

**ROUSES**  
MARKETS

**ROUSES MARKET**

2017 **ANNUAL**  
**STORE DIRECTORS**  
**MEETING**

**ONE**  
*Remarkable*  
**TEAM!**



**DONALD ROUSE**

*Chairman of the Board*



**DONNY ROUSE**

*CEO, Board Member*



**ALI ROUSE ROYSTER**

*Board Member*



# STEVE BLACK

**Role:** *President/COO*

**District/Dept:** *Store Support Office*

**Team Nickname:** *Head Coaches*

**Hometown:** *Arapaho, OK*

**Years in business:** *40*

**Years at Rouses:** *5 months*

**Passion:** *Leadership*

**Motto:** *Above all else...be coachable and kind*



## **MIKE O'SHELL**

**Role:** *VP Center Store Sales & Merchandising*

**District/Dept:** *Rouses Center Store Team*

**Team Nickname:** *Profiteers*

**Hometown:** *Thibodaux, LA*

**Years in business:** *38*

**Years at Rouses:** *8*

**Passion:** *Penn State and Pittsburgh Sports*

**Motto:** *What counts is not necessarily the size of the dog in the fight - it's the size of the fight in the dog. "Dwight D. Eisenhower"*



# JAMES BREUHL

**Role:** *Fresh Coach*

**District/Depy:** *VP Of Fresh*

**Team Nickname:** *The Fresh Force*

**Hometown:** *Metairie, LA*

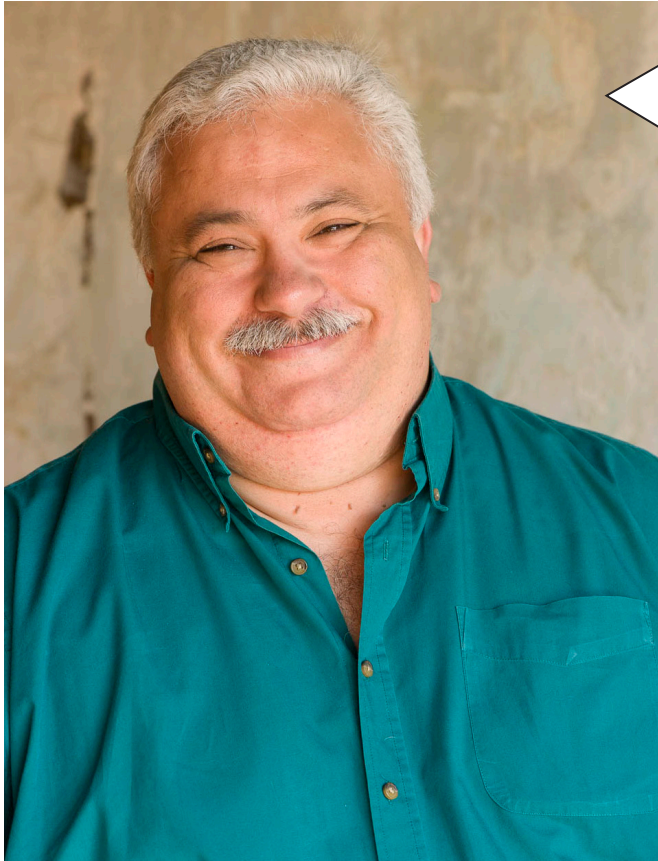
**Years in business:** *17*

**Years at Rouses:** *11*

**Passion:** *Food and Family*

**Motto:** *Dreams don't work unless you do*

# TOMMY COSTALES



**Role:** *VP of IT*

**District/Dept:** *Information Technology*

**Team Nickname:** *Processing*

**Hometown:** *New Orleans, LA*

**Years in business:** *22*

**Years at Rouses:** *4 months*

**Passion:** *Teaching/Family*

**Motto:** *Creating value through true technology*



## CHARLES S. MERRELL

**Role:** *VP of Real Estate*

**District/Dept:** *Store Support Services – Real Estate, Construction and Maintenance*

**Team Nickname:** *Head Coaches*

**Hometown:** *Paul, IN*

**Years in business:** *11*

**Years at Rouses:** *Less than a year*

**Passion:** *Winning! My passion is to seek success in all aspects of life. I have a 9-year-old daughter and 6-year-old son that excite me more than anything else in the entire world.*

**Motto:** *Be excited to see people and they will be excited to see you!*





## **TIM ACOSTA**

**Role:** *Marketing Director*

**District/Dept:** *Marketing and Advertising*

**Team Nickname:** *Head Coaches*

**Hometown:** *Thibodaux, LA*

**Years in business:** *37*

**Years at Rouses:** *37*

**Passion:** *Cooking! You can follow me on instagram at TIMHWY1 to see what I'm making. My family always comes first. I'm also passionate about travel.*

