

25 *CELEBRATING* YEARS



DAN OLSON

ACCOUNT EXECUTIVE DAN OLSON CELEBRATES HIS 25-YEAR ANNIVERSARY WITH CASSLING

Vince Lombardi once said that “the measure of who we are is what we do with what we have.” By that standard, Dan Olson has been an essential part of Cassling’s success over the last 25 years.

According to President and CEO Mike Cassling, Dan literally grew up along with the company. “Dan joined us 25 years ago as a ‘green kid’ from UNO,” recalled Mike. “He worked a lot in Nebraska under Jim Shook, who all of our customers loved. Dan clearly learned a lot because he’s respected and loved by all of his customers.”

Dan’s customer relationships are strong because they’ve been forged over years. Andy Beer, Executive Vice President of Cassling said that Dan’s steady presence is key to the trusted relationships he builds with clients. “One of the reasons Cassling has always done so well is we have people in territories for a long, long time. Dan has been in his territory for 25 years and customers have gotten to know him.” Kim Phox, Vice President, Sales for the Midwest, said Dan’s success is based on his ability to get things right – and to be there when things, occasionally, don’t come off perfectly. “Every customer has lived through something going wrong and Dan and Cassling have been there to fix it,” she said.

Everybody Knows Where He Stands

After 25 years in sales, customers not only know where Dan stands, his colleagues do, too. “At RSNA,” said Kim, “the way I find Cassling is by looking for Dan. He towers above everyone.” After long and busy days at RSNA (the Radiological Society of North America’s annual meeting and widely considered one of the world’s biggest tradeshow), Dan is likely to be found at Harry Caray’s, a Chicago restaurant institution. “Dan goes to one restaurant every night for the entire show,” said Andy, smiling at the thought. “He walks in there and people know him.”

While Dan’s height – which is well over six feet – is one of the first things people notice about him, he’s better known for his interpersonal skills. “He’s a relationship type of person,” says Gene Wendt, who worked with Dan for most of the last quarter century on accounts such as the University of Nebraska Medical Center and Columbus Community Hospital.

Away from work, Dan makes it a point to spend time with his family, including his wife, Karly, his daughter, Elle and his son, Grey. “We go to a lot of UNO games with him and he’s always sitting there helping Grey with his homework at the basketball games,” said Kim. Tammy Nelson, Sales Contract Manager agreed, describing Dan as a “supportive father” who has served as a coach, mentor and fan at his kids’ sporting events while still balancing the long and unpredictable hours involved in sales.



Dan Olson (left) pictured with Founder Bob Cassling at an employee event.



Commissions Specialist Deb Flor (left), Senior Vice President of Service Marty Huebner (center) and Dan celebrate his achievements at an employee awards ceremony.



Dan being silly at a sales retreat in 2010.

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"He Does What's Right"

Dan's expertise is put to the test frequently, as he's constantly working to finesse details and negotiate agreements that turn prospects into customers. Dan's transactions, however, are never one-sided. According to his colleagues, "he does a really good job in making sure it's good for both the company and the customer. He always tries to do what's right by both." Tammy agreed, saying "He's very a dedicated AE who prides himself on doing what is right for the customer. He has a great work ethic."

One example of Dan's dedication occurred last year in the middle of a Nebraska snowstorm. "Dan was heading out to a meeting in western Nebraska and got stuck in a major blizzard that shut down roads for two days," recounted Kim. "He ended up spending the night in a TV station with a bunch of truckers." After that unusual night's sleep, Dan woke up, drove to the hospital where he was originally headed and showered before his appointment.

Fortunately, for Cassling, Dan approaches every day like he did when he drove through the blizzard – with a passion for his job and a desire to compete and win. "Dan is a great negotiator," said Kim, unequivocally. "He knows what the customer needs and what he needs to do to win the deal." "His actions," added Tammy, "inspire others to excel, too."

"Dan is always focused on providing the best service and support in the industry."

– Mike Cassling, President and CEO

"I interviewed Dan on the golf course. He beat me and I wanted to hire him so I could play him again."

– Gene Wendt, Strategic Business Executive

"We have CEOs that move out of Dan's territory and they call him and ask him for help."

– Andy Beer, Executive Vice President

Fun Fact

Dan played collegiate basketball at the University of Nebraska at Omaha and professional basketball in Australia before joining Cassling as an Account Executive in 1991.

Founder Bob Cassling and Dan at an employee basketball shoot out event in 2012.



Dan taking a selfie with attendees at an Investing In You event in 2014.



President and CEO Mike Cassling and Dan at an employee party.