



AVIATION SPECIALTIES UNLIMITED

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ASU Inc., Welcomes New Marketing Manager

(BOISE, Idaho - February 28, 2023) Aviation Specialties Unlimited, Inc. (ASU) announced today that they had hired Vicque Ebentheuer as the company's new marketing manager. Before joining ASU, Ebentheuer worked in marketing for more than 25 years in the healthcare industry.

"Vicque brings 25 years of marketing experience in a very customer-driven industry," said ASU President Dr. Joe Estrera. "Healthcare requires great attention to detail, customer service, and understanding your market. I am sure Vicque will bring those same skill sets to ASU to serve the Aviation industry."

Although most of her career has been in healthcare, Ebentheuer is no stranger to aviation. Her father and son are both fixed-wing pilots. Her marketing skills include management of CRM systems, marketing research, data analysis, and strategic planning. She is also an adjunct faculty member for Boise State University and stays current on modern media planning, purchasing, marketing, and media placement. Ebentheuer graduated summa cum laude from Park Univeristy with a Bachelor of Arts degree.

"I am very excited to have the opportunity to be part of the ASU, Inc. team," said Ebentheuer. "Being a native Idahoan, I have a passion for helping Idaho companys reach their full potential. ASU, Inc. has grown over the last 25 years to become one of the state's largest international exporters. I look forwarding to helping this safety and customer-focused aerospace company continue bringing growth and innovation both locally and internationally."

Ebentheuer will be attending HELI EXPO next week in Atlanta and will be at ASU's booth C813.

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About Aviation Specialties Unlimited

Aviation Specialties Unlimited Inc. (ASU) celebrated its 25th Anniversary in 2020 and proudly serves those who protect and defend around the globe with the most advanced night vision system integration. Their experienced team supports safe and sustainable night vision programs with military-grade NVGs, flexible training, and custom aircraft lighting modifications to fit your needs. For more information, call +1 208-426-8117 or visit asu-nvg.com.