**Motto:** *It's all good. Work hard and play harder..*



# BARTON HOWARD

**Role:** *Vice President*

**District/Dept:** *Asset and Profit Protection*

**Team Nickname:** *Sheepdogs*

**Hometown:** *Thibodaux, LA*

**Years in business:** *8 years in law enforcement*

**Years at Rouses:** *6*

**Passion:** *What's Next?, Makin Groceries in Blue Water, My Daughter's smile, Butter and Trinity*

**Motto:** *Lead from the front, Protect from the rear, Honor those in between. God on your side, no fear.*



## CLINT ADAMS

**Role:** *VP, Operations*

**District/Dept:** *Operations/  
Merchandising*

**Team Nickname:** *Head Coaches*

**Hometown:** *Lockport, LA*

**Years in business:** *30*

**Years at Rouses:** *29*

**Passion:** *Family*

**Motto:** *Every clock stops ticking  
eventually so enjoy every minute*



## JOE LIVORSI

**Role:** *Business Development including Margins, Business improvement; Sales, and Process Improvement*

**District/Dept:** *Merchandising/Marketing*

**Team Nickname:** *Head Coaches*

**Hometown:** *Chicago, IL*

**Years in business:** *50+*

**Years at Rouses:** *7*

**Passion:** *Golf and Family*

**Motto:** *Always do your best.*



## **BILLY BISHOP**

**Role:** *District Manager*

**Team Nickname:** *Evolution*

**Hometown:** *Houma, LA*

**Years in business:** 29

**Years at Rouses:** 29

**Passion:** *Family and LSU Football*

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# DENNIS BARNES

**Role:** *Store Director*

**Store:** *67*

**District Manager:** *Billy Bishop*

**Team Nickname:** *Evolution*

**Hometown:** *Houma, LA*

**Years in business:** *29*

**Years at Rouses:** *29*

**Passion:** *Family and LSU Football*

# RONALD MARSON



**Role:** *Store Director*

**Store:** 68

**District Manager:** *Billy Bishop*

**Team Nickname:** *Evolution*

**Hometown:** *St. Amant, LA*

**Years in business:** 27 – *customer service, 15 – retail, 20 – management*

**Years at Rouses:** *6 months*

**Passion:** *Helping individuals reach their fullest potential/mentoring the younger generation. (And LSU Football)*

**Motto:** *We have a place for everyone who wants to be here*



# RICKY PLAISANCE

**Role:** *Store Director*

**Store:** *4*

**District Manager:** *Billy Bishop*

**Team Nickname:** *Evolution*

**Hometown:** *Raceland, LA*

**Years in business:** *43*

**Years at Rouses:** *22*

**Passion:** *God, Family, Giving 100% of my ability at work*

**Motto:** *Live and Learn*





## **BRAD GAUDET**

**Role:** *Store Director*

**Store:** 5

**District Manager:** *Billy Bishop*

**Team Nickname:** *Evolution*

**Hometown:** *Thibodaux, LA*

**Years in business:** 31

**Years at Rouses:** 16

**Passion:** *Family, Friends and selected sports*

**Motto:** *Make today better than yesterday.*



# RONNIE PITRE

**Role:** *Store Director*

**Store:** 6

**District Manager:** *Billy Bishop*

**Team Nickname:** *Evolution*

**Hometown:** *Thibodaux, LA*

**Years in business:** 42

**Years at Rouses:** 22



# CRAIG GIROR

**Role:** *Store Director*

**Store:** *10*

**District Manager:** *Billy Bishop*

**Team Nickname:** *Evolution*

**Hometown:** *Schriever, LA*

**Years in business:** *40*

**Years at Rouses:** *22*

**Passion:** *Working in the yard*

**Motto:** *Work smarter, not harder*



# RICKY DYSON

**Role:** *Store Director*

**Store:** *12*

**District Manager:** *Billy Bishop*

**Team Nickname:** *Evolution*

**Hometown:** *Houma, LA*

**Years in business:** *20*

**Years at Rouses:** *20*

**Passion:** *GOD, family, and success*

**Motto:** *Greatness is in you!*



## **CALVIN KRAMER**

**Role:** *Store Director*

**Store:** *17*

**District Manager:** *Billy Bishop*

**Team Nickname:** *Evolution*

**Years at Rouses:** *8*

**Passion:** *Outdoors, Hunting, Fishing, Golf, Family and family events. Woodworking (adding entertainment room to home/garage)*

