

PROforma Connections

The Official Newsletter of Proforma | www.proforma.com

March 2015

Linda Hershey Teams Up With Supplier Partners to WIN a \$51,000 Sale!



Linda Hershey
Proforma LLH Promos
Warriors Mark, PA

Client: Healthcare Provider
Sale: \$51,000
Products Delivered: Apparel



When Linda Hershey, Owner of Proforma LLH Promos in Warriors Mark, PA, built an online store for a new healthcare provider client, she knew it would create a long lasting relationship and the opportunity to penetrate the account. Linda first created an eCommerce solution for her client's uniform program more than three years ago. The online store was the perfect streamlined solution to their brand management challenges, as Linda ensured all products on the store were brand compliant. Linda's reliable service and knowledge of the client's brand standards made her the perfect person to provide their annual holiday employee gift.

The client wanted to give their employees a high end fleece jacket for the holidays and they wanted each employee to be able to pick the size and color of their own jacket. Linda knew she could rely on her Supplier Partners, MVPLP SanMar and PLP Stitch Designers, to help her organize and fulfil this complex order. She suggested a SanMar full zip, lined fleece jacket in men's and ladies' styles. Each employee could choose one of three colors and each jacket was decorated with an embroidered company logo.

The healthcare provider ordered more than 2,000 jackets and each one was delivered to its custom specs. The client has even placed repeat orders for extra jackets and for new employees. SanMar and Stitch Designers both worked closely with Linda to give her the best pricing available on the jackets and decoration. With the help of the Vendor Network, Linda was even able to deliver the products before her deadline.

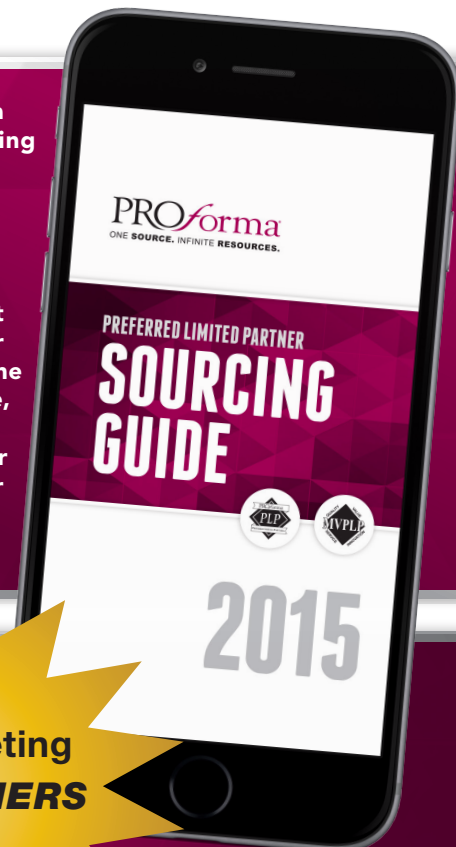


Partnering with Proforma's Preferred Vendors gives you an unfair advantage on your competition with exclusive pricing, fast project turnaround and dedicated customer services representatives. Your Vendor Network is comprised of more than 500 Supplier Partners with unlimited resources ready to help you WIN more sales and increase your profits! Visit the iNET (Vendor Development section) to view ProExclusives, deals exclusive to Proforma Owners and Sales Reps, product webinars, videos from your favorite MVPLPs and more.



The Proforma Mobile Sourcing Guide App is the BEST and EASIEST place to find the most up-

to-date information about your Vendor Partners. For assistance downloading the app to your mobile device, please contact Dirk Hiney (DHiney@Proforma.com or ext. 3306) on your Vendor Development Team.



For more information about Proforma's promotional product, apparel and decorating Vendor Partners, please contact Matt Stein (MStein@Proforma.com or ext. 3137).

**More
Regional Meeting
AWARD WINNERS
Inside!**

Greg Muzzillo
Founder
Vera Muzzillo
Chief Executive Officer
Deanna Castello
Chief Marketing Officer
Kendra Smith
Editor
Zachary Kraner
Graphic Designer

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We welcome your
comments and feedback.
Forward them to
Kendra Smith
at ext. 3406 or
KSmith@Proforma.com

UPCOMING INDUSTRY EVENTS

ASI Show New York
May 5-6, 2015
New York, NY

ASI Show Chicago
July 14-16
Chicago, IL

**Proforma Convention &
Family Reunion**
July 19-22, 2015
Orlando, FL

**Family Circle Referral
Club Trip**
September 17-20, 2015
Amelia Island, FL

Foreword

WIN to PLAY! Share How You Are WINNING More Sales and Having More FUN!

