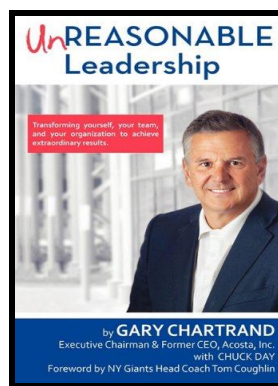


PRESS RELEASE
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For Immediate Release
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PRESS RELEASE

**Unreasonable Leadership:
the Solution for America's Leadership Crisis**



Chairman & Former CEO of Acosta Provides Insight Into How Leaders Can Drive Progressive Transformation and Flourish in Any Economy

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Faced with economic uncertainty and unprecedented challenges, leaders across America from the boardroom to the Oval Office are fumbling to enact positive change, but Chairman and former CEO of Acosta, Inc. Gary Chartrand has the solution for overcoming the country's debilitating paralysis.

A dynamic and inspiring leader, Chartrand transformed Acosta Sales & Marketing – the company behind the marketing of some of the country's best known consumer brands, including Kraft, Heinz, Campbell's, and Colgate – from a regional company serving 15 states into the unquestioned industry leader in only 15 months. During his 12-year tenure as CEO, Chartrand led the company to increase gross sales by a factor of 20, from \$3 billion to nearly \$60 billion, and grew Acosta from 2,000 to 18,000 employees.

How did Chartrand and Acosta do it? As George Bernard Shaw once put it, "All progress comes from unreasonable people." In his book, *Unreasonable Leadership*, Chartrand outlines the principles which led him during Acosta's remarkable transformation. As an "unreasonable leader," Chartrand led Acosta in taking bold, calculated risks and always reaching for supposedly unattainable goals, unlocking the potential of his employees and enabling the company to achieve more than ever thought possible. Charting the massive consolidation of the food brokerage industry from 2,500 firms to three national players, *Unreasonable Leadership* documents the challenges confronted by Acosta's leadership team and reveals how Acosta managed to meld multiple acquisitions into a united, streamlined industry giant.

Chartrand believes that the same extraordinary success is achievable for any other American business, and for the country as a whole. "I have written *Unreasonable Leadership* to express my belief in what is possible in America and to capture and share an entrepreneurial success story that exemplifies what our free enterprise

system enables one to attain. The book is meant to show how an established company like Acosta can undergo progressive transformation and flourish – provided that its leaders temper their risk-averse tendencies with selective yet bold out-of-the-box thinking.”

Former Governor of Massachusetts and current contender for 2012 presidential nomination Mitt Romney agrees: “This is a smart, thought-provoking approach to leadership and how to create the ideal environment for bringing about positive change and achieving meaningful results.”

Investing in Education

As a firm believer in education as the basis for freedom and financial independence, Gary Chartrand has pledged all proceeds from *Unreasonable Leadership* to education reform through the efforts of The Chartrand Foundation. Established by the Chartrand family in 2006, The Chartrand Foundation is dedicated to improving educational opportunities for children in Duval County, Florida through strategic investments that encourage and support early learning and strengthen the public education system, with a vision of providing all children with the opportunity to achieve their potential and be productive citizens.

About Dr. Gary Chartrand

Executive Chairman and former CEO of Acosta Inc. Gary Chartrand is a philanthropist, businessman, and author. A charismatic leader, Gary’s fundamental philosophy rests on his firm belief in leveraging the special gifts and talents of every individual. Gary’s remarkable legacy at Acosta speaks for itself, where he transformed the company from a \$3B regional sales player to a \$60B industry leader with his relentless focus on achieving the “unattainable.” Gary’s leadership prowess has been recognized by the Supermarket News “Power 50” ranking of the 50 most influential industry leaders for six consecutive years, and he was the recipient of the Ernst & Young Entrepreneur of the Year Award for Florida in 2001. A graduate of the University of New Hampshire, Gary and his wife, Nancy, reside in Ponte Vedra Beach, Florida and have two children, Jeffrey and Meredith. Driven by a passion to make a difference in their community, the Chartrand family has funded multiple philanthropic efforts, including a leading-edge center for cardiovascular care at St. Vincent’s Hospital in Jacksonville, implementation of the “Teach for America” initiative in Jacksonville, opening of the first KIPP School in Florida, and enthusiastic support of the Wounded Warrior Program, Catholic Charities, Guardian of Dreams Catholic School, and the Diocese of St. Augustine. Currently, Gary serves on the Board of Directors for The Chartrand Foundation, Tom Coughlin Jay Fund Foundation, St. Vincent’s Hospital, and Fresh Ministries, in addition to serving as Chairman of the board for Acosta Sales & Marketing. Gary is also Chairman of the Jacksonville Public Education Fund, Director on the board of the KIPP schools in Jacksonville, and Vice President of the MDA “Aisles of Smiles” campaign.

To learn more about Gary Chartrand and “Unreasonable Leaders,” visit <http://www.unreasonableleaders.com/>

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