

MARC TIMES

Mid-American Research Chemical Corp.

Columbus, NE 68602

Volume 41



2012
Disney World



FL



Chuck Micek
President



Jan Fremarek
Owner



Jeff Fremarek
Vice President
of Operations



Chick Micek
Vice President
of Marketing

A Word from the President:

Opportunity is knocking and I thank you for looking into a career with MARC as a Sales Representative.

Our success over the last 43 years has been achieved in large part by our Sales Representatives; and they continue to be the economic engine for the future growth of our company.

At the beginning of each year we introduce a theme to challenge and motivate our Sales Representatives. For 2013 our theme is **"IMPACT ZONE"**. The "Impact Zone" is comprised of four key components:

Barrier Break, Demonstrate, Promote and Close

Approaching our customers with these "Impact Zone" components, we call on new and existing accounts alike with a goal of making more presentations per day. In these presentations we visually demonstrate our products, thereby illustrating both the effectiveness and the economical benefits of choosing MARC products. This heightened concentration on performance consistently produces maximum results, achieving a higher sales volume per year for each of us.

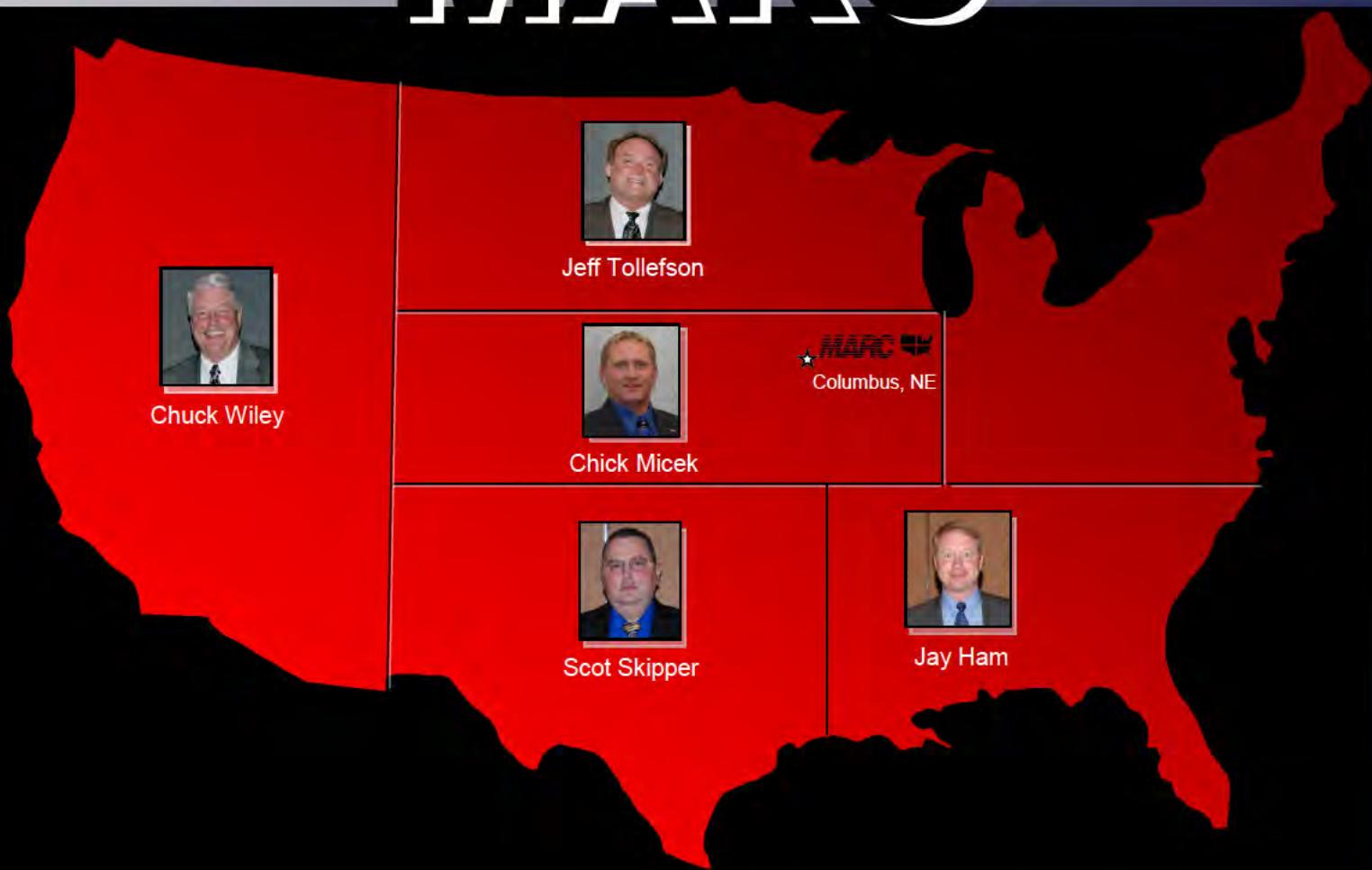
As a Sales Representative, I have personally utilized this same four step selling strategy of **Barrier Break, Demonstrate, Promote and Close**. I implemented this strategy ten times a day and it consistently produced three or more sales a day. Consistent use of this four step approach proved itself to me time and time again.

