The Evolution of The Communications Business Was Only The Start of This Entrepreneur’s Journey

It wasn’t many years ago that all of us relied on the “newest” form of staying in touch with our business while being away from the office, factory, store or work site. Pagers were the rage, first just vibrating to call your office, then beeping or vibrating to have you call the digital number on display. But we needed to talk, and the first portable “mobile phone” in a bag was invented. It was amazing at the time. Then they got it to be the size of a brick, hence the name “brick phone”.

Why take you back in time so you can remember what life was like way back then? To tell you how a very insightful entrepreneur got his start. Those experiences are what brought him to where he is today. We speak of none other than Keith Steiniger of Proforma IDology Marketing Group.

Keith grew up in St. Louis and was taught from his father and family a tireless work ethic. They all worked hard and played hard. When dinner was served for the Holidays or anytime, you were NEVER late.

What brought Keith to KC was a scholarship to play soccer at Rockhurst College. His coach was another great influence on him as he watched him prepare the team for a game or tournament. He was always prepared, and Keith was and still is very competitive.

So Keith spent about 20 years in the telecommunications business selling phone systems, and some of the products pictured above. But he was involved in the management of his sales forces. Honing his people skills was what he learned most.

There was a few transitional years where he was a private pilot and flew business people to meetings as well as transporting products and parts to places getting them there faster than mail or Fedex. (On an immediate need basis). He is sorry that he did not keep his active pilot’s status.

During that time he got involved with the Proforma business model. A little at first, then he saw the growth potential and continued to grow his business with them. And he also found out a former member of Prospectors was selling his printing business (John Mehlin), so Keith ventured out and bought this too.

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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 Chris Pickering, our Membership Chairman a call at 913-647-9019 or email at cfp@pickeringlawfirm.com before you visit our group so we can make sure there are no category conflicts with our current members.

July 2nd – Meeting to Celebrate our Red, White, and Blue at Deer Creek. Fun Networking and Surprises Await!

July 9th – SPECIAL BREAKFAST AT Kevin York’s home.

July 16 – TBA

July 23 – NO MEETING – T-BONES BALLGAME AND TAILGATE.

July 30 – Ed Hutchison of Frechin Pest Control at Deer Creek

August – all open dates
REFERRALS, IDEAS, SUGGESTIONS, AND “POSITIVE REINFORCEMENTS”

This Spotlight Member of the Week is Chad Trondson of ComforCare Senior Services. Let’s change our focus a bit and give a member each week at least one referral, or a suggestion or idea to help them improve their business. Really try and give Chad the best information you can. New ideas, thoughts, or referrals. And Chad- you be OPEN to accepting all the benefits we are ready to give you. Here’s his info: - phone is 913-906-9880 and email is chad@comforcare.com

Trivia Question:-

What’s the middle day of the year that is a non-leap year?

Quote of the Week

Never give up.

The sport featured in the film The Kansas City Bomber was roller derby.
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He has been building the Proforma brand for over 11 years, starting in the basement of his home. Keith focuses on implementing a business’s marketing and branding – how they represent themselves in the marketplace. The list of things they do yield multiple results – from doing basic to elaborate printing projects, booklets, promotional products, imprinted apparel, signage, and employee rewards programs.

Keith emphasized that his best key strategy is to deliver what the customer wants when the customer wants it! It’s that simple!

He has several great employees, each excellent in making sure their specific tasks are carried out to their best ability. He tries to be flexible with their scheduling and lets them work early, late or have mobile access as long as they make sure they take care of their clients. Each client is different and require a lot of varied tasks to meet their needs.

Over those 11 years, he has acquired 4 other businesses, and includes other printing companies and an embroidery company as well. What he truly loves is his relationships with the Prospectors Club. He describes them in one word – AWESOME!! They have given him a sounding board to help him over the rough bumps in business in order to make better and smarter decisions. Keith ended by just telling everyone – “Don’t be afraid to share, and don’t be afraid to ask.” That is what Prospectors is all about.

Those of you that know Keith realize what a valuable asset we have in his skill set and experience. So don’t be afraid to ask Keith or any member of the group when you are needing advice or guidance. That is what our group is built on.

Thanks Keith for helping take us to our next level of success.

HEY – DO YOUR PART –

MAKE SURE WE ALL SIGN THE THANK YOU SHEETS !!!

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

Several After The Facts are being organized for the near future – watch for details soon.

T-Bones Family Night – Thursday, July 23rd
Game at approx. 7:05 pm with a Tailgate from Coach’s before the game in parking lot. – BE SURE TO GET YOUR TICKETS PAID FOR EARLY.

PBC Annual Golf Tournament – Friday, October 2nd at Deer Creek CC. (There is no meeting on that Thursday, Oct. 1st). Tee times will be announced closer to date. Plan on joining us for a great After Hours at Coach’s South after golf (around 5:30 pm).

Christmas Party Saturday, December 5th, 2015 – SAVE THE DATE
At 1520 Grand on Downtown KCMO !!

PROSPECTOR EVENTS / NEWS / CHARITABLE CAUSES
None currently
Prospector’s Breakfast Club
Attendance and Thank You’s Meeting Date:- June 25, 2015

PLEASE PLACE “X” IN FRONT OF NAME IF ATTENDING MEETING

X Adams, Linda
X Airey, Douglas
X Ashurst, Chase & Amy
X Beckner, Pat
X Bell, Jim
X Belzer, Dan
X Boehringer, Kevin
X Bovard, Zach
X Brossett, Mike
X Brown, Erin
X Cocherl, Stephanie
X Cunningham, Rick
X Cussen, Kathleen
X Darby, Mike
X Dayal, Vivek
X Douglas, Kyle
X Eckinger, Bill
X Eidson, Ken
X Emerson, Bill
X Felton, Dr. Sean
X Foster, Rod
PLEASE PLACE "X" IN FRONT OF NAME IF ATTENDING MEETING

X Giordano, Phil
X Goodheart, Alan
X Heriford, Alan
X Holland, Ed
X Hutchison, Ed
X Morgan, Jeff
X Mortko, Sheri
X Phar, Matt
X Shelton, Jennifer
X Sirna, Richard

X Keith, Mickey
X Holk, Dan
X Kopplin, Mike
X Mellott, Mike
X Kennedy, John F.
X Pickering, Chris
X O'Bryan, Cliff
X Runyan, Joe
X Ryan, Pat
X S. Boren, Rick
X Usbeck, Ed
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<th>Webb, Tyler</th>
<th>Wilkinson, Ann</th>
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**GUESTS**

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