

NEXT

2014 PROFORMA REGIONAL MEETINGS



"I've always felt that Regional Meetings are very important. It gives us a chance to interact with our colleagues, who do a fabulous job of sharing ideas. The Vendor Showcase also gives us the opportunity to have some personal time with each of our contacts. I always will attend Regionals, because Proforma does a magnificent job."

- **Chris Ferro, Proforma Impact Branding, Henderson, NV.**
Chris utilizes the ProVantage Customer Development System Tools and has also participated in Appointment Setting.



"Coming to Regionals is a great way to reconnect and learn new ideas. It's a shot in the arm that gets you back on track. And of course, the interaction with Vendors is out of this world."

- **Kevin MacKinnon, Mack Packaging, Powered by Proforma, San Marcos, CA.**
Kevin is a Multi-Million Dollar Club Owner.



VIEW THE PROFORMA EVENTS FACEBOOK PAGE OR THE PROFORMA EVENTS APP FOR ADDITIONAL REGIONAL MEETING HIGHLIGHTS!



The 2014 Regional Meetings were all about learning what's NEXT NOW for your business, with sessions giving you the opportunity to discover the NEXT tools to utilize... the NEXT strategies to implement... and the NEXT steps to take towards business growth. With the resources and tips shared, more than 700 Owners, Sales Representatives and guests – including YOU – are ready to start building their pipelines and creating the lifestyle businesses they've always dreamed of having.

Being able to interact, collaborate and network with fellow attendees was a major focus of this year's Regional Meetings! Whether it was at the Owner Roundtables or in a Breakout Session, attendees were able to hear from one another about what's working, what isn't and what needs to be done to move their businesses forward in 2014.



"For me, the best thing about Regionals is the peer-to-peer conversations. It's great to be in a family atmosphere to talk to other Owners about what works for them."

- Pablo Prah, Proforma A & G Marketing Group, Lake Mary, FL.

Pablo is a regular Sales Automation Campaign participant who also has had success with the ProSocial program, which provides Owners with done-for-you social media content.

"My favorite thing about Regional Meetings is always the opportunity to interact with Owners and see what's new out there. I enjoy the one-on-one interaction."



- Karen Sharp, Proforma Impact Promotions, Houston, TX.

Along with using the ProVantage Customer Development System Tools such as Chocolate Feet and Banner Pens, Karen also utilizes ProSocial to boost her prospecting efforts.



"The Owner Roundtables were great! Everyone there is in a similar situation so it's great to hear their real life experiences."

- Andrew Janosick, Proforma Executive Business Services, St. James, NY.

Andrew became a first-time Million Dollar Club member in 2013.



"The 'NEXT Level Success Sharing' session was very worthwhile. I got to hear what other Owners are doing to successfully grow their businesses."

- Darrell Florence, Proforma Printing & Marketing Solutions, Cynthia, KY.

Darrell is a Team 500 member who has utilized many of the Support Center Tools, including the Packaging Solutions brochures, the H.R. Selling System and the ProVantage Customer Development System.



"This Regional tops them all. The format wowed me. The educational sessions were very creative and informative. The Marketing tools and the H.R. Selling System are fabulous. And the energy was very positive!"

- Gladys Schubach, GMS Incentives LLC, a member of Proforma, Chesterfield, MO.

Chesterfield, MO.

Gladys is working towards her NEXT level of success by utilizing the ProVantage Customer Development System Tools.

"I brought my Sales Team so we could all get a better understanding of the Proforma services and resources we can utilize. This Meeting has been a great way to learn about the tools that are going to help us succeed."

- RJ Strauss, ABC Printing Company, powered by Proforma, Chicago, IL.

RJ is a Million Dollar Club member.



"The 'Go Social with ProSocial: Done-for-You Social Media Content' session was outstanding! This is where people are moving and we need to stay on top of the trends. This session showed us how."

- Andy Mealor, Proforma Ascension Marketing Group, Macon, GA.

Andy is a Million Dollar Club member.

"I am kicking myself for not taking advantage of the Support Center resources sooner. This has been a great chance to learn new things as well as a refresher of things I knew about but never used."

- Michael Thompson, Proforma Custom Graphics, Newnan, GA.

In addition to the resources Michael now wants to use to grow his business, he has utilized the ProVantage Customer Development System Tools in the past.



"In all the years that Proforma has been creating Marketing pieces, the H.R. Selling System Brochure is one of the best. It will help me open doors; I'm glad I attended this session."

- Leonard Laser, Proforma Laser & Associates, Thornhill, ON.