I believe that when a Sales Representative can engage their customers in identifying the appropriate products to use in their place of business, and show them the added value of how MARC products make their jobs easier and more productive; then the Sales Representative will have accomplished success in selling MARC products.

Again, I thank you for your career interest with MARC as a Sales Representative, and wish you a bright and rewarding future.

Sincerely,
Chuck Micek, President

MARC



MISSION STATEMENT

At MARC, our mission is to be a leader in creating environmentally responsible, economically effective maintenance products for our customers.

We will do this through the continued research and development of innovative chemical solutions.

In the pursuit of our mission, we will strive to attract, develop, retain and reward the best people in our industry.

Awards Banquet in Scottsdale, AZ



“SALES REPRESENTATIVE OF THE YEAR”
Jay Ham and Jennifer



1st Runner-Up
Jeff Tollefson and Stacy



2nd Runner-Up
Chuck Wiley and Terri

SCF AWARD 2nd EFFORT



Stephen Meguire



Bruce Tesky and Susan



Wayne Zacher



OUTSTANDING IMPROVEMENT
Mike Smith and Laura



EXPANDING THE GLOBE
Mike Smith



WORLD OF THANKS
Matt Hodges



ROOKIE OF THE YEAR
Dave Empfield and Oksana



ROOKIE OF THE YEAR
Pat Winklepleck and Rebecca

2012 NEW CENTURY CLUB MEMBERS



Mike Smith and Laura



Bob Olson and Tammy



Dan Patterson



Dave Empfield and Oksana



Pat Winklepleck and Rebecca

New
2012

MARC Millionaires



Brian Hottel and Teresa



Ken Steger, Jr. and Kim
Jamie Zacher and Julie



Bruce Tesky and Susan



Mark Bertuzzi



Jeff Tollefson and Stacy

2012 President's Award Winners



Matt Niewald
Pat Parks
Michael Pochop
Ron Van Veghel



Ken Steger, Jr.
Bruce Tesky



Mike Naker
Jamie Zacher



Matthew Hodges
Steve Meguire

Winter Meetings

- New Products
- Training
- Demos
- New Theme
- Contests
- Q & A



- Welcome Dinner
- Spouse & Guest Breakfast
- Awards Banquet



Summer Meetings

• More New Products
• More Training
• More Demos
• More Contests
• More Q & A



Time to learn . . . & time to GOLF



INCENTIVE TRIPS



Hilton Head '98



Toronto '99



Maui '00



Quebec '01



San Francisco '02



Puerto Rico '03



Vancouver '04



Cancun '05



Montreal '06



Las Vegas '07



Providence '08



Clearwater '09, '13



Washington DC '10



Savannah '11

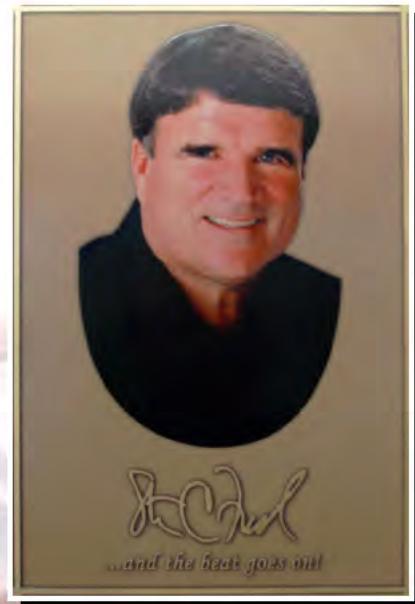


Disney World '12

HOME OFFICE & PLANT Columbus, NE



Celebrating 43 Years of Service!



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