We've wrapped up another great year of Regional Meetings and we are very encouraged to hear the stories coming out of these meetings about the real tactics you are using to PLAY to WIN more sales and have more FUN! There is a lot of power in these stories. Sharing successes, challenges and winning strategies is what makes the Proforma Family strong and gives us REAL, HONEST and VALUABLE information to continue to grow.

Now we want to give you the opportunity to WIN to PLAY! It's this simple:

1. Share your success stories about how you are winning with these new tools, resources and ideas with any member of our Support Center Team.
2. The best stories will WIN free tickets TO PLAY at Disney World and Universal Studios during our upcoming Convention & Family Reunion in Orlando!

If you were at your Regional Meeting you had the chance to network with the industry's best Owners, Sales Reps, Supplier Partners and Support Team and you learned about a lot of great strategies to help you have more FUN in your business! In this issue of Connections you are going to read about how some of your fellow Owners and Sales Reps have put the resources to work and are WINNING new sales, penetrating accounts and growing their sales. I'm especially proud of everyone who achieved success above and beyond the ordinary and was recognized at their Regional Meeting. View the full list of awards on pages six and seven. Congratulations to you all!

Now, we had a great Regional Meeting and Convention is right around the corner, but now is the time when you have to decide if you are going to stay on track with your plan for success or if you are going to fall back into old habits. Don't worry... if you've slipped back into a rut it's not too late to re-direct your course. This is YOUR year to WIN BIG! We're going to make it happen... together.

We are giving you all the tools you need to focus on the two most important things – activity and pipeline. Now more than ever, it is important to have your Pipeline Activity & Goals sheet completed and at the forefront of your mind. If you haven't completed your Pipeline Activity & Goals form, visit www.proforma.com/Pipeline or order a hard copy from the Owner Store at www.Proforma.com/OwnerStore. This resource will help you stay on track as you set your goals for the year, decide on the wealth-building activities you are going to participate in and it will measure your success along the way.

Remember... keep having FUN and share your successes with us. We are looking forward to celebrating them with you at Convention in July!



Vera & Greg

OAC Viewpoint

Exciting Vendor Updates Among OAC Initiatives for 2015



Mike Anderman
Gulf States Representative

2015 has already brought many new programs, improvements and resources to help all of us make this our best year yet! Your OAC has been hard at work implementing your feedback and recommendations and

we are excited about the new tools we are putting in place to help you achieve your next level of success.

As your representative on the Vendor Development committee, I am happy to share the significant strides we have made to get our PLP Network more integrated into our system so we can continue to work together to help each other succeed. We have more than 500 of the best Suppliers in the industry in our Network and they all work hard to give us an edge on our competition. In the past year we have developed a Mobile Sourcing App that puts the most up-to-date MVPLP and PLP contact information right on your mobile device. We have made ProExclusives, offers from our Suppliers exclusive to the Proforma Network, more available through videos on the iNET (Vendor Development > ProExclusives) and we are continually building our network by adding even more qualified PLPs and MVPLPs to our Network.

Linda Hershey's story on the cover of this month's Connections is just one of the hundreds of successes our Vendor Partners help make possible every year. Your Vendor Network is committed to making it easier every day to provide end-to-end solutions for your clients. Tap into your Vendor Network to gain access to the industry's best pricing, unmatched service and to start building strategic partnerships to grow your sales.

Your OAC is here to serve you. We welcome all your suggestions for other resources that can help all of us WIN more opportunities and achieve our goals. I look forward to hearing from you and learning more about you're your OAC can help you continue on your path to even more success in the future!



"The Vendor Roundtables were fantastic! We learn so much because the PLPS are in the Proforma mindset and are focused on us. It was better than the ASI show!"

– Pablo Prah, Co-Owner of Proforma A & G Marketing Group in Lake Mary, FL and Team Proforma 400 Member

The Next Level of Success: Gabriel and Aurelia Constantin Achieve \$2 Million Month!



Congratulations to Gabriel and Aurelia Constantin, Co-Owners of Proforma Twin Marketing Group in Markham, ON for surpassing \$2 million in sales in January 2015! In 2014, Gabriel and Aurelia achieved their first \$1

million month in March, posted five million dollar months and entered the \$10 Million Club for the first time.