**Motto:** *Can't do anything until you try. Try to live by it and instill this into my kids & associates.*



# KENNETH MCGUIRE

**Role:** *Store Director*

**Store:** *23*

**District Manager:** *Billy Bishop*

**Team Nickname:** *Evolution*

**Hometown:** *Paris, TX*

**Years in business:** *31*

**Years at Rouses:** *3*

**Passion:** *Teaching, Training, Coaching*

**Motto:** *In god we trust....Everyone else we audit. Be firm but fair.*

# BELINDA LONG



**Role:** *Store Director*

**Store:** *45*

**District Manager:** *Billy Bishop*

**Team Nickname:** *Evolution*

**Hometown:** *St. Martinville, LA*

**Years in business:** *35*

**Years at Rouses:** *6*

**Passion:** *Riding my Harley*

**Motto:** *Life is so peachy.*



# JADE ST. PIERRE

**Role:** *Store Director*

**Store:** 66

**District Manager:** *Billy Bishop*

**Team Nickname:** *Evolution*

**Hometown:** *Gonzalez, LA*

**Years in business:** 24

**Years at Rouses:** *6 months*

**Passion:** *Jesus*

**Motto:** *I don't have a motto.*



## DAVID CADWALLADER

**Role:** *Store Director*

**Store:** 48

**District Manager:** *Billy Bishop*

**Team Nickname:** *Evolution*

**Hometown:** *Natchitoches, LA*

**Years in business:** 16

**Years at Rouses:** 4

**Passion:** *The Dallas Cowboys*

**Motto:** *Always do it right the first time.*







# JEFF ZERWECK

**Role:** *District Manager*

**Store:** *45*

**Team Nickname:** *Eagles*

**Hometown:** *Chicago, IL*

**Years in business:** *23*

**Years at Rouses:** *1*

**Passion:** *Family, baseball and the grocery business*

**Motto:** *Treat people as you would want to be treated*



## **RICHARD VAN VRANKEN**

**Role:** *Store Director Leader/Coach*

**Store:** 36

**District Manager:** *Jeff Zerweck /  
Dist. 2 the Eagles*

**Team Nickname:** *The Go Getters*

**Hometown:** *Metairie, LA*

**Years in business:** 30

**Years at Rouses:** 1

**Passion:** *Teaching/Coaching  
touching people's lives*

**Motto:** *Working Together For  
Success*

## REGGIE LEGENDRE

**Role:** *Store Director*

**Store:** *18*

**District Manager:** *Jeff Zerweck*

**Team Nickname:** *Eagles*

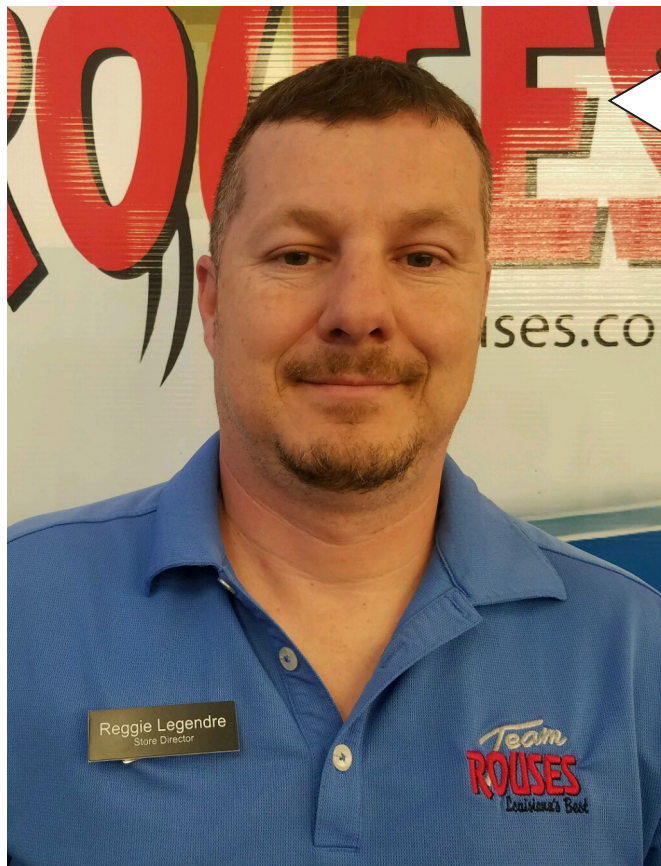
**Hometown:** *Larose, LA*

**Years in business:** *26*

**Years at Rouses:** *17*

**Passion:** *I love coaching baseball, basketball, and football. I also serve as a board member for the Larose Civic Center and Larose Bidy Basketball.*

**Motto:** *The strength of the team is in each individual member. The strength of each member is the team.*



# JEFFREY HARTUNG

**Role:** *Store Director*

**Store:** *14*

**District Manager:** *Jeff Zerweck*

**Team Nickname:** *Eagles*

**Hometown:** *Terrytown, LA*

**Years in business:** *14*

**Years at Rouses:** *8*

**Passion:** *To do the best job possible, whether home, work or play.*

**Motto:** *Take care of the customer!*



## **ED DREVAR**

**Role:** *Store Director*

**Store:** *27*

**District Manager:** *Jeff Zerweck*

**Team Nickname:** *Eagles*

**Hometown:** *New Orleans, LA*

**Years in business:** *12*

**Years at Rouses:** *12*

**Passion:** *People*

**Motto:** *Success only comes to those who dare to attempt.*



## ROBERT VAN VRANKEN

**Role:** *Store Director*

**Store:** *25*

**District Manager:** *Jeff Zerweck*

**Team Nickname:** *Eagles, the  
"Masters of Metairie"*

**Hometown:** *San Antonio, TX*

**Years in business:** *40*

**Years at Rouses:** *1*

**Passion:** *Helping others maximize  
their own potential*

**Motto:** *Plan your work; work your  
plan.*



# ROBERT HOFFMANN



**Role:** *Store Director*

**Store:** *24*

**District Manager:** *Jeff Zerweck*

**Team Nickname:** *Eagles*

**Hometown:** *Thibodaux, LA*

**Years in business:** *39*

**Years at Rouses:** *5*

**Passion:** *Husband, Father, Grandfather, building and flying remote controlled air-planes. Helping Team members grow with the company.*

