

**FOR IMMEDIATE RELEASE**

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## **Rockstar entrepreneur Dawn Duncan joins the A-Train team**

We can hardly call it a “hire.” Dawn Duncan joining the A-Train team is more like destiny.

A-Train President & CEO Gretchen Gaede and Dawn have been colleagues and close friends for decades. Gretchen co-founded and built A-Train parallel to Dawn spending the last 16 years building Creative Career Connections, which was re-envisioned as Broadreach Recruiting over two years ago. In that time, both have become two of the most prominent women in Fort Collins’ business community.

As of May 1, Broadreach Recruiting will be closed – the company was broken up and assets sold – and Dawn will come on the A-Train staff as full-time senior accounts manager. Dawn’s background in client management, marketing, and business development will be a major asset to A-Train. With confidence building in the economy, and Dawn on-board connecting A-Train to clients desiring the best full-service marketing in Northern Colorado to take advantage of the upswing, we expect this to be a time of significant growth for A-Train.

For Dawn, the transition comes at a time when the recruiting industry is in a state of flux, and personally she desired new challenges. Early in her career, she worked in marketing, and in a sense she has come full circle.

“Marketing is totally in my blood,” says Dawn. “Even though I’ve been out of it for a while, I’ve still been promoting the hell out of things. If I like something, the whole world knows about it.”

Anyone who knows Dawn knows that she also shares A-Train’s commitments to high-quality service, both professionally and philanthropically. She has been driving the greater good in Northern Colorado for many years – just in a different vehicle.

“I am really excited about the addition of Dawn to our team,” says Gretchen. “We have an extremely tight employee culture and she will be a perfect fit for the creative, strategic and giving nature of A-Train. I know she will make a positive impact on the company and on the work we do for our clients.”

**About A-Train Marketing:** A-Train Marketing Communications, Inc. is a full-service marketing firm that specializes in graphic design; strategic planning; message definition; print and web communications; public relations; identity, positions and branding; and non-profit marketing. For more information on A-Train Marketing, please contact Josh Johnson at 970-419-3218.

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