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For Immediate Release

Elizabeth (Betty) Siefker Retires from Showmen Supplies

LA PORTE, IN – Showmen Supplies, Inc. announces with both regret and warm wishes the retirement of Elizabeth Siefker. Mrs. Siefker has been serving as the Executive Administrator of both Showmen Supplies and Sencor Manufacturing. Her leaving marks the end of an era for the family-owned corporation. Betty and her husband Gene Siefker founded Showmen Supplies in 1966, expanding on La Porte Tape and Wire to focus more on the amusement and entertainment industry.

It was Mrs. Siefker's creativity and foresight that led to painting the Showmen Supplies trucks bright red, long before anyone saw red on the highways, so when Gene pulled onto a lot, everyone knew where to find him.

We are indebted to her vision and commitment for propelling us to our present position in the industry. She leaves the companies in the capable hands of her sons, Mark and Scott.

Today Showmen Supplies is a specialty distributor of electrical, lighting, power distribution, and special effects equipment. It remains committed to servicing the amusement industry's needs.

A luncheon celebrating Mrs. Siefker's career was held at T-Bones in La Porte attended by friends, family, and staff. Her new time off should yield greater opportunity to visit family in California, where she spends her winters. We hope you will join the Showmen Supplies family in wishing Elizabeth a happy retirement.