Leonard also has utilized the ProVantage Customer Development System Tools and wants to breakthrough to the NEXT level of success - Team 500 - in 2014.



Increasing your brand recognition and proving your value as a solutions provider is crucial to growing your sales. During the Interactive Sales Experiences and Breakout Sessions on Day 2, attendees learned about Marketing programs and services such as Sales Automation, Creative Services, social media and more that are designed to not only help you get your foot in the door, but also to assist you with closing opportunities in your pipeline.

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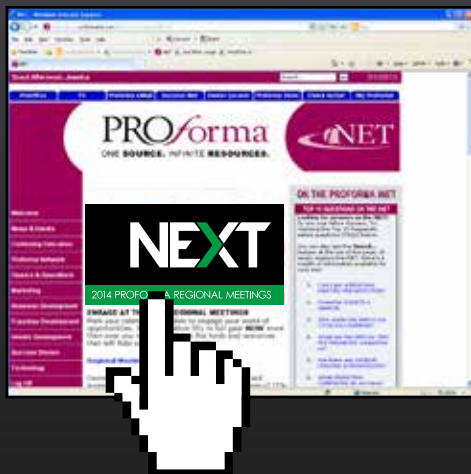
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Review your favorite sessions from your Regional Meeting, or find out more information about those you missed!

View the main page of the iNET for Regional Meeting PowerPoint presentations as well as Greg Muzzillo's Opening Video Message!



"Proforma out did themselves. The new format with the workshops ['Interactive Sales Experience: NEXT Steps to Relationship and Profit Building'] on Day 2 made this the best Regional Meeting in years."

- Doug Berry, Proforma TaCaBu, Brookshire, TX.

Doug and TC Berry were first-time Million Dollar Club members in 2013.



"Greg's Welcome Message was a great reminder that I am trying to create a lifestyle business. I enjoyed hearing from other successful Owners how they were able to make this happen."

- Candace Lillund, Proforma ScoutPromotions, Milwaukee, WI.

Candace is an active Strategic Advising participant and has utilized Chocolate Feet and Prospecting Brochures in her prospecting efforts.

Throughout the Regional Meetings attendees were introduced to the proven Business Development Tools, all designed to help them grow their profits and grow their sales. With programs such as Appointment Setting, M&A, Strategic Advising and more explained, Owners and Sales Representatives are now aware how these resources can help elevate them to the NEXT level of success.

"The 'Interactive Sales Experience: NEXT Steps to Relationship and Profit Building' workshop was incredible! It really helped me focus on the fundamentals of my business and where I need to be spending my time to really grow."

- Bryan Biddle, Proforma Signature Solutions, Brooklyn Heights, OH.

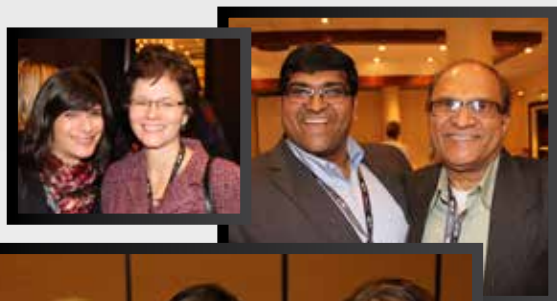
Bryan is a Sales Representative for Dennis Funk and Rich Bewley, who are Multi-Million Dollar Club members.



"Doug Kordel's session on M&A and Recruiting ['Business Building Strategies with M&A and Recruiting Support Services'] was just the kick in the pants I need! After his session, I made the commitment to taking the NEXT steps to growing my business through M&A and hiring an Account Manager."

- Bob Giraldi, Proforma Building Brands, Beaverton, OR.

In addition to adding M&A and Recruiting to his business plan, Bob is already an active participant in Appointment Setting and Sales Automation.



"The 'Leave the Driving to Us! Driving Sales through Successfully Training and Managing Sales Representatives' Breakout Session was very valuable. It was very enlightening to learn all about this, and we will definitely get involved in this program with our Sales Reps."

- Deb Owens, Proforma CGE&M, Casa Grande, AZ.

In addition to becoming involved with Sales Rep Training, Deb already uses the H.R. Selling System and several ProVantage Customer Development System Tools.



This year, attendees had more time to find new solutions for customers and build relationships with Proforma's preferred Vendor Partners than ever before. From the well-attended Vendor Roundtables on Day 2, to the ever-popular Vendor Showcase and brand-new Vendor Luncheon on Day 3, Owners and Sales Representatives had the opportunity to identify the NEXT ideas, products and partnerships to utilize to successfully earn and close their NEXT major accounts.

