



Most Marketers create “good enough” and then quit. The Greatest Marketers beat “good enough” every time.

We heard something a little different and fresh this week – how about a city boy that still has sprouted roots in a very down to earth environment on a farm far away from the daily hustle and bustle of city life. He had the best of both worlds. You see, **Keith Steiniger of Proforma IDology** was just that person. He was born and raised in St. Louis (still has an affinity for his Cardinals baseball and Blues hockey). But his current sports favorites are the boys in Blue (Royals) and the amazing Red machine (Chiefs).

His youth growing up in St. Louis, besides school, centered on his love of playing soccer starting at the age of 5. But on weekends, especially in the summer, they were spent on their family farm near Herman, MO. Keith would work hard with his family when first arriving there, but would go fishing with his grandfather – times he remembers and cherished to this day. He played soccer through grade school and high school, and was signed by Rockhurst College. That is what brought Keith to Kansas City.

Keith's corporate career began in KC, his first job being straight commission. Keith sold corporate long distance services during the AT&T breakup. 5 years later, Keith switched to selling wireless phone services, and after doing this for about 5 years, he became a member of their management team with Cellular One which later became Verizon.

He truly was not cut out to be a corporate guy. More and more he felt his calling was being an entrepreneur. So in October 2003 he took a leap of faith and became a franchise owner of **Proforma Marketing**. By 2007, he had reached \$1 million in sales. The next few years were not quite there, but still good. But since 2010, he has been at \$1M or greater. Amazing work accomplishment! And he has tried to grow his company with 4 different acquisitions and during that time has had two different partners. Currently he is the sole owner of the company with 4 sales representatives.

What does Proforma IDology Marketing group do? (His new name). He now helps

businesses of all sizes with their promotional marketing. This includes printing (business cards, banners, mailings, and brochures), promotional products (pens, name brand products, plastics to crystals) and apparel (work and corporate attire, outerwear, T-Shirts, embroidery and other decoration techniques). Keith says you now have him and his company to represent you in YOUR marketplace. In the world of marketing, there is no wrong or right. It is what fits YOU! Keith told us how every day is different. Every project is different and challenging. That's what makes his job so enjoyable and fulfilling.

But Keith is certainly not all work and no play. You see, he had made it his life's commitment to find a way to give back. He is involved in lots of charitable causes. He has worn heels in a 0.1K walk, done a Polar Bear Plunge, collected gloves and socks for the needy, and participated in support of his friends at Team in Training, mostly by riding in long bicycle tours both in KC and around the country. Two of the events he spends most of his time with are the Mike Darby Charity Golf Tournament and the Tour de Hope Golf Classic, originally started by Mike Darby.

Because of his love of soccer, he now finds the time to attend Sporting KC games, and supports the KC Chiefs and Royals. Even though they are all grown, he still loves doing fun things with his family, especially his new first grand baby.

Keith brought us full circle and told us what he enjoys the best – it was spending time with his Prospectors family. He talked about the relationships he's nurtured, the success beyond business, and a commitment to being a better person. There is so much fun every week – it's a laugh a minute. And it's working with friends who are honest and trustworthy that make each week worth coming to breakfast. Having this feeling with his co-workers allows him to just plain make business fun!!

Keith closed by saying what we all should remember – Carpe diem – Seize the day! Make the most of today.



Weekly Newsletter

"Be Present and Get Involved."

www.prospectorsclub.com

June 6, 2019

Thanks Keith for all you've done for Prospectors, for so many causes, and for the lives and businesses you've touched in your 30 plus years of being a Prospector!!!



WE ARE AT DEER CREEK CC, 7000 WEST 133RD ST., OPKS 66209 - MEET UP AT 7 AM: BREAKFAST AT 7:25; SPEAKER AT 8 AM.