Gabriel and Aurelia have significantly increased their sales by securing an enterprise level account to fill their pipeline. The Constantin's provide extensive direct mail campaigns and were recognized with a Pitney Bowes 2014 Brilliant Communications Award as a "thought leader in leveraging innovative direct mail-piece design to help clients significantly improve response rates." Other 2014 Brilliant Communications Award recipients include Aflac, Kuryenet, Parajett AB and Wells Fargo. Gabriel and Aurelia's commitment and original marketing solutions have propelled them to their next level of success and established them as premier solutions providers.



If you missed Greg's powerful Regional Meeting message, listen to it now on the main page of the iNET and hear how you can WIN more sales, more profits and have more FUN!
www.proformainet.com

Celebrating Success

Celebrating each other's successes is a highlight of every Regional Meeting. Congratulations to every Owner and Sales Representative who showed their commitment to their businesses, themselves and their legacy through their hard work and dedication this year. We were thrilled to recognize the following Owners who reached their next level of success in 2014. With another record-breaking sales year, the Proforma Family had a lot to celebrate at this year's Meetings!



CHICAGO

Largest Single Order

Team Proforma 400
Bob Raudys
Proforma Total Solution
\$33,760

Team 500
Jim Anderson
Proforma Omnisource
\$60,030

Million Dollar Club
Fred & Suzette Albrecht
Proforma Albrecht & Co.
\$515,497

Muzzillo PLP Index

Fred & Suzette Albrecht
Proforma Albrecht & Co.
98%

Highest Sales Increase

Team Proforma 400
Carmen Diener
Proforma Kissel Marketing
\$128,635

Team 500
Jim Anderson
Proforma Omnisource
\$102,067

Million Dollar Club
Fred & Suzette Albrecht
Proforma Albrecht & Co.
\$5,059,950

Highest Sales Revenue

RJ & Steven Strauss and
Mike Christensen
ABC Printing Company
Powered by Proforma
\$6,909,202

Fred & Suzette Albrecht
Proforma Albrecht & Co.
\$26,946,663

CLEVELAND

Largest Single Order

Team Proforma 400
Julie Haar
Proforma Strategic
Promotions
\$39,093

Team 500
Linda Hershey
Proforma LLH Promos
\$51,000

Million Dollar Club
Patrick Lenehan
Proforma ASAP
\$191,591

Muzzillo PLP Index

David Myklebust
Proforma Target
Impressions
98%

Highest Sales Increase

Team Proforma 400
Dave Mader
Proforma Mader &
Associates
\$169,661

Team 500
Chris Tywon
Proforma Solution Ventures
\$256,835

Million Dollar Club
Patrick Lenehan
Proforma Signature
Solutions
\$867,379

Highest Sales Revenue

Patrick Lenehan
Proforma ASAP
\$11,999,659

DALLAS

Largest Single Order

Team Proforma 400
Holly & Brad Spillers
Proforma MVP Marketing
\$41,775

Team 500
Lesli Covell
Proforma Extraordinary
Promotions
\$56,150

Million Dollar Club
Mike Lazzari
Proforma BrandCentric
Solutions
\$424,643

Muzzillo PLP Index

Sheena & John Payne
Global Payne Solutions,
powered by Proforma
95%

Highest Sales Increase

Team Proforma 400
Edward Martin
Proforma Media & Print
Solutions
\$515,070

Team 500
Lesli Covell
Proforma Extraordinary
Promotions
\$64,268

Million Dollar Club
George & Kimberlie Klare
Proforma Design
Management
\$269,144

Highest Sales Revenue

Gidget & Mike Tracy
Proforma Brand
Proformance
\$2,333,781

LAS VEGAS

Largest Single Order

Team Proforma 400
Marti Miller & Steve
Underwood
Proforma Smart Printing &
Promotions
\$45,215

Team 500
Brett Noser
Proforma Altitude Marketing
\$196,568

Million Dollar Club
Connie Hunter
Proforma Solutions
\$618,476

Muzzillo PLP Index

Scott La Loggia
Proforma Pacific Graphics
92.5%

Highest Sales Increase

Team Proforma 400
Paula Bell
Proforma Business
Communications
\$171,283

Team 500
AnneMarie Smith & Heather
Mobley
Proforma True Marketing
Group
\$778,029