YOUR VENDOR DEVELOPMENT TEAM

PROMOTIONAL PRODUCTS

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PRINTED PRODUCTS

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TECHNOLOGY AND VALUE-ADDED PARTNERS

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(FCiraci@Proforma.com or ext. 2284)



"I came to the Vendor Showcase looking for a particular product and I was not disappointed. I found great options for my customer."

- Mike Owens, Proforma CGE&M, Casa Grande, AZ.

Mike is utilizing Support Center programs as well as his MVPLP and PLP Network to grow his business.



"While I was in the Vendor Showcase I was looking for some key Vendors to help me increase my pipeline with my current customers. With their help, I now have a great idea on how to be a true solutions provider."

- Ken Kellogg, Proforma Kapco Promotions, Columbus, OH.

Ken became a first-time Million Dollar Club member in 2013.



"We found the Vendor Roundtables to be very educational and enjoyed learning more about our PLPs."

Tom and Susan Jackson, Proforma Visible AdVantage, Oakville, WA.

Tom and Susan joined Proforma in 2013 and are jumpstarting their business with the programs they learned about at their Regional Meeting.



"I loved the format of the ['It's What's NEXT' in Product Innovation] Vendor Luncheon. It was a great opportunity to talk with some of our key Suppliers about the up-and-coming trends in our industry and learn how to provide them

for our customers. Connecting with our Vendor Partners and learning about new opportunities in the market is one of the most valuable aspects of Proforma events."

- Fred Albrecht, Proforma Albrecht & Co., Milford, OH.

With annual sales exceeding \$21 million, Fred and Suzette Albrecht leverage the PLP Network and Proforma's tools and resources to grow their business..

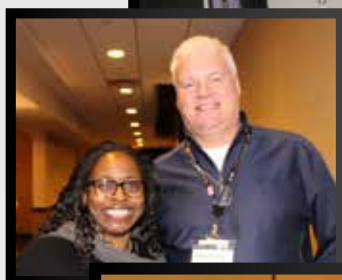
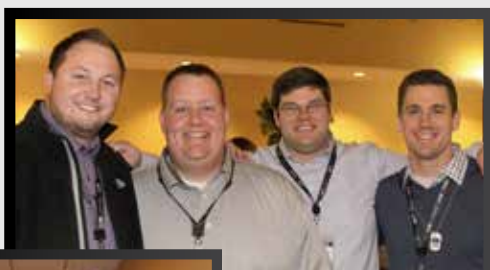




"Barbara Sulik presented PROvision in a very organized fashion and answered questions thoroughly. We might even be ready to make the switch from ProSTAR finally!"

- Sam Anderson, Proforma Urban Peddler Promotions, Napanee, ON.

Sam is a Team 500 member.



"The eCommerce sites look great and function well for our customers. Shandra Bouldin and the PROecom Team are easy to work with and help us meet our customers' needs."

- Jay Vento, Proforma Spectrum Graphics Unlimited, Fairfield, NJ.

Jay is a member of Proforma's prestigious \$10 Million Dollar Club.



YOUR TECHNOLOGY TEAM:

PROECOM

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PROVISION

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A key goal of Proforma's technology platforms is to make your life – and your customers' lives – much easier. On Day 2 of Regional Meetings, Barbara Sulik explained to Owners how they can smoothly convert to PROvision and enhance their quoting, order entry and invoicing abilities. Shandra Bouldin and the PROecom Team also highlighted the advantages of operating company stores, explaining how to successfully sell, implement and manage customers' eCommerce solutions.

2014

★ PROforma ★

CONVENTION

AND FAMILY REUNION

GRAPEVINE, TEXAS

2014

EVERYTHING'S BIGGER IN TEXAS!**BIG DREAMS. BIG OPPORTUNITIES. BIG FUN.**

Register NOW for the 2014 Proforma Convention & Family Reunion, being held July 20-23 at the gorgeous Gaylord Texan in Grapevine, Texas! You will continue to learn about the NEXT resources you can utilize and partnerships you can build to achieve your BIG dreams. Plan to join your fellow Owners, Vendor Partners and Support Center Team Members for four days of networking, success sharing and fun!



"I never miss a Regional Meeting or Convention. I look forward to both every year because I always learn new ideas to take back to the office. The networking with Owners and Vendors is incredible. You can't get that sitting at home. We bring our entire team to these Meetings."

- **Rich Bewley, Proforma Signature Solutions, Brooklyn Heights, OH.**
Rich is a Multi-Million Dollar Club member.

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