SPEAKERS SCHEDULE

See Page 2

ALL THANK YOU'S

See Pages 10-12





UPCOMING SPEAKERS SCHEDULE

Here is a list of our upcoming speakers. **Please note some events are evenings or away from Deer Creek CC.**

ARE YOU INTERESTED IN JOINING PROSPECTORS?

Give Matt Paperi, our Membership Chairman a call at 913-717-7792 or email him at mpaperi@techcyclesolutions.com before you visit our group so we can make sure there are no category conflicts with our current members.

June 6th - Dan Holk of Motivation Through Incentives at Deer Creek CC.

June 13th –Scott Swim of Legacy Mergers & Acquisitions at Deer Creek CC.

June 20th – Mike Kopplin of Kopplin's Wardrobe Management and Design at Deer Creek CC.

June 27 – Ed "The Bug Guy" Hutchison of Frechin Pest and Radon Control at Deer Creek CC.

July 4th – NO MEETING !!

July 11th – Tyler Webb of Tyler Webb DDS at Deer Creek CC.

EXCITING NEWS / **ANNOUNCEMENTS / NEW HIRES!**

SALES REP POSITION AVAILABLE

Rod Foster of BancCard is looking for an outside sales rep to cover Blue Springs and south on the Missouri side. They will / can office out of their home. Some sales experience would be good; needs to be outgoing and a people person. Existing business partnerships in place (Banks). We will provide iPad and iPhone and other benefits are provided / available.

Base Salary growing to commission, plus bonuses paid monthly and quarterly.

If you know someone that fits this profile, contact Rod at 913-486-3714 or rfoster@banccard.com

ADDING FINANCIAL ADVISOR AT RBC

Ken Eidson of RBC Wealth Management announced that **Brynn Morris** is joining his team as their third Financial Advisor. She has been in the business for 15 years. In addition to providing exceptional service their clients expect and deserve, she also prepares in-depth financial plans to help clients prepare for retirement and ensure they are on track to achieve their most important life goals.

CONTINUING EDUCATION CERTIFICATION

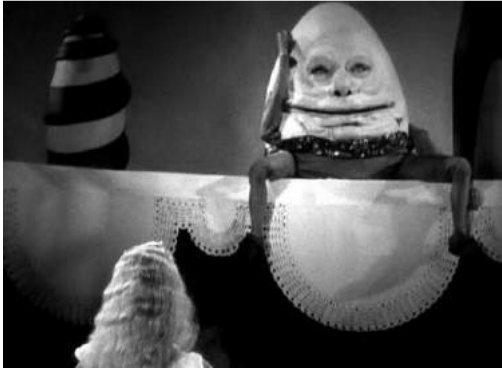
Dr. Brad Twigg of Plaza Animal Hospital has recently completed his Certified Veterinary Acupuncture Therapist designation. This now allows Brad to perform Acupuncture for pets with pain, arthritis, and other medical conditions.

Congratulations to these great members who continue to grow their businesses and improve their skills to the benefit of their clients.

BOARD MEMBERS – DON'T FORGET THE BOARD MEETING TONIGHT AT COACH'S BAR – 5:30 PM.....

Trivia Question:-

**Who played Humpty Dumpty in the 1933 film
Alice in Wonderland ?**



QUOTES OF THE WEEK

A Day that will live in infamy.



On June 6, 1944, more than 160,000 Allied troops landed along a 50-mile stretch of heavily-fortified French coastline, to fight Nazi Germany on the beaches of Normandy, France. Gen. Dwight D. Eisenhower called the operation a crusade in which, "we will accept nothing less than full victory." More than 5,000 Ships and 13,000 aircraft supported the D-Day invasion, and by day's end, the Allies gained a foot-hold in Continental Europe. The cost in lives on D-Day was high. More than 9,000 Allied Soldiers were killed or wounded, but their sacrifice allowed more than 100,000 Soldiers to begin the slow, hard slog across Europe, to defeat Adolf Hitler's crack troops.