**Motto:** *Let's give it a try and see!*



# RUSSEL CLEMENT

**Role:** *Store Director*

**Store:** *56*

**District Manager:** *Jeff Zerweck*

**Team Nickname:** *Eagles*

**Hometown:** *Houma, LA*

**Years in business:** *19*

**Years at Rouses:** *19*

**Passion:** *My Family*

**Motto:** *Step up to the plate and swing.*



## **STANLEY DUPLESSIS**

**Role:** *Store Director*

**Store:** *28*

**District Manager:** *Jeff Zerweck*

**Team Nickname:** *Eagles*

**Hometown:** *New Orleans, LA*

**Years in business:** *23*

**Years at Rouses:** *9*

**Passion:** *Being a great husband, father, and being a great leader to my team*

**Motto:** *Lead by example.*



# CHAD MORVANT

**Role:** *Store Director*

**Store:** *33*

**District Manager:** *Jeff Zerweck*

**Team Nickname:** *Eagles*

**Hometown:** *Raceland, LA*

**Years in business:** *31*

**Years at Rouses:** *24*

**Passion:** *Inspiring and caring for all others around me (Family, co-workers, and friends)*

**Motto:** *The more you take care of the people around you, the more successful you will be.*



## **DENNIS GALLAGHER**

**Role:** *Store Director*

**Store:** *38*

**District Manager:** *Jeff Zerweck*

**Team Nickname:** *Eagles*

**Hometown:** *Harahan, LA*

**Years in business:** *30*

**Years at Rouses:** *4*

**Passion:** *Leading my team, and coaching my sons' youth sports teams*

**Motto:** *Lead my example, and treat others as you would like to be treated.*



# TIM LANDRY

**Role:** *Store Director*

**Store:** *44*

**District Manager:** *Jeff Zerweck*

**Team Nickname:** *Eagles*

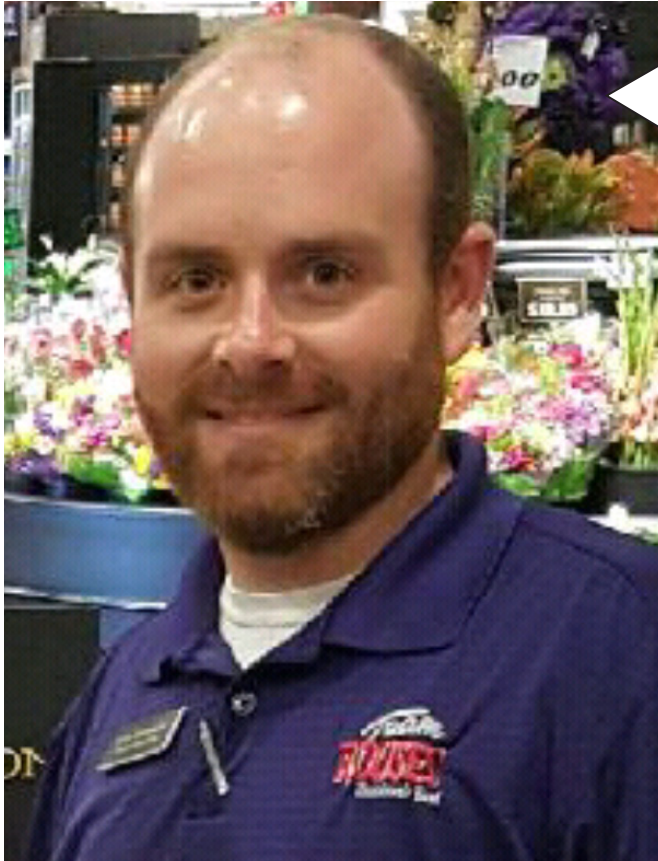
**Hometown:** *Thibodaux, LA*

**Years in business:** *38*

**Years at Rouses:** *38*

**Passion:** *Teaching young people that want a future in the grocery industry what it's all about*

**Motto:** *You don't have to be crazy to do this job... "BUT IT HELPS!!"*



# CARY ROBINSON

**Role:** *Store Director*

**Store:** *49*

**District Manager:** *Jeff Zerweck*

**Team Nickname:** *Eagles*

**Hometown:** *Slidell/Covington, LA*

**Years in business:** *9 (Grocery), 12 (Retail)*

**Years at Rouses:** *9*

**Passion:** *Being a father and husband, playing guitar, and energizing my store team*

**Motto:** *You won't know if you don't try (my six year old son taught me this)*





*DM & Store Director*

