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## **FIRESTONE FINANCIAL ANNOUNCES PLANS TO EXPAND CARNIVAL AND PARKS FINANCE TEAM TO MEET INCREASED DEMAND**

*Salvatore Cifala, Long-Time Firestone Veteran, Added to Team, Joining Rich Gockelman as Senior Sales Executive*

**Needham, MA – January 8, 2019** – Firestone Financial, a subsidiary of Berkshire Bank, announced plans to expand their Carnival and Parks Finance team to meet increased customer demand and industry growth. Sal Cifala, one of Firestone’s most experienced lenders, will join Rich Gockelman on the carnival and parks team. Cifala will also continue to lead the amusement, vending, and gaming industries.

“Sal has been a trusted advisor to his amusement and vending customers for over 20 years,” said Tom Varriale, Senior Vice President of Sales and Marketing. “He’ll bring that same level of expertise to his carnival and parks customers, helping them to grow their businesses.”

Cifala joined Firestone in 1996, working in credit and asset management before starting in sales in 2002. As the Assistant Vice President of Sales for the amusement, vending, and gaming industries, he manages strategic relationships with customers, manufacturers, distributors, and operators. With his expanded role, Cifala will bring that same service level to carnival and parks customers.

“I look forward to working with new and existing carnival and park customers,” said Cifala. “Rich has done a tremendous job helping his carnival customers with their financial needs and I look forward to partnering with him to meet the increasing demand.”

### **ABOUT FIRESTONE FINANCIAL**

Founded in 1965, Firestone Financial is a nationwide finance company serving the amusement, carnival, fitness, vending and laundry industries. The Company is a wholly-owned subsidiary of Berkshire Bank. Interested parties can learn more about Firestone Financial at [www.firestonefinancial.com](http://www.firestonefinancial.com) or by calling Firestone Financial at 800-851-1001.

### **CONTACT**

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