**The strongest muscle in the human body is,
believe it or not, the tongue.**

PROSPECTORS EVENTS SOCIAL CALENDAR 2019 – SAVE THE DATES

<p>IT'S THIS SAT. June 8th – Come tour the Prairie Fire Museum from 3pm to 5pm. Entry fee to it will be paid for total of 30 people who sign up. A member can bring one guest. Limited to first 30. After Prairie Fire, walk over to Rock & Brews, and enjoy some light appetizers provided by the Club and it will be a cash bar for any beverages purchased. Rock & Brew is from 5pm to ??</p>	<p>Friday Night June 14th – Our next ATF – A Joint After The Fact hosted by Kevin Boehringer, Amber Sewell, and Rich Sirna AT BSE STRUCTURAL ENGINEERS building located at 11320 West 79th St., Lenexa, KS 66214. Come see an amazing blend of work and fun. Enjoy some light appetizers and beverages. Mark your calendars NOW!</p>
<p>September 27th (Friday) – Annual Golf Tournament at Deer Creek CC – Members and Guests – Best Ball Scramble – After Hours at Coach's Bar & Grill – 5:00 pm</p>	<p>September / October – Return to take the Mobster Bus Tour around Kansas City – sights and sounds of a time gone by. Date to be announced.</p>
<p>Dec. 7th (Saturday) - Christmas Party is a GO at Union Horse Distilling Co., 11740 W 86th Terrace, Lenexa, KS 66214 SAVE THE DATE NOW !!!!!!!!!!!</p>	

BE A PART OF THE BEST NETWORKING GROUP IN JOHNSON COUNTY – COME JOIN YOUR FELLOW PROSPECTORS THIS THURSDAY

If you have any causes you are supporting this spring, please pass them along to the newsletter editor.

EXCITING NEWS!

Prospector's Breakfast Club

Attendance and Thank You's

Meeting Date:-

May 30, 2019

PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING

X Adams, Linda Alonzo, Darryl, Alvin, John, Kurt, Sheri, Kathleen
Jim, Cliff, Matt, Dan, Scott, Sean
Airey, Douglas

X Ashurst, Chase & Amy Keith S., Alan H., Matt P., Chris P., Phil G., Kathleen C.,
Erin B., Sheri M., Tony A., Dan B., Kyle P., Ann W.,
Beckner, Pat

Bell, Jim

X Belzer, Dan Matt P., Kathleen C., Ann Wilkerson, Phil G., Brownie, Ed The Bugger,
Del Spencer, Kevin York, Brad Tanga, Chase Ashurst, Amber Sewell
X Boehringer, Kevin SIENA, HERFORD, PICKERING, DOUGLAS, BROSEIT

Bovard, Zach

Brosseit, Mike

Brown, Erin

Cocherl, Stephanie

Cunningham, Rick

X Curts, Johni Matt Papani, Janine Terstriep, Stephanie Cochard, Sheri Martko,
Keith Steingiger, Linda Adams

X Cussen, Kathleen Phil, Dick, Dick, Keith, Erin, Sheri, Alan G., Kyle
Don, Matt, Phar, Bryan, Brad, Danny, Matt Papani, Kevin, Linda
X Dayal, Vivek Sheri M., Cliff D.B., Rich, Dave F., Kevin B., Dr. T. W. S., Sean
Matt P., Chris P., Phil G., Kevin F.

Douglas, Kyle

Eckinger, Bill

Eidson, Ken

Emerson, Bill

Felton, Dr. Sean

PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING

✓ Flessner, Dave Kevin Full, Janine Tiestrup, Vivek, Matt P, Ann,
Brian Rapp

Foster, Rod

✓ Full, Kevin Paul, Matt, Rich, Brownie, SuH, Rod, Greg, Chris, Keith, Phil, Jeanne, Tyler, Alan
Jen, Chase + Amy

Giordano, Nick

✓ Giordano, Phil Tyler W, Neils, Matt P, Greg G, Janet S, Danny B
Kevin F, Rick W, Rich S, Kathleen, Sherry, Sean T, Alan H

