



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...



Weekly Newsletter

www.prospectorsclub.com

August 14, 2014



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

BELZER
Carpet Cleaning

Commercial • Residential • Loose Rugs

913-522-0086

Dan Belzer
dbelzer@kcc.com

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@banccard.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.



SPOTLIGHT MEMBER OF THE WEEK

This week's Prospector Spotlight Member is Dan Belzer of **Belzer Carpet Cleaning**. Kids are heading back to school. What a great time to have your carpets cleaned and refreshed as we end summer. Dan can treat them right, and maybe help you avoid cleaning as often. Why not just give Dan a call or email. Just give him a shout-out! How about an early cup of coffee or tea, or an after-hours beverage? Here's Dan's info: - phone is 913-522-0086 and email is – Dbelzer1@gmail.com .

This Week's Triva Question:-

Who played the original three
"Charlie's Angels"?



QUOTE OF THE WEEK



LAST WEEK'S TRIVA 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. A New IDEal on How a Business Grows

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!

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

Dec. 6th – Christmas Party at Hallbrook Country Club.

Prospectors Networking Breakfast Club

Meeting Date: August 7, 2014

Attendance and Thank You's

- Adams, Linda Keith, Alan Heriford, Sean Felton, Beverly, Pat Beckner, Rick Sima, Chris Pickering
- Airey, Douglas Daryl Hawkins, Phil Goodheart
- Ashurst, Amy & Chase
- Beckner, Pat Jim Bell, Dan Belzer, Phil Goodhart, Rick W, Linda Adams
- Bell, Jim Don W, Pat B, Matt P, Vivek D, Bert O, Chris P
- Belzer, Dan Phil Goodhart, Janet Stone, Pat Beckner
- Boehringer, Kevin
- Bovard, Zach
- Brosseit, Mike
- Brown, Erin Sheri, Keith, Rod, DAS, Matt Phar
- Cunningham, Rick
- Darby, Mike Das Hardin, Ed Hutchison, Jeff Morgan, Keith Stinger, Janine Terstriep, Ken York
- Dayal, Vivek Jim B, Bev W, Cliff O, Janet S, Ed H, Rich S, Ann W
- Douglas, Kyle
- Eckinger, Bill
- Eidson, Ken
- Emerson, Bill
- Felton, Dr. Sean Linda Adams
- Foster, Rod
- Giordano, Phil Ed, Pat B, Mike M, Dan B, Rick W, Sandy K, Chris P, Bev W
- Goodheart, Alan Terstriep, Pickering, J. Stone, Hutchison
- Goodheart, Bruce
- Hardin, Das
- Hawkins, Darryl KEVIN Y, PHIL G, JANINE T
- Heriford, Alan
- Holk, Dan CHASE ASHURST
- Holland, Ed
- Hutchison, Ed REV PHIL, MIKE D, JANET V, VIK K, ALAN G, KEN, CHRIS
- Kessinger, Sandy Darby, Adams, Heriford, Giordano, Sima
- Knapp, Bruce
- Lowe, Mark
- Mellott, Mike Giordano
- Morgan, Jeff
- Mortko, Sheri
- O'Bryan, Cliff
- Oettmeier, Bert
- Phar, Matt Jim B, Chris P, DAS, Pat B, Keith, Mike D, Erin Zach, Alan H, York Beverly, Phil G
- Pickering, Chris ARDIN, PHAR, DUGLASS, SIMON, BILL, STINGER, ADAMS, GIORDANO, HATCHISON
- Rapp, Bryan
- Shelton, Jennifer Foster, Janine, Wolverton, Sima, Wilkinson, Darby, Ashurst, Williamson
- Sima, Richard Stoupe, Coach, Kessinger, Terstriep Stone, DAHL, Darby Goodhart, Hennford, Ashurst, Williamson
- Spencer, Neil
- Steiniger, Keith Heriford, Wolverton, Darby, Phar, Sima, Mortko, York, Adams, Pickering, Lowe, Foster
- Stone, Janet Alan S., Darryl, Ed, Ann, Richard.
- Terstriep, Janine Darby, Hawkins, Shelton, Pickering, Sima, Goodheart, Rye Studio
- Trondson, Chad
- Webb, Tyler
- Wilkinson, Ann Alan Goodheart, Janet Stone, Jim Bell, Jan Skatta, Vivek Dayal
- Williamson, Beverly Linda A, Matt P, Jim B, Phil G, Janet S, Ed H, Jen S
- Wolverton, Rick PAT B, COACH JENN (2), KEITH S, MIKE M, PHIL G, JIM B, W
- York, Kevin MATT P, KYLE D, DARRYL H, JIM B, KEITH S, MIKE D

GUESTS SIGN IN PLEASE

NAME OF YOUR BUSINESS