



**What Can You Define As Your True Passion? What do You Love Doing Most? And How Can You Make Your Passion More Identifiable to Others?**

Deep down each of us has our passion – what we feel that we do best. What drives us to get up in the morning. What makes us happy, and that which makes us tick.

Some of us are fairly straightforward, others not so much. Some arrive from point A to point B; others circle the wagons for days. But what does this have to do with business success and letting our clients know who we are?

It kind of comes down to being able to convey your message, sometimes in various different ways. We have a name for this phenomena – branding. And within Prospectors it is known that **the company with infinite possibilities for branding is called Proforma, and the captain at the helm is none other than Keith**



Steiniger.

Making sure he has all his bases covered explains how complicated Keith's industry can be. He has come to learn so much and earned his clients trust in making their brand more recognizable. He does that through the use of print media, promotional products, apparel, and signage. Wow! That covers mountains of resources.

But Keith has gotten to this point by taking the reins and directing his sales staffs in a positive direction. Keith takes a look at who you are and what you are wanting to accomplish. Then he finds how you want to represent your brand both internally and externally. He started Proforma back in 2003, and has never looked back.

He may not have realized it, but the seeds he planted earlier in his career are now sprouting and guiding him in a direction he never thought he'd be in.

Keith came from a very grounded family atmosphere, that is still close and supportive to this day. At a young age he took on

leadership opportunities, albeit while playing soccer at Rockhurst University being "captain of the team", what he still is today at Proforma.

He was on the cutting edge of the telecommunications boom, and worked in paging, long distance, then into the infancy of the cellular world. These experiences enabled him to gain his management and decision making skills he still uses daily.

He even ventured into aviation, selling capital equipment to small aviation companies until Sept. 11, 2001, when his world turned upside down again. He even owned a printing company owned by a former PBC member, John Mehlin, and he still maintains those clients within his current business acumen. (One of four companies he's acquired in 19 years of business).

Keith's current focus covers small to medium sized businesses with the will to find different ways of promoting themselves. The branding of many different promotional products lends itself to just that market. But Keith has grown into supporting ecommerce for larger corporations by providing them with product that bears their brand in several different uses. The best example is one of his clients – Applebee's – that comes to Keith not only for name tags for their servers, but aprons, badge holders, hats – anything that has their identity is fair game.

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## Weekly Newsletter

*"In all you say and do, always bring the best in you." by Dan Kahler*

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

**August 25, 2016**



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

### SPEAKERS SCHEDULE

See Page 2

**THANK YOU'S**  
See Pages 7-9



## 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 Keith Steiniger, our Membership Chairman a call at 913-735-2780 or email at [ksteiniger@idologymg.com](mailto:ksteiniger@idologymg.com) before you visit our group so we can make sure there are no category conflicts with our current members.

**Aug. 25 – Rod Foster of BancCard at Deer Creek CC.**

**Sept. 1 – Sean Felton of Felton Mobile Chiropractic at Deer Creek CC.**

**Sept. 8 – Chris Pickering of the Pickering Law Firm at Deer Creek CC.**

**Sept. 15 – Rick Wolverton of Advanced Interiors at Deer Creek CC.**

**Sept. 22 – Mike Kopplin of Kopplin's Wardrobe Management and Design at Deer Creek CC.**

**Sept. 29 – Alan Heriford of Johnson County Automotive AT HIS LOCATION.**

**Trivia Question:-**

**Who received seven perfect scores in gymnastics at the 1976 Montreal Olympics?**

***Con't. From Page 1.....***

Going back to what we asked at the start – what drives you to get up and do what you do every day?

Sometimes business is not enough. Keith finds his hidden passion in making a difference in other people's lives. He does that by doing what each of us should think about – giving back. Volunteering or donating to causes that are near and dear to each of us. Keith had always been a competitive soul, but when injured playing soccer, he thought those days were over.

