

In all we do, it's clear we care.™



Rohn LaCoria

**MARKET #300 DIRECTOR,
WEST COAST**



Rohn LaCoria, based in Los Angeles, California, has been with Lori's for one very full, action-packed year. Rohn has been hard at work formulating an entire new Western Region team in new territories over the last year, which he notes has been exhaustingly rewarding. He said, "Pulling a team together that cares about one another's success and working as a family truly makes all the difference and makes the 'work' much more meaningful and enjoyable."

Rohn's leadership strengths include being communicative and honest; partnering with high expectations, yet willing to work with the team to obtain the desired results; and holding those accountable who have opportunities. What Rohn

loves about Lori's is that our company focuses on putting more care and compassion in the world, being there for those who need it most, and being thankful to do so. He says he reminds his team all the time: "We get to go 'home' yet not everyone does, and we can never forget that. We need to do what we can to make it just a tad bit brighter for those who don't and for those who are serving them."

LORI'S GIFTS, INC.

8400 Belview Dr. Suite 255 • Plano, TX 75024 • (972) 759-5000 • www.lorisgifts.com