



**FOR IMMEDIATE RELEASE**

**CALIFORNIA TRUSFRAME (CTF) TODAY ANNOUNCED THE APPOINTMENT OF JASON WALSH AS VICE PRESIDENT OF SALES AND PHILLIP DAVID AS DIRECTOR OF BUILDER DEVELOPMENT**

**Riverside, California (January 13, 2017) –**

Based in Riverside, California with strategically located plants that serve customers throughout the state of California, [California TrusFrame](#) is the leading manufacturer of roof trusses, floor trusses, wall panels and smart components for commercial, residential, and multi-family construction.

“We have made substantial changes in our operations over the last year to be well positioned for strong sustainable growth in 2017 and beyond. With the current expansion in the building industry, the addition of Jason and Phillip will allow CTF to continue its comprehensive approach to supporting its customer base while cultivating strong relationships with builders throughout the state of California. With these talented and very well-connected professionals leading our sales teams and supporting builders through our framer customers, we are confident they will both make significant contributions to the success of CTF in the coming years,” said Steven Stroder, President and Chief Executive Officer, California TrusFrame LLC.

“It is a great privilege to lead such an outstanding sales organization within CTF, and I am humbled by the confidence that my peers and CTF’s leadership have placed in me. I will strive daily to ensure that confidence is richly rewarded,” said Jason Walsh, VP of Sales. “CTF has come a long way in its operational capabilities to meet the exacting design specifications and time sensitive needs of our customers. As the housing needs of California continue to expand, our framer customers and builders will continue to experience CTF’s high level of service.”

“It is an honor to join the highly competent team at California TrusFrame. The position is an exciting opportunity, one for which my strengths and experience within the industry are well suited. My goal is to continue to nurture the strong relationships I have built with Builders, Architects, and Engineers within the Southern California market over the last 30 years and to provide essential value engineering and design coordination between these professionals and the design teams at CTF in order to create success for our partners, framer customers, and builders,” said Phillip David, Director of Builder Development.

CTF is a majority-owned business of an affiliate of [Excelsior Capital Partners](#).