Million Dollar Club
Brandon Kennedy
Proforma Progressive
Marketing
\$2,631,775

Highest Sales Revenue

Steve Raucher
Proforma GPS Global
Promotional Sourcing
\$9,327,994

ORLANDO

Largest Single Order

Team Proforma 400
Cindy Bruce
Connected Solutions
Powered by Proforma
\$38,342

Team 500
Clif Ferrell
Proforma Whitecap
Promotions
\$137,000

Million Dollar Club
Kristen Scotto
Proforma Scotto Promotions
\$362,810

Muzzillo PLP Index

Rick Royall
Proforma.P3
98%

Highest Sales Increase

Team Proforma 400
Bert Pender
Proforma Direct Business
Systems
\$78,927

Team 500
Mike & Melinda Durkee
Proforma Durkee
\$548,585

Million Dollar Club
Kristen Scotto
Proforma Scotto Promotions
\$577,921

Highest Sales Revenue

Rick Royall
Proforma.P3
\$2,430,320

PROVIDENCE

Largest Single Order

Team Proforma 400
Terri Winter
Proforma Winter
\$88,244

Team 500
Peter Steffann
Proforma Sound Printing
\$79,402

Million Dollar Club
Brian O'Leary & Anthony
Panaggio
Proforma Packaging,
Printing & Promotions
\$134,775

Muzzillo PLP Index

Tom Bright
Proforma 910
100%

Highest Sales Increase

Team Proforma 400
Brian Kwiatkowski
Proforma Marcom Solutions
\$238,816

Team 500
Susan Smiley
Proforma Vindee Associates
\$233,747

Million Dollar Club
Bob & Mike Shrader
Proforma Shrader &
Shrader
\$627,466

Highest Sales Revenue

Kirk Lind, Brendan Quinn,
Victor Mogell
Proforma Dynamic
Resources
\$2,747,653

TORONTO

Largest Single Order

Team Proforma 400
Michael & Gillian Barclay
Proforma Shout Marketing
\$99,790

Team 500
Glenda McCarthy Gaspar
Proforma SI Promotions
\$149,911

Million Dollar Club
Ken McDowall
Proforma Adam Promotions
\$73,840

Muzzillo PLP Index

Vivek Narola
Proforma Narola
Promotions
100%

Highest Sales Increase

Team Proforma 400
Vivek Narola
Proforma Narola
Promotions
\$259,971

Team 500
Glenda McCarthy Gaspar
Proforma SI Promotions
\$516,338

Million Dollar Club
Gabriel & Aurelia Constantin
Proforma Twin Marketing
Group
\$7,044,055

Highest Sales Revenue

Gabriel & Aurelia Constantin
Proforma Twin Marketing
Group
\$11,542,060

Kelly Stone Uses Proforma Resources to Penetrate Accounts, WIN More Business and Enter the Million Dollar Club!



Kelly Stone
The Idea Box Powered by Proforma
Ft. Lauderdale, FL
2014 First Time Million Dollar Club Member



Kelly Stone, Owner of The Idea Box Powered by Proforma in Ft. Lauderdale, FL, joined Proforma in 2013 and quickly made her way to the top, entering the Million Dollar Club in 2014. Quickly adapting the Proforma tools and resources to penetrate her existing accounts, Kelly was able to more than double her sales from 2013.

Q: What was your one key to reaching the Million Dollar Club this year?

A: Relationships. I've maintained relationships with customers that I have had for 10-15 years. Some of them have become friends. By growing and nurturing these relationships, my clients know they can come to me for all their marketing needs and I'll take good care of them.

Q: How have you been able to penetrate your accounts with Proforma resources?

A: I'm positioning myself as a full solutions provider. I had an existing customer that didn't know I could offer print. I had a meeting with him and gave him an overview of Proforma's capabilities. An hour later he called me with an order for a direct mail piece. I had to turn it in 48 hours, so I called a PLP and I was able to get it done.

Another example was last year when I received a call from a client while I was at Regional Meetings. She asked me if I could provide some digital marketing services. I was sitting beside our representatives from Prototype Advertising. I put the client on hold and asked Prototype if they could help, and of course, they could. I was able to tell the client on the spot that I could provide all their digital marketing needs.