Then he was introduced to cycling and Team in Training with Coach Jen, and the support of the Leukemia and Lymphoma Society, and also supporting Phoenix Family Services and the

**QUOTE OF THE WEEK**

- A BAR OF IRON COSTS \$5, -  
MADE INTO HORSESHOES  
**ITS WORTH IS \$12,**  
MADE INTO NEEDLES ITS WORTH IS \$3500,  
MADE INTO BALANCE  
SPRINGS FOR WATCHES,  
ITS WORTH IS \$300, 000.  
YOUR OWN VALUE IS DETERMINED ALSO  
BY WHAT YOU ARE ABLE TO MAKE  
**OF YOURSELF.**

The last name of the Charles Shultz Peanuts cartoon characters Lucy and Linus is Van Pelt.

Give-A-Bear Foundation founded by Kevin York's daughter. This is now enough to round out a wonderful and fulfilling life.

With over 30 years of service to the Club, we all should be grateful having Keith as a purveyor of support and friendship to so many. You should stop by their showroom to get inspired with ideas on how you can make your brand – who you are – more memorable. Keith or any one on his staff are ready to assist.

Thanks Keith for all you do and the service you have given back to Prospectors. Don't let them tease you with the name "Big Silver" – there may be snow on the roof, but there's a huge fire in the furnace burning brightly every single day.

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

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## **PROSPECTOR EVENTS / NEWS / CHARITABLE CAUSES**

Cliff O'Bryan has retired from his business **Benefit Brokers**, and has since began working full time for a cause near and dear to his heart- Reconciliation Services. He wishes to maintain his membership in the club and now has become a Member Emeritus. Congratulations Cliff. Glad to have you still as a part of Prospectors.

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**Grade A Tree Service** (Phil Giordano) is looking for tree trimmers or groundsmen (they will train). If you know of someone that fits this post, Get in touch with Phil at 816-509-2225.



**Hangers Cleaners** is looking to fill two positions – a seamstress at their Plaza location; am sure some experience is preferred. And also a Store

Driver for pickup and delivery of clean and unclean clothes to return to the main facility. If you know of someone that is looking for employment, or you could send this out to your network, please do so and refer them to **Kathleen Cussen**.



**From Dolce Bakery** - We are still looking to fill a couple of positions here at the bakery and would love to be listed in your Prospector's newsletter. We are looking for Pastry Counter Sales Position (front counter) and Dishwashers. **Contact them at 913-236-4411.**



Also, don't forget – **this Thursday August 25<sup>th</sup> is our last Cobbler Night of the Summer**, so come by and have a bit with a dollop of ice cream. Mmmmm.



**Prospectors Annual Golf Tournament at Deer Creek CC – Friday, October 7<sup>th</sup>** with tee times beginning around 11:30 am. **After Hours at Coach's South – 135<sup>th</sup>** and Grandview starting at 5 pm.



Be thinking about our next big outing when we head to **Top Golf in Overland Park** sometime in early October right around the club's golf tournament. A nice way to limber up and share fun times with friends. More details to follow.





Feel free to contact Kevin York for more information.

# HEAD FOR THE CURE

2016 5K RUN / WALK  
SUNDAY-08.28.16  
CORPORATE WOODS

The Head for the Cure 5k Run/Walk Metro KC benefits the Brain Tumor Trials Collaborative (BTTC) and, locally, KU Cancer Center and Solace House.



THE UNIVERSITY OF KANSAS  
CANCER CENTER



REGISTER TO PARTICIPATE, VOLUNTEER OR DONATE AT [WWW.HEADFORTHECURE.ORG](http://WWW.HEADFORTHECURE.ORG)

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### Prospector's Breakfast Club

