



***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 Steinger 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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**Weekly  
Newsletter**

[www.prospectorsclub.com](http://www.prospectorsclub.com)

**July 2, 2015**



**WE ARE AT DEER CREEK CC,  
7300 WEST 133<sup>RD</sup>, OPKS;  
MEET UP AT 7 AM; BREAKFAST  
AT 7:25; SPEAKER AT 8 AM.**

**SPEAKERS SCHEDULE**

See Page 2

**REFERRALS, IDEAS,  
SUGGESTIONS, AND  
“POSITIVE  
REINFORCEMENTS”**

**Chad Trondson of  
ComforCare Senior Services**

See Page 3

**THANK YOU’S**  
See Page 8



## 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](mailto:cfp@pickeringlawfirm.com) before you visit our group so we can make sure there are no category conflicts with our current members.

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

July 9<sup>th</sup> – 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](mailto:chad@comforcare.com)

### Trivia Question:-

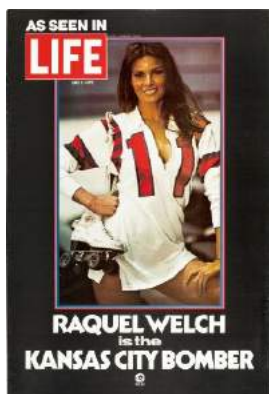
What's the middle day of the year that is a non-leap year ?



### QUOTE OF THE WEEK



More @ QuotesDump.com



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.

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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.

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**HEY – DO YOUR PART –**

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

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

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## **UPCOMING EVENTS:-**

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

### **T-Bones Family Night –Thursday, July 23<sup>rd</sup>**

**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 2<sup>nd</sup> at Deer Creek CC. (There is no meeting on that Thursday, Oct. 1<sup>st</sup>). 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 5<sup>th</sup>, 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 Alan Heriford, Krista Stonebeck, Erin Brown, Sean Felton, Chase, Pat Beckner, Carys Pickering, Tammie Thorstrey, Mike Koppa, Paradise Dogs
- X Airey, Douglas Phil Giradano
- X Ashurst, Chase & Amy Chris P., Jen S., Keith S., Alan H., Erin B.
- X Beckner, Pat Alan Heriford, Janet Stone, Annal, Jim Bell, Linda Adams
- X Bell, Jim Alan H., Alan H., Bryan R., Chris P., Das H., Kevin Y., Matt P, Neil S, Pat R, Rod F.
- Belzer, Dan Alan Goodhart, Rick Wolverton, Kevin Boehringer, Phil Goodeno, Richard Sima
- X Boehringer, Kevin BELKNER, SIENA, HEREFORD, BELZER, DOUGLAS, DAYAL, BROSEIT
- X Bovard, Zach Phar, Steiniger, Heriford
- X Brosseit, Mike Steiniger, Heriford, Tiership, York, Janet Stone, Pickering, Wilkinson, Rod Foster
- X Brown, Erin Stephanie, Sheri, Das, Linda, Mike Darby, Matt Phar, Alan Heriford, Janet Stone, Ken, Chase + Amy, Rich
- Cocherl, Stephanie \_\_\_\_\_
- X Cunningham, Rick Ken E., Mike B., Neil S., Jamie T., Mike R.
- Cussen, Kathleen \_\_\_\_\_
- X Darby, Mike Erin Brown, Janet Stone, Chris P., Keith S., Ken Eidson, Rich S., Jeff M., Matt G., Et H., Das H., Mike Brosseit, Bryan R., Jean Shelton, Rich Sima, Prospectors
- Dayal, Vivek \_\_\_\_\_
- Douglas, Kyle \_\_\_\_\_
- Eckinger, Bill \_\_\_\_\_
- X Eidson, Ken \_\_\_\_\_
- Emerson, Bill \_\_\_\_\_
- Felton, Dr. Sean \_\_\_\_\_
- X Foster, Rod Alan Heriford, Jim Bell, Mike Brosseit, Keith Steiniger, Mike Darby

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

X Giordano, Phil Kathleen, Janet S, Doug A, Chas A, Rick Richs  
Keith S, Ken E, Mike D, Ann W, Dan H.

X Goodheart, Alan AIREY, BELL, BELZER, DARBY, EIDSON  
PICKERING, SHELTON, STEINIGER, STONE

Goodheart, Bruce

Hardin, Das

Hawkins, Darryl

X Heriford, Alan Chas A, Bill F, Dan H, Darryl H, Pat K, Jim B, Mike B, Rod F, Rick W, Keith S, Zach B  
Sheri M, Das H, Erin B, Rick S, Jim B, JFK, Kevin B, Kevin J, Linda A, Matt P, Pat B, Jan S.

X Holk, Dan MIKE DARBY, Rick Wolverton, Bryan Rapp

Holland, Ed

X Hutchison, Ed V Keith, Mickey, Rich, Rick W  
Alan Heriford, Neil Spencer

Kennedy, John F. Chris Pickering, Mike Darby, Janet Stone, Linda Adams

X Kopplin, Mike Rick Cunningham, Alan Heriford,  
Kathleen, Kyle, Keith

Mellott, Mike

Morgan, Jeff Mike Darby, Dan Holk

X Mortko, Sheri Jen, Janine, Erin, Keith, Rick, Alan H, Sean, Colemans,  
Pickering's, Darby crew + all the cooks! yum!

O'Bryan, Cliff

Oettmeier, Dr. Bert

X Phar, Matt Zach, Jim, Keith, Russ Y, Erin DAS, Alan H, Vivet Rick W  
Chas P, Janet S, Mike D

Pickering, Chris HARDIN, BELL, SHELTON, ASHURST, STEINIGER, BROWN  
DORCAS, WOLVERTON, DARBY

X Rapp, Bryan Rick Wolverton, Jim Bell, Mike Darby

Runyan, Joe

Ryan, Pat

X Shelton, Jennifer Mortko, Wilkinson, Turstaeip, Ashurst, Darby, Pickering,  
Heriford, Foster, Goodheart

Sirna, Richard Dan, Steven, Daryl, Baker, Ed, James G, Stone  
William (William) Pat Foster, Coach, JW Daryl, Pickering

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

- Spencer, Neil Jim Bell, Rick Cunningham, Barry Hawkins, Alan Herford
- Kennedy, Jeff Jeff Morgan, Janine Terstree, Ann Wilkinson, Kevin York
- Steiniger, Keith Wolverton, Darby, Phyllis Adams, Ashurst, Madeline, York, Tierschup
- Martko, Giordano Bell, Bovard, Dick Kings, Brossitt, Herford, Kaplan
- Stone, Janet Anna, Alan H., Ann, Jeff, Quetta
- Terstriep, Janine Pat B., Jeff M., Zack, Erin, Coax, Jan, Rick Cunningham
- Trondson, Chad Red Sierra, Joan Adams, Keith Stensie
- Twigg, Brad Linda Adams, Rick W.
- Webb, Tyler Linda Adams
- Wilkinson, Ann Janet Stone, Jane Snelter, Neil Spence, Rich Sierra, Paul G, Cher Ashurst, Mike Brossitt
- Williamson, Beverly
- Wolverton, Rick ALAN H KEITH'S SHERIM BEAST DANNY B.
- York, Kevin SHIL G ED H KATHLEEN C MIKE D. CHRIS P. JANET S.

**GUESTS**

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