

*Press Release*

# **Nover Engelstein & Associates, Inc. Announces New Subject Matter Consultant for Food Safety**

**Teri L. Rizman, October 10th, 2007**

October 10, 2007 — Mount Laurel, NJ, USA

Cameron M. Smoak, Sr. has been named Subject Matter Consultant for Food Safety Division of WinWam Software, the organization announced today. In this position, Smoak will advise on Food Safety Software product development. Smoak will lead corporate initiatives focused on Food Safety partnerships with institutions both in the U.S. and internationally.

“Cameron Smoak brings a breadth of experience and skills that is unmatched,” said Neal Nover, CEO of Nover Engelstein & Inc developers of WinWam Software. “I could not be happier that he has chosen WinWam Software as the next stage in his extraordinary career.”

Smoak comes to WinWam Software from the State of Georgia Department of Agriculture’s Consumer Protection Division, where he was the Assistant Commissioner since 1995. At the Department of Agriculture, Smoak’s was responsible for supervising a staff of over 230 inspectors, specialists and support personnel charged with enforcing the state’s policies and programs relating to food processing, retail food sales and fuel and measures.

Joining the Georgia Department of Agriculture in 1976, Smoak championed efforts to strengthen the field force’s inspection and enforcement training requirements. He also initiated an automated data collection system allowing field personnel to electronically transmit inspection records to the headquarters in Atlanta. To facilitate communications and coordinate efforts between all agencies with public health responsibilities, Mr. Smoak was

instrumental in the formation of the Georgia Public Health Team comprised of representatives of state, local and federal government agencies charged to protect the health of Georgia consumers.

During his tenure at the Agriculture Department, Mr. Smoak was a member of the agency's legislative liaison team. He played a major role in coordinating regional and national events hosted by the agency and also worked with local and federal counterparts in supporting food safety efforts for two international events hosted in Georgia – **1996 Olympics** and the **G8 Summit** held in Savannah in 2004.

Mr. Smoak formed a crisis response team to coordinate emergency relief efforts relating to livestock welfare and food and water wholesomeness and sanitation during state disasters such as the 1994 floods. He has served as a member of the Georgia Homeland Security's Agriculture and Food Defense subcommittee; past president of the Association of Food and Drug Officials of the Southern States and the Association of Food and Drug Officials (AFDO); and a member of the Association of Food and Drug Officials' Seafood HACCP Training Program Certification Committee.

A life-long resident of Georgia, Mr. Smoak grew up on a dairy farm in Spaulding County. Smoak has in degree in Business Administration from the University of Georgia. He also served four years in the United States Air Force.

About Nover Engelstein & Associates, Inc.

Nover Engelstein & Associates, Inc. is among the nations leading field inspection software solutions provider. NEA's WinWam Software product suite provides government and industry with the software tools that promote safety, accurate measurement and market equity. WinWam Software is used to protect consumers and business from unfair and dangerous practices.

For more information about WinWam Software, visit <http://www.winwam.com>.

#### Contact

Teri L. Rizman

Creative Director, Nover Engelstein & Associates, Inc.

Nover Engelstein & Associates, Inc.

3000 Atrium Way, Suite 2203

Mt. Laurel, New Jersey 08054

PHONE: 856.273.6988

[sales@winwam.com](mailto:sales@winwam.com)