## DUSTIN SIMON

**Role:** *Store Director & District Manager*

**Team Nickname:** *The Flagship*

**Hometown:** *Westwego, LA*

**Years in business:** *17*

**Years at Rouses:** *8*

**Passion:** *Developing others*

**Motto:** *Pursue Greatness*





# MORRIS SOUDELIER

**Role:** *Store Director*

**Store:** *15*

**District Manager:** *Clint Adams*

**Hometown:** *Houma, LA*

**Years in business:** *36*

**Years at Rouses:** *6 months*

# DAVE DAROCA

**Role:** *District Manager*

**Team Nickname:** *Tigers*

**Hometown:** *Covington, LA*

**Years in business:** *48*

**Years at Rouses:** *23*

**Passion:** *Completion of the task*

**Motto:** *If you bring a problem, you should bring a solution!*



# DONNA MADERE

**Role:** *Store Director*

**Store:** *55*

**District Manager:** *Dave Daroca*

**Team Nickname:** *Tigers*

**Hometown:** *Columbia, MS*

**Years in business:** *21*

**Years at Rouses:** *7 months*

**Passion:** *Making people happy & helping them see the good in themselves*

**Motto:** *It's not what you said or did that they will remember, but how you made them feel.*

# MIKE PARMAN



**Role:** *Store Director*

**Store:** *57*

**District Manager:** *Dave Daroca*

**Team Nickname:** *Tigers*

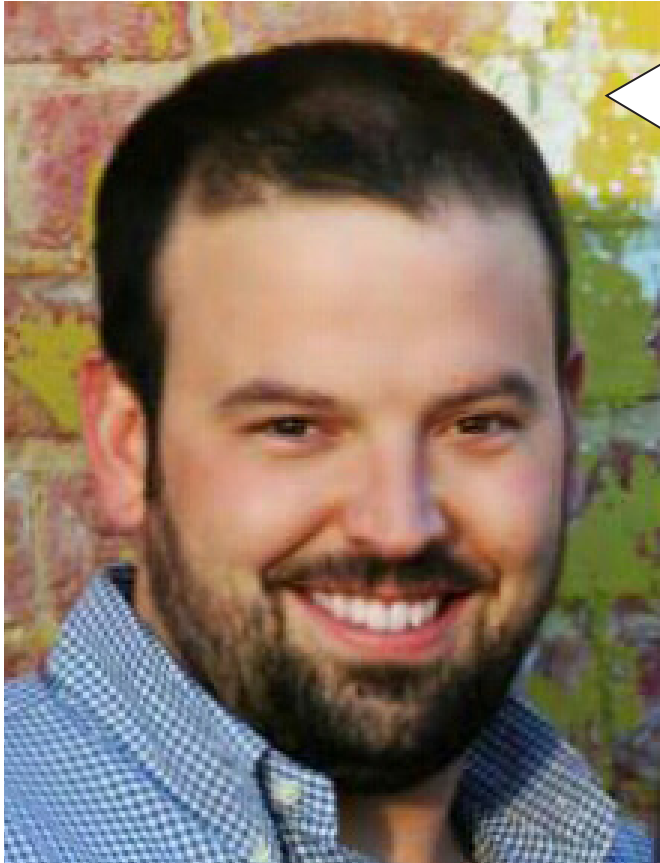
**Hometown:** *Covington, LA*

**Years in business:** *21*

**Years at Rouses:** *4*

**Passion:** *To continuously learn and improve at whatever I am doing*

**Motto:** *A man's reach should always exceed his grasp*



## TIM HARRIS

**Role:** *Store Director*

**Store:** *58*

**District Manager:** *Dave Daroca*

**Team Nickname:** *Tigers*

**Hometown:** *Vidalia, LA*

**Years in business:** *15*

**Years at Rouses:** *8 months*

**Passion:** *Friends, Family, and the Great Outdoors*

**Motto:** *The art of choosing men is not nearly so difficult as the art of enabling those one has chosen to attain their full worth -Napoleon*



