What’s in a Nick-Name You Say? Maturity, Experience, Success and Attitude. A New IDeal on How a Business Grows.

As we all grew up, most of us had nick-names. If you were in a fraternity, everyone had a nick-name. Bluto, Nuck's, Purse, Old Man. The list is endless and as imaginative as you can get.

Who knows where “Big Silver” comes from, but it for now seems to have stuck with Keith Steiniger of Proforma IDology Marketing Group.

No doubt his silver hair is a sign of his time spent passing through the corporate arena and the realization that he loved what he did, but owning your own business and being in control of your own destiny is so gratifying.

Keith couldn’t have arrived where he is today had it not been for the great experience in the telecommunications field early in his career. It was straight commission and covered phones and phone service, long distance, paging, and other communications genre. Never a dull moment!

He continued trying new distribution methods in the late 1990’s, which allowed him to pursue another of his passions to this day – being a pilot. But Sept. 11th ended all that business for him..

So in 2003, Keith learned about and became a part of a franchise called Proforma. Originally mostly office products, it has morphed into so much more! You see, Keith does what he calls promotional marketing. He helps companies express what their brand is all about. Not like Linda Adams who is the person that helps you answer what you do to promote and market your business in your marketplace. Keith takes those ideas (hence the name IDology), and helps you facilitate your marketing and branding strategy in very unique ways. Once you decide what direction you are headed, Keith can help implement that strategy, using printing, advertising, direct mail, along with packaging the right way, and backing all this up with the use of promotional items to keep your name in the forefront of your clients. Cont’d on Page 4…

THIS WEEK we meet at the Deer Creek CC, 7000 W. 133rd St, OPKS - 7 am; Breakfast at 7:25; Speaker at 8 am.

SPEAKERS SCHEDULE See Page 2
This Week’s Spotlight Member

Dan Belzer of Belzer Carpet Cleaning

See Page 3

THANK YOU’S See Page 5
UPCOMING SPEAKER 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 Rod Foster, our Membership Chairman a call at 913-486-0778 or email at rfoster@bancard.com before you visit our group so we can make sure there are no category conflicts with our current members.

August 14th – Mike Mellott of MEM Accounting and Tax Service will speak at Deer Creek CC.

August 21st – Membership Discussion Groups at Deer Creek CC.

August 28th – Zach Bovard of Tight Solutions at Deer Creek CC.

September 4th – Janet Stone of REMAX First – Location to be announced.

September 11 – Chris Pickering of The Pickering Law Firm at Deer Creek CC.
This Week’s Trivia Question:-

Who played the original three “Charlie’s Angels”?

QUOTE OF THE WEEK

By working faithfully eight hours a day you may eventually get to be boss and work twelve hours a day.

LAST WEEK’S TRIVIA QUESTION?

The film that pitted Humphrey Bogart against the gangsters in the Florida Keys was called Key Largo.
What’s in a Nick-Name You Say? Maturity, Experience, Success and Attitude. 
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Cont’d from Page 1 –

“I can put your name on damn near anything!”.

These are ways that you come to represent yourself and who you are as a business owner. Keith has been growing his business through lots of networking, because that’s what he does best. His biggest difference in growth has been acquisitions (4 of them to be exact).

If you don’t find Keith at his desk or in his office, you will locate him across the Metro. He is good, VERY good at networking his business. For nearly 30 years, Keith has brought his talents, big and small, to the Prospectors and his own client base.

Basically, Keith and Proforma “delivers what you want when you need it.” So Thanks Keith, like others that have followed in your footsteps, with your mini-lectures, leading group discussions, and your service to the Board and as President and Past President.

Thanks for all you’ve done, and all you have left to do!

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WHY NOT BE A PART OF THE BEST NETWORKING GROUP IN JOHNSON COUNTY – COME JOIN YOUR FELLOW PROSPECTORS THIS THURSDAY

UPCOMING EVENTS:-

August ? – After Hours event at KC Bier- 83rd & Wornall

Sept. 19th – SAVE THE DATE - Golf Tournament at Hillcrest CC and After Hours at Coach’s 2.5

October – KC Bar-B-Q Tour – details forthcoming