Q: What Support Center Resources have helped you grow?
A: I've been working with my Strategic Advisor to put together RFPs for larger customers and I have plans to work with the Major Accounts Team on more proposals. After listening to Tony Zayas's presentation at Regional Meetings, I'm looking forward to contacting him and learning even more about selling digital media and eCommerce solutions.

Q: Why do you attend Proforma's Regional Meetings and Convention?
A: Proforma does a really good job at putting together really interesting topics and presentations that are going to be useful whether you've been in the industry one month or 25 years. I was blown away with Regionals and Convention this year. I've been in the industry 12 years and I've never been to any other shows of this caliber.

"I've been in the industry 12 years and I've never been to any other shows of this caliber."

Q: What trends do you see emerging in the industry?
A: The transition to digital marketing has definitely started. The edge we have on our competition, utilizing the Proforma resources, is that we can offer print, promotional products and we can integrate that into our clients' digital marketing strategy. Everyone is talking about SEO, email automation and how they can connect with clients through social media. It's a powerful position to be able to help your clients in all three areas.



WIN more sales by penetrating your existing accounts.
Contact your Strategic Advisor Dean Manzetti (DManzetti@Proforma.com or ext. 3550) or Danny Kane (DKane@Proforma.com or ext. 3267) to start today.



FROM YOUR REGIONAL MEETINGS



"As soon as I got here I was reminded how great this event really is and why I come. I have learned so many NEW things this year and it is well worth my time to attend. The things I learned will absolutely help me grow my business. I am so glad I came."
- Joe Guidarelli, Co-Owner of Proforma Lee's in Schenectady, NY and Million Dollar Club Member



"This has been an amazing Regional Meeting. For me, it's what I look forward to each year to get me headed in the right direction. I am so excited about the year ahead."
- Glenda McCarthy-Gaspar, Owner of Proforma SI Promotions in Newmarket, Ontario and Million Dollar Club Member



"Regional Meetings are perfect for the networking. It's great to bounce ideas off fellow Owners and Support Center Team Members. It's the main reason I attend Regional Meetings."
- Carl Gamba, Co-Owner of Proforma AYR Graphics & Printing in Roselle Park, NJ and Multi-Million Dollar Club Members



the support center SPOT LIGHT



Michelle Matsko
Paralegal
MMatsko@Proforma.com or ext. 3134

WHAT YOU SHOULD KNOW ABOUT ME:
I help Owners... launch their business by preparing and distributing legal documents including the Franchise Agreement and related documents. I also handle renewal documents and documentation relating to periodic changes to an Owner's business.

Owners should contact me when...
They have a change to their business structure, such as adding or removing a partner, transferring their franchise to a new entity or changing their Proforma dba. I can also provide our women Owners with information about obtaining their Women Owned Business Certification (NWBOC).

What City were you born in? Garfield Heights, OH
Do you have any pets? A 16-year-old black lab named Bailey; and the bane of Bailey's existence, Jack, an incorrigible five-year-old Corgi mix.

Favorite food: Seafood
Favorite team: The U.S. Olympic Equestrian Team. I really enjoy the hunter jumper events

Hobbies: Cooking and baking for my friends and family, particularly using recipes handed down from my mother and grandmothers. I've co-hosted dinner parties for two to 80 - clambakes, pig roasts, Oktoberfest and all types of themed parties.
Proudest Accomplishment: Graduating from law school.

How many years have you worked at Proforma? 13 years this June!
What's your favorite part of your job? I love drafting legal documents and working with Owners to lay out their often complex business structures and transactions.

One interesting fact about you: I skied with the National Ski Patrol for 15 years.
What is one item on your Dreamboard? Paying off my mortgage!

Welcome

to the Newest Members of the Family!



Lisa Zee
Simply Kudos!
Powered by Proforma
San Jose, CA



Brian Derickson
Derickson Graphics
Powered by Proforma
Stanton, KY



Pat and Kim Shaffer
Proforma Commonwealth Graphics
Mooresville, NC



Carolina Pinzon, Jose Zapata
and Manuel Magaldi
PiCAZA Printing Solutions
Powered by Proforma
Miami, FL



Rhonda Moran
Proforma Team
Marketing Solutions
Clarkston, MI

(Not Pictured) Paul Pohl, Proforma Partnership Marketing, Aurora, Co

PROforma
Convention & Family Reunion 2015
ORLANDO, FLORIDA



ROSEN SHINGLE CREEK
ORLANDO, FLORIDA • JULY 19-22, 2015



www.ProformaConvention.com