

# MARC TIMES

## Mid-American Research Chemical Corp.

Columbus, Nebraska

Volume 44



LA



**Jeff Fremarek**  
President



**Jan Fremarek**  
Owner



**Chuck Micek**  
Chief Executive Advisor



**Chick Micek**  
Vice President  
of Marketing

## A Word from the President:

Thank you for your interest into a career with MARC as a Sales Representative.

As a family owned company, our success over the last 46 years has been achieved in large part by our Sales Representatives; and they are 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. Our theme for the year 2016 is “FOCUS”. By “Focusing” on your potentials instead of your limitations, you will have more sales opportunities!

This year at our Winter Meeting one of our Rookies, Brent Oldham, talked about Focusing on opportunities. Brent thinks of opportunities as a doorway. By going through a customer’s doorway you have the opportunity to sell MARC products. You never know what you will find behind the doorway, unless you walk through it and if you hear the word “NO” translate it to “New Opportunities”. Opportunities, plus walking through doorways will equal success in 2016!

One of MARC’s key elements for sales success is to implement the proven four step selling strategy of Barrier Break, Demonstrate, Promote and Close. As a Sales Representative I successfully used this method to consistently produce three or more sales a day. Focus on this strategy as it has been proven to work time and time again.

When a Sales Representative FOCUSES on identifying the appropriate products to meet the customer’s specific needs and show the added value; the Sales Representative will be successful.

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

A handwritten signature in black ink that reads "Jeff Fremarek".

Sincerely,  
Jeff Fremarek, President



# MARC



**Chuck Wiley**  
*Western Division*

**Jeff Tollefson**  
*Northern Division*

Columbus, NE

**Scot Skipper**  
*Southern Division*

**Jay Ham**  
*Southeast Division*

## 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 Indian Wells, CA



## SALES REPRESENTATIVE OF THE YEAR

Jay Ham & Jennifer



1st Runner-Up  
Scot Skipper & Debbie



2nd Runner-Up  
Chuck Wiley and Terri

## SCF AWARD



Chuck Wiley



Jeff Fremarek and Jill



**OUTSTANDING IMPROVEMENT**  
Michael Pochop, Chuck Wiley



**EXPANDING THE GLOBE**  
Brent Oldham ®



**ROOKIE OF THE YEAR**  
Brent Oldham ® and Family

**BULLDOG**  
Ron Van Veghel

**NEW CENTURY  
CLUB II**



Brent Oldham ®  
Jena, Colter, Taegan



Dave Empfield, Ken Steger, Jr. and Kim,  
Bruce Tesky and Sue, Jason Wier and Liz, Ella, Lilly

# New 2015 MARC Millionaires

*\$5 Million*



Jay Ham and Jennifer



Chick Micek

*\$4 Million*



Bruce Tesky and Sue

*\$3 Million*



Larry Kauffman and Deb



Ken Steger, Jr. and Kim



Jamie Zacher and Julie

*\$2 Million*



Ron Van Veghel and Mary  
Mike Naker and Andrea



Dave Empfield



Matthew Hodges



Pat Parks and Lisa



Pat Winklepleck



Wayne Zacher

*\$1 Million*

# 2015 President's Award Winners

**\$5,000**



Michael Pochop

**\$4,000**



Dave Empfield



Bruce Tesky

**\$1,500**

Steve Meguire  
Rick Micek  
Jason Wier  
Chuck Wiley



**\$1,000**

Bruce Gebauer  
Chick Micek  
Gregg Meidinger  
Billy Perry  
Ron Van Veghel  
Steve Wiltse



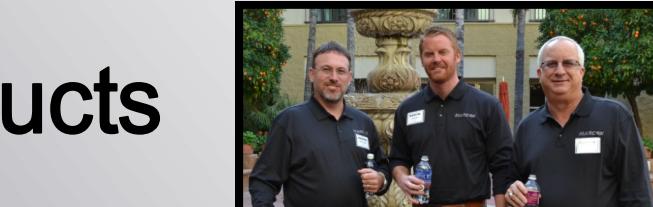
**\$500**

Mark Bertuzzi  
Pat Parks  
Mike Naker  
Scot Skipper  
Ken Steger, Jr.  
Paul Swanson



# Winter Meetings

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



- Welcome Reception
- Spouse & Guest Breakfast
- Awards Banquet



# Summer Meetings



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

# \$200,000 Club

## Benefits Incentives



Century Club II Dinner



Century Club II  
Golf Open



Gifts



Barrier Breaker Discount



Increase Commission & Reimbursable

# INCENTIVE TRIPS



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



Charleston '14

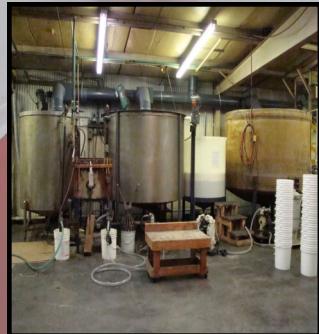


New Orleans '15

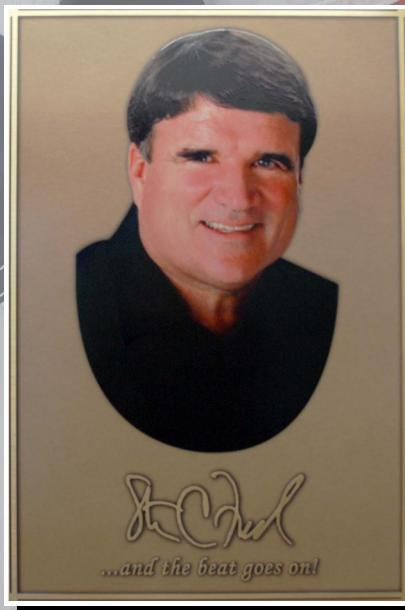


Bonita Springs, FL '16

# HOME OFFICE & PLANT Columbus, NE



**Celebrating 46 Years of Service!**



**MARC**



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