



METAL FORMS CORPORATION
SINCE 1909



EMPLOYEE PROFILE

LYNN KUYKENDALL VP. COMMUNICATIONS - DIGITAL EXPERIENCE

Given Lynn Kuykendall's extensive background in customer service, it is not surprising that she has emerged as a top-notch MFC Senior Account Executive in a relatively short period of time. This October 2021 marked eight years for Lynn at MFC and she already excels at dispensing valuable and helpful information to dealers on a variety of topics. On any given day, Lynn can be equally adept at quoting curb & gutter, answering Speed Screed setup questions, explaining the difference between straight and radius ploy forms or outlining the myriad of Sterling wheelbarrow options.

You see, Lynn's customer service training started at the tender age of 13 when she began helping her older sister at a specialty balloon shop. Lynn continued working at various jobs during her high school years as well as in college while earning her B.A. degrees in Business Administration and Business Management. After college, and before arriving at MFC, Lynn was employed for 14 years at two large Milwaukee area corporations in Customer Service, Marketing & Sales positions.

In addition to assisting dealers and contractors, Lynn is also a key part of the MFC communications team. Electronic and print communications include dealer and contractor e-blasts, website updates and maintenance, printed materials including literature and service manuals and, of course, this Form To Finish newsletter. Lynn is very creative in laying-out and designing these communications.

As if her plate was not full enough already, with the new out of state seller sales and use tax laws that came into effect in 2018 due to a ruling in the South Dakota v. Wayfair, Inc., Lynn now handles all investigation and collection of sales data that informs us of which states we have economic nexus in that we must register with to collect and remit tax.

Lynn and her husband Jon, of 19 years, have two sons; Jaxon (18) and Cole (12). Between being active in multiple sports and developing a new passion of traveling to explore state and national parks, it's safe to say they lead a very active lifestyle.