✓ Goodheart, Alan ADAMS, CUSSEN, FELTON, FOSTER, MORTKO
SIRNA

Goodheart, Bruce

Hardin, Das

Hawkins, Darryl

X Heriford, Alan Amy, Chase, Dan H, Erin B, Jen S, Janine, Kathleen, Keith, Ken E, Kevin B
Kevin F, Kyle D, Matt P, Mike B, Mike K, Pat B, Phil G, Rich S, Rick W, Rod P, Sean F, Sheri M

Holk, Dan

Holland, Ed

Hutchison, Ed

Kopplin, Mike

X Mortko, Sheri Vivek, Dr. Johni, Brapp, Dan H, Kathleen, Erin, Keith, Phil,
Rick, Jen, Alan G, Janine, Linda, Dr. Brad, Dr. Sean

X O'Bryan, Cliff Vivek, Matt P

Oettmeier, Dr. Bert

X Oppold, Greg Jim B, Chris P, Phil G, Keith S, Kevin Full, Rick W, Kevin York, Kyle D,
Matt P, Rich S, Brad T, Scott S, Cliff O, Ed Hutchison

Paperi, Matt Greg, Keith, Neil, Chris, Stephanie, Abby, Rod, DMC, Linda
Alan, Sheri, Rich, Sean, Alan, Phil, Mike, Jim, John, Dan

Phar, Matt

Pickering, Chris Hardin, Sirna, Rick, Asquith, Dargel, Sherton, Sirna
TESTEIP, PHAR, MORTKO, FULL, JAGGERS, GIORDANO, HUTCHISON, BERNALTE

Pickering, Margot

PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING

X Rapp, Bryan Seann, Janet, Kathleen, Stephanie, Kyle, Zach, Matt Phr, Ken,
Amber, Dave, Keith, Erin, Sheri, Brownie, Mutt Papi, Rod, Chad, Rick
 Runyan, Joe

Sewell, Amber

X Shelton, Jennifer Sirna, Pickering, Bell, Mortko, Heriford, Sewell,
Webb, Full
 Simpson, Brownie

X Sirna, Richard Seann, Brownie, Fossa, Mortko, Webster, Pickering, Heriford, Full, Webster,
Webb, Webb, Cohen, Sean, Tim, Tim, William, O'Dell, Doyle, Foster, Galt, Seann, Bell
 Spencer, Neil

X Steiniger, Keith Rick, Rich, Kathleen, Phil, Sheri, Chris, Janine, John, Kevin, Linda, Hor
Neil, Ed, Alan, Mike, Greg, Papi, Chase, Amy, Dan, Brad

X Stone, Janet Amber, Rich, Ed, John, Sean, Dr. Wigg,
Bryan R, Ed Halland, John, David, Sheri M.

X Swim, Scott Christopher, Phil

Terstriep, Janine Kevin, Rick, Sheri, Chris, Amber, Jenna, Linda
Janet, John, Steph, Brownie, Kathleen, Alan G, Alcott, Tyler,
 Trondson, Chad Keith

X Wigg, Brad Keith, Das, Alan, Kathleen, Sheri, Dan, Greg, Rich,
Amber, Vivie, Rod, Tyler, Jen, Chase, Amy

X Webb, Tyler Doug, Seann, Kathleen, Phil, Kevin Full, Matt Papi, Janine, Das

X Wilkinson, Ann Seann, Belter, Chiff, O'Brien, Chase, Amy, Ashart,
Rick, Wolverson

X Wolverson, Rick KEITH, SHERI, ALAN H, ED, RICH, KATHLEEN, SEAN, JOHN,
JANINE, BRAD, BRIAN, ROD

X York, Kevin JANINE, KEVIN B, ED H, GREG O, DAN B,
Matt Phr, Kyle D, Sheri M.

GUESTS

Name	Name of Business	Your Position (owner, sales, etc.)