20 years of experience in the professional beauty business, with a background that includes manufacturing, distribution, and manufacturers' rep.

"I'm quite pleased to have John join our team," states J. White & Associates president Jeff White. "John is highly regarded among his customers and peers alike as an intelligent, honest, and diligent business partner. He has done an outstanding job of building the brands with which he has partnered independently over the past five years, and I anticipate that he will bring that same energy, value and work ethic to our brand portfolio. John's relationships throughout the East Coast and Midwest territories will introduce an entirely new dimension in distribution to our vendor partners. John will also continue to partner independently with those manufacturers to whom he has provided such an exceptional level of service in his solo practice."

John will make his debut with the firm at the 2014 J. White & Associates Distributor Conference in Las Vegas, January 16-17, 2014. To contact John, please either call [813-477-4728](tel:813-477-4728) or email [John@jwhite-assoc.com](mailto:John@jwhite-assoc.com).

J. White & Associates, based in Charlotte, NC, is an international firm specializing in placing emerging market leaders with key distribution and retailing partners. To contact J. White & Associates, please email [Jeff@jwhite-assoc.com](mailto:Jeff@jwhite-assoc.com) or call 704-335-1502.