Attendance and Thank You's Meeting Date: AUGUST 18, 2016

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

- Adams, Linda
- Airey, Douglas
- Ashurst, Chase & Amy
- Beckner, Pat
- Bell, Jim
- Belzer, Dan
- Boehringer, Kevin BROSSEIT, PICKERING, SIRNA, DARBY, DOUGLAS
- Bovard, Zach
- Brosseit, Mike
- Brown, Erin
- Cocherl, Stephanie
- Cunningham, Rick
- Cussen, Kathleen Erin Stephanie, Sheri, Sean, Mike D. Leigh
- Darby, Mike Linda Adams, Kevin Duchry, Erin Brown, Stephanie Cocherl, Ken Eidson, Sean Felton, Das Herd, Alan Herford, Sheri Martko, Jan Pelton, Du Holt, Kristi St, Kevin Stue
- Dayal, Vivek Cliff O.B., Rick S, Dave F, Amber S, Dr. Twiss, Chad T, Stephen C
- Douglas, Kyle
- Eckinger, Bill
- Eidson, Ken Bryan Rapp, Mike Darby
- Emerson, Bill
- Felton, Dr. Sean Sean Swelton, Mike Darby, Bryan Rapp, Amber Sewell, Kathleen Cussen, Kevin York, Linda Adams, Leigh Winger, Erin Brown, Rick S, Felisi G.
- Foster, Rod Stephanie Cocherl, Kathleen Cussen, Alan Herford, Mike Darby

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

Flessner, Dave Neil Specker, Uwek, Tyler Webb, Sean Felton  
Kathleen, Leigh, Chad T

Giordano, Phil Sean, Sam M, Keith S, Mike D, Kathleen C  
Rich S

Goodheart, Alan

Goodheart, Bruce

Hardin, Das Aniko B, Erin B, Kathleen C, Mike D, Ken E, Alan H, Chris P,  
Jens S, Mitch S, Tyler W.

Hawkins, Darryl CHRISTOPHER P. KATHLEEN C. KEVIN Y. NEIL S

Heriford, Alan

Hobbs, Derek

Holk, Dan DARRYL, STEPHEN

Holland, Ed

Hutchison, Ed

Kennedy, John F.

Kopplin, Mike Rich Sarvina, Dan Raitzer, Brian TAPP,  
Lynn Wagon, Das Hardin, Keanine  
Mellott, Mike

Mortko, Sheri Felici, Darby, Erin, Jen, Amber, Rich, Rick, Keith,  
Vahleem, Maggie, Pat R., Top Natch, Alan H, Janine, Bryan, Sean  
 O'Bryan, Cliff Linda Adams, Virek Nayal, Chris Pickering, Leigh

Oettmeier, Dr. Bert

Phar, Matt

Pickering, Chris

Rapp, Bryan Ken S, Sherril M, Mike K, Duany D, Chad T, Chris P,  
Neil, Sean F.

Runyan, Joe



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

\_\_\_ Ryan, Pat \_\_\_\_\_

\_\_\_ Sewell, Amber \_\_\_\_\_

X Shelton, Jennifer Felton, Darby, Sirna, Wilkinson, Wagner,  
Steinger, Pickering, Twigg

X Simpson, Brownie Mike Darby

X Sirna, Richard Harold (Janet) Garbutt, Tawata, Cossar, Cecel, Spore, Cohen,  
Sean, Kelly, Becking, Pashy, Kopplin, Wadman, Pukay, Wolverson, Matta

X Spencer, Neil Boekringer, Darby, Mesner, Hawkins, Rapp,  
Sirna, Steinger, Wolverton

X Steiniger, Keith Phil, Sheri, Alan, Jim, Mike, Rick, Amber, Leigh, Jen,  
Ker, Kevin, Matt, DAN, Rich, Nicole, Rick, Neil

X Stone, Janet Ed-Deeg, Danny, Bulger, Dan Holt

\_\_\_ Terstriep, Janine \_\_\_\_\_

\_\_\_ Trondson, Chad \_\_\_\_\_

\_\_\_ Twigg, Brad \_\_\_\_\_

X Wagner, Leigh Jen, Sean, Ann, Kathleen, Sheri, Keith, Mike Kopplin

\_\_\_ Webb, Tyler \_\_\_\_\_

X Wilkinson, Ann Kathleen, Cassin, Stephanie Cecel, Tony, Mandy, Keith, Wagon,  
Rich, Sirna, Janie, Sheri

X Wolverton, Rick KEITH S. MIKE D. PHIL G. ALAN J. KOPPLIN

\_\_\_ York, Kevin \_\_\_\_\_

**GUESTS**

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