## **BRIAN NAQUIN**

**Role:** *Store Director*

**Store:** *60*

**District Manager:** *Dave Daroca*

**Team Nickname:** *Tigers*

**Hometown:** *Houma, LA*

**Years in business:** *12*

**Years at Rouses:** *12*

**Passion:** *To deliver great customer service to our guest that shops at my location*

**Motto:** *You are only as good at your last customer perceives you. Make every interaction count.*



# MICHELLE LEBLANC

**Role:** *Store Director*

**Store:** *61*

**District Manager:** *Dave Daroca*

**Team Nickname:** *Tigers*

**Hometown:** *Denham Springs, LA*

**Years in business:** *20*

**Years at Rouses:** *6 months*

**Passion:** *: Teaching/training  
future leaders*

**Motto:** *Handle your business!!*



# JOE CROWELL

**Role:** *Store Director*

**Store:** *62*

**District Manager:** *Dave Daroca*

**Team Nickname:** *Tigers*

**Hometown:** *Beaumont, TX*

**Years in business:** *43*

**Years at Rouses:** *6 months*

**Passion:** *Outstanding Customer Service*

**Motto:** *Have a great day and be infectious!*



# NOLAN “SCOTT” ABRAHAM

**Role:** *Store Director*

**Store:** 63

**District Manager:** *Dave Daroca*

**Team Nickname:** *Tigers*

**Hometown:** *Denham Springs, LA*

**Years in business:** 14

**Years at Rouses:** *6 months*

# GENE LOCKHARK

**Role:** *Store Director*

**Store:** *64*

**District Manager:** *Dave Daroca*

**Team Nickname:** *Tigers*

**Hometown:** *Central, LA*

**Years in business:** *39*

**Years at Rouses:** *6 months*





# MARLIN MELANCON

**Role:** *Store Director*

**Store:** 65

**District Manager:** *Dave Daroca*

**Team Nickname:** *Tigers*

**Hometown:** *Sorrent, LA*

**Years in business:** 10

**Years at Rouses:** *4 months*

**Passion:** *Bass fishing*

**Motto:** *NEVER GIVE UP!!*

## **JOE MCCLURE**

**Role:** *Meat and Seafood Director*

**District/Dept:** *Meat and Seafood*

**Team Nickname:** *The Fresh Force*

**Hometown:** *Pass Christian, MS*

**Years in business:** *25*

**Years at Rouses:** *9*

**Passion:** *Family*

**Motto:** *Work hard and stay humble*





## SALLY CULVER

**Role:** *Corporate Wine & Spirit Buyer and Category Management*

**District/Dept:** *Corporate Office Center Store*

**Team Nickname:** *Profiteers*

**Hometown:** *New Orleans, LA*

**Years in business:** *36 years Wine and Spirit business*

**Years at Rouses:** *8*

**Passion:** *Wine and Cooking*

**Motto:** *Be yourself. Believe in yourself.*

# **PATRICK MORRIS**



**Role:** *Director*

**District/Dept:** *Produce*

**Team Nickname:** *The Fresh Force*

**Hometown:** *Houma, LA*

**Years in business:** *16*

**Years at Rouses:** *10*

**Passion:** *Sports and LSU  
Tailgating*

**Motto:** *God never gives you more  
than he knows you can handle.  
It's just that some people can  
handle more.*



# SUSAN SISTRUNK

**Role:** *Floral Director*

**District/Dept:** *Fresh Team*

**Team Nickname:** *Fresh Enforcers*

**Hometown:** *Kenner, LA*

**Years in business:** *35*

**Years at Rouses:** *27*

**Passion:** *Being creative and family time*

**Motto:** *Do what you say you are going to do - follow through.*



# DANIEL PRITCHETT



**Role:** *Director of Food Safety & Quality Assurance*

**District/Dept:** *Asset & Profit Protection*

**Team Nickname:** *Sheepdogs*

**Hometown:** *Nola, LA*

**Years in business:** *20+*

**Years at Rouses:** *5*

**Passion:** *Sports*

**Motto:** *2nd place is still a loser*



# MICHELLE KNIGHT

**Role:** *Bakery Director*

**District/Dept:** *Bakery*

**Team Nickname:** *The Fresh Force*

**Hometown:** *Nola, LA*

**Years in business:** *25*

**Years at Rouses:** *11*

**Passion:** *Spending time with my family*

**Motto:** *The people around you matter! Be the kind of woman that when your feet hit the floor each morning the devil says, "Oh crap she's up!"*

# MIKE WESTBROOK



**Role:** *Director of Deli/Cold Cuts*

**District/Dept:** *Deli/Cold Cuts*

**Team Nickname:**

**Hometown:** *Marietta, GA*

**Years in business:** *21*

**Years at Rouses:** *5 months*

**Passion:** *Family*

**Motto:** *Success is not final, failure is not fatal, it is the courage to continue that counts! - Winston Churchill*



## JASON MARTINOLICH

**Role:** *Director of Natural, Organic, and Specialty Foods*

**Team Nickname:** *Processing*

**Hometown:** *Thibodaux, LA*

**Years at Rouses:** *23 Exciting Years!*

**Passion:** *Family and the Great Outdoors*

**Motto:** *Learn from the past and plan for tomorrow.*

## **CHRISTINA FRANKLIN**



**Role:** *Director of Space Management*

**District/Dept:** *Space Management*

**Hometown:** *Jacksonville, FL*

**Years in business:** *18*

**Years at Rouses:** *1*

**Passion:** *Family*

**Motto:** *Trust in yourself before anyone else.*



# MALCOM LANDRY

**Role:** *Director/ Pricing and Administration*

**District/Dept:** *Support Office*

**Team Nickname:** *Profiteers*

**Hometown:** *Choupic, LA*

**Years in business:** *42*

**Years at Rouses:** *36*

**Passion:** *Traveling/Cruising*

**Motto:** *Focus on the road ahead, you cannot change what is in the rear-view mirror*

## **CHUCK MCDANIEL**

**Role:** *Sr. Category Manager*

**District/Dept:** *Merchandising/  
Procurement Department*

**Hometown:** *Nacogdoches, TX*

**Years in business:** *30*

**Years at Rouses:** *3*

**Passion:** *My Children*

**Motto:** *You get what you give.*





## JIM PRESTON

**Role:** *Director of Construction*

**District/Dept:** *Construction*

**Team Nickname:** *The Construction Crunchers*

**Hometown:** *Jacksonville, FL*

**Years in business:** *20*

**Years at Rouses:** *3*

**Passion:** *Analytical solutions to everyday problems*

**Motto:** *The future can only be realized by a forward thinking past.*



## **FARRELL ALLEMAN**



**Role:** *Director of Maintenance*

**District/Dept:** *Maintenance*

**Team Nickname:** *Maintenance*

**Hometown:** *Thibodaux, LA*

**Years in business:** *22*

**Years at Rouses:** *22*

**Passion:** *Problem solving*

# KENNETH JONES

**Role:** *District Manager*

**Team Nickname:** *Tri-State  
Spearheads*

**Hometown:** *Chester, SC*

**Years in business:** *25*

**Years at Rouses:** *1*

**Passion:** *Team member  
development and driving for  
sales.*

**Motto:** *Teamwork*



## **BOB JAMES**

**Role:** *Store Director*

**Store:** *47*

**District Manager:** *Kenneth Jones*

**Team Nickname:** *Tri-State  
Spearheads*

**Hometown:** *Slidell, LA*

**Years in business:** *45*

**Years at Rouses:** *15*

**Passion:** *My 3 "F's" – Family, Fishing,  
Flying. I'm a private pilot.*

**Motto:** *Always continue the relentless  
pursuit of excellence. How you make  
others feel speaks volumes about you.*



# CHARLES “CHUCK” CLARK

**Role:** *Store Director*

**Store:** *40*

**District Manager:** *Kenneth Jones*

**Team Nickname:** *Tri-State  
Spearheads*

**Hometown:** *Diamondhead, MS*

**Years in business:** *25*

**Years at Rouses:** *9*

**Passion:** *I love to Jeep and I love to spend every minute I can with my family.*

**Motto:** *Live every day like it's your last. Make a good first impression because you never get another chance to make that one again.*

