



## **FOR IMMEDIATE RELEASE**

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### **FiveStar Awards & Engraving Hires Bob Laird as Director of Sales**

*(Cary, N.C., Sept. 14, 2022)*--FiveStar Awards & Engraving, Cary, N.C., announces its hiring of Robert H. (Bob) Laird IV, director of sales.

Working in the awards and personalization business for more than 37 years, Laird will use his expertise to expand the FiveStar brand throughout the Carolinas and Virginia.

After earning an associate's degree in communications from Montgomery County College, Blue Bell, Pa., Laird sold computerized engravers with his father for more than a decade. In 1992, he started his own awards and personalization company then 14 years later sold it and moved to North Carolina.

Most recently, Laird worked as a sales representative for suppliers of awards and laser engraving companies.

"Bob is honest, trustworthy and devoted to building lasting relationships with his customers," said Lisa Higginbotham, CRM, owner/president of FiveStar Awards & Engraving, who met Laird in 2009 at an industry awards show. "We're thrilled to have him part of the Fivestar team and providing customers with a one-stop solution to all of their awards and engraving needs."

Laird and his wife, Hope, live in Greensboro, and are the parents of three children. An avid hockey fan, he travels to Charlotte twice a week for league play.

When not making sales calls, Laird will work remotely with visits to the Cary headquarters for samples and team meetings.

To learn more, visit <https://www.fivestarawards.net/>

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FiveStar Awards & Engraving is a corporate awards and custom engraving company based in Cary, North Carolina, which produces crystal, acrylic, and custom awards and ships nationwide. FiveStar also offers wholesale laser and fiber laser engraved products. President/Owner

Lisa Higginbotham CRM led the Awards and Personalization Association as its president in 2021-22 and received the Gold Obelisk for Small Business Retailer of the Year in 2012 and additional Obelisks from the industry, as well as many awards from local Chambers and other organizations in the state.