

RUBY RECEPTIONISTS  
**PRESS RELEASE**



*For immediate release – media contacts listed at the end of this announcement; photo available upon request*

**RUBY RECEPTIONISTS WELCOMES TWO NEW DIRECTORS TO MANAGEMENT TEAM**

PORTLAND, Oregon – December 27, 2011 – Ruby Receptionists, a leading provider of live virtual receptionist services, announced it has named two new directors, Kevin Gillam and Paddy McCaffrey-Allen, to its management team. Mr. Gillam has been promoted to Director of Marketing, and Ms. McCaffrey-Allen has been promoted to Director of Human Resources.

Mr. Gillam has more than 20 years of experience in sales management and direct marketing. Prior to joining Ruby Receptionists, Mr. Gillam launched and ran Affluent Portland, a successful direct marketing firm providing high-end, local retailers and restaurants with an affordable direct mail program focused on generating sales and a strong return on investment. After seven years of operations, Mr. Gillam sold the firm to a major Portland-based media company.

Mr. Gillam began his sales career with Boise Cascade Corporation, where he became the company's youngest person ever to be promoted to District Sales Manager. He then relocated to Arizona to oversee his new sales territory. Several years later, Mr. Gillam returned to Portland to work in media sales for Clear Channel Communications. A Portland native and Jesuit High School alumnus, he earned a Bachelor of Science from the University of Oregon. He is a devoted wellness enthusiast and leads a popular bi-weekly fitness class for the Ruby Receptionists staff.

Ms. McCaffrey-Allen has worked as a human resources manager, benefits and payroll manager, and executive office manager for a variety of companies, both large and small, over the last 12 years. She is responsible for Ruby's employee recruitment and staffing; orientation and training; performance management, improvement and retention; and policy development and documentation. She also manages Ruby's compensation and company-wide benefits administration, billing and accounts receivables.

Ms. McCaffrey-Allen began her career in the entertainment industry, working in marketing and administrative roles for Warner Bros, Electra, Atlantic Record Distribution (WEA Corp.), Virgin America and EMusic.com, a technology start-up that pioneered the distribution of MP3s and online music. She earned Extended Studies certifications for Human Resource Management, as well as General Bookkeeping and Microsoft Applications, at Portland State University. She has been a member of the Society of Human Resources since 2003.

**About Ruby Receptionists**

Harkening back to an era when every call to an office was answered by a friendly receptionist, Ruby Receptionists provides personalized live, virtual receptionist service to small businesses and professionals throughout North America. Ruby leverages proprietary technology and its people live four Core Values – “Foster Happiness,” “Practice WOWism,” “Create Community,” and “Innovate” – to deliver its unique vision of customer service. Founded by Jill Nelson in 2003, Ruby Receptionists was named one of the “100 Best Companies to Work for in Oregon” in 2010, 2011,

and 2012 (Source: Oregon Business) and has ranked as one of Oregon's fastest growing companies for four consecutive years (Source: Portland Business Journal). For more information about Ruby Receptionists, visit [www.callruby.com](http://www.callruby.com).

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