*Kenneth Jones Team*

# ROBERT STRAHAM

**Role:** *Store Director*

**Store:** *41*

**District Manager:** *Kenneth Jones*

**Team Nickname:** *Tri-State  
Spearheads*

**Hometown:** *Pine, LA*

**Years in business:** *28*

**Years at Rouses:** *10*





# MICHAEL BRUNSON

**Role:** *Store Director*

**Store:** *51*

**District Manager:** *Kenneth Jones*

**Team Nickname:** *Tri-State  
Spearheads*

**Hometown:** *Mobile, AL*

**Years in business:** *27*

**Years at Rouses:** *3.5*



## **JOHN FALLO**

**Role:** *Store Director*

**Store:** *50*

**District Manager:** *Kenneth Jones*

**Team Nickname:** *Tri-State  
Spearheads*

**Hometown:** *Biloxi, MS*

**Years in business:** *38*

**Years at Rouses:** *3.5*

**Passion:** *Cooking & Family*

**Motto:** *Attitude is EVERYTHING!*



# JAMES ALLEN MILLER

**Role:** *Store Director*

**Store:** *22*

**District Manager:** *Kenneth Jones*

**Team Nickname:** *Tri-State  
Spearheads*

**Hometown:** *Hattiesburg, MS*

**Years in business:** *47*

**Years at Rouses:** *7*



# ALTON JOHNSON



**Role:** *Store Director*

**Store:** *37*

**District Manager:** *Kenneth Jones*

**Team Nickname:** *Tri-State  
Spearheads*

**Hometown:** *Bogalusa, LA*

**Years in business:** *30*

**Years at Rouses:** *11*

**Passion:** *LIFE*

**Motto:** *We are what we  
repeatedly do then it is not an act  
but a habit!!!*



# GARY WATTS

**Role:** *Store Director*

**Store:** *52*

**District Manager:** *Kenneth Jones*

**Team Nickname:** *Tri-State  
Spearheads*

**Hometown:** *Satsuma, AL*

**Years in business:** *38*

**Years at Rouses:** *3.5*

**Passion:** *Roll Tide*

**Motto:** *Great customer service*

# ALBERT COTTON



**Role:** *Store Director*

**Store:** *53*

**District Manager:** *Kenneth Jones*

**Team Nickname:** *Tri-State  
Spearheads*

**Hometown:** *Satsuma, AL*

**Years in business:** *38*

**Years at Rouses:** *3.5*



# SCOTT HUTSON

**Role:** *Store Director*

**Store:** *54*

**District Manager:** *Kenneth Jones*

**Team Nickname:** *Tri-State  
Spearheads*

**Hometown:** *Satsuma, AL*

**Years in business:** *38*

**Years at Rouses:** *3.5*



# RUSSEL VEAZY

**Role:** *District Manager*

**Team Nickname:** *Rainmakers*

**Hometown:** *Bay St. Louis, MS*

**Years in business:** *35*

**Years at Rouses:** *10*



# LARRY DIEHL

**Role:** *Store Director*

**Store:** *26*

**District Manager:** *Russel Veazy*

**Team Nickname:** *Rainmakers*

**Hometown:** *Westminster, CA*

**Years in business:** *40*

**Years at Rouses:** *10*



## DAVID PRIDDY

**Role:** *Store Director*

**Store:** *35*

**District Manager:** *Russel Veazy*

**Team Nickname:** *Rainmakers*

**Hometown:** *New Orleans, LA*

**Years in business:** *28*



# MICHAEL BARNDT

**Role:** *Store Director*

**Store:** *32*

**District Manager:** *Russel Veazy*

**Team Nickname:** *Eagles*

**Hometown:** *Columbus, MO*

**Years in business:** *25*

**Years at Rouses:** *4*

**Passion:** *Family*

**Motto:** *Step up to the plate and swing.*



## **JEFFREY DAVIS**

**Role:** *Store Director*

**Store:** *21*

**District Manager:** *Russel Veazy*

**Team Nickname:** *Rainmakers*

**Hometown:** *Poplarville, MS*

**Years in business:** *21*

**Years at Rouses:** *10*

**Passion:** *Family, Friends, Food,  
and Fun*

**Motto:** *A negative mind will never  
give you a positive life.*





# JEREMY SIMMONS

**Role:** *Store Director*

**Store:** *46*

**District Manager:** *Russel Veazy*

**Team Nickname:** *Rainmakers*

**Hometown:** *Mandeville, LA*

**Years in business:** *18*

**Years at Rouses:** *10*

**Passion:** *Cooking*

**Motto:** *Be right.*

# **RICHARD GRAHAM**



**Role:** *Store Director*

**Store:** *29*

**District Manager:** *Russel Veazy*

**Team Nickname:** *Rainmakers*

**Hometown:** *Fort Myers, FL*

**Years in business:** *17*

**Years at Rouses:** *2*

**Passion:** *Family*

**Motto:** *If you do what is easy, then your life will be hard. If you do what is hard, then your life will be easy.*

# JAMES REED

**Role:** *Store Director*

**District Manager:** *Russel Veazy*

**Team Nickname:** *Rainmakers*

**Hometown:** *Joliet, IL*

**Years in business:** *39*

**Years at Rouses:** *6.5*

**Passion:** *Family*

**Motto:** *Inspect what I expect.  
Standards + Positive Energy +  
Service = Sales*



## **PENNY THIBODEAUX**

**Role:** *Office Manager*

**District/Dept:** *Accounting*

**Hometown:** *Thibodaux, LA*

**Years in business:** 29

**Years at Rouses:** 29

**Passion:** *Family*

**Motto:** *Live, Laugh, Love*



# AARON GRAVOIS

**Role:** *Director of Software Development*

**District/Dept:** *Software Development*

**Team Nickname:** *Rocket*

**Hometown:** *Vacherie, LA*

**Years in business:** *9*

**Years at Rouses:** *8*

**Passion:** *Food, Video Games, Sports, Traveling*

**Motto:** *With great power comes great responsibility.*

## **JUSTING PLAISANCE**

**Role:** *Director of I.T*

**District/Dept:** *I.T. Department*

**Hometown:** *Raceland, LA*

**Years in business:** *13*

**Years at Rouses:** *14*

**Passion:** *Family*

**Motto:** *Never give up.*





# CELESTE HIDALGO

**Role:** *Assistant Controller*

**District/Dept:** *Accounting*

**Hometown:** *Thibodaux, LA*

**Years in business:** *31*

**Years at Rouses:** *31*

**Passion:** *Walking, Biking and the Beach*





## **BILLY ROYSTER**

**Role:** *Accountant*

**District/Dept:** *999/Accounting*

**Hometown:** *Thibodaux, LA*

**Years in business:** *13*

**Years at Rouses:** *13*

**Passion:** *Hunting, Fishing, Loving Every Day. – Luke Bryan*

**Motto:** *Live like you were dying. – Tim McGraw*



# LEE VEILLON

**Role:** *Director of Human Resources*

**District/Dept:** *Human Resources*

**Team Nickname:** *Head Coaches*

**Hometown:** *Thibodaux, LA*

**Years in business:** *10*

**Years at Rouses:** *10*

**Passion:** *hunting, fishing, cooking, wood working*

**Motto:** *The people around you matter. – Steve Case*



## MARCY NATHAN

**Role:** *Creative Director*

**District/Dept:** *Marketing*

**Team Nickname:** *Marketing*

**Hometown:** *New Orleans, LA*

**Years in business:** *15*

**Years at Rouses:** *3*

**Passion:** *Local Food and Culture*

**Motto:** *Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it. – Steve Jobs*

*Main Office*

## **JEFF D. SHERMAN**

**Role:** *Chief Financial Officer*

**District/Dept:** *Corporate Office*

**Hometown:** *Columbus, OH*

**Years in business:** *30*

**Years at Rouses:** *4 months*

**Passion:** *Anything Green*

**Motto:** *Whatever you are be a good one.*

