

General Capabilities – Linda Calabria

Marketing Management

Created & executed a marketing roadmap

Improved & created marketing processes at Hanna Inst.

Created & executed a tradeshow management process at Lista

Managed 3 employees at Hanna Inst. & 1 remote employee at Lista/Vidmar

Developed my team at Hanna and diversified our marketing offering by adding in PR

Managed & monitored ROI metrics for all marketing initiatives

Managed vendor relationships & consolidated PR & web vendors for two brands: Lista/Vidmar

Managed international partner marketing relations at LoJack & Hanna Inst.

Presented at National Sales Meetings and quarterly/business review meetings

Created content for & led sales team trainings

Branding/Product/Digital

Involved in all stages of rebranding & brand guideline development for Lista/Vidmar

Managed 2 brands simultaneously: Lista/Vidmar

Focused on increasing brand awareness & sales through all marketing outlets at Hanna Inst. & Lista/Vidmar

Created & executed a product launch plan for new products coming to market at Lista

Created & executed Value Selling Guides for not only our NPD process but also for key markets at Lista/Vidmar

Created new product collections at Samsonite
Involved in design, sourcing, pricing, and POP design of NPD process at Samsonite

Created & executed social media calendars for three social media platforms at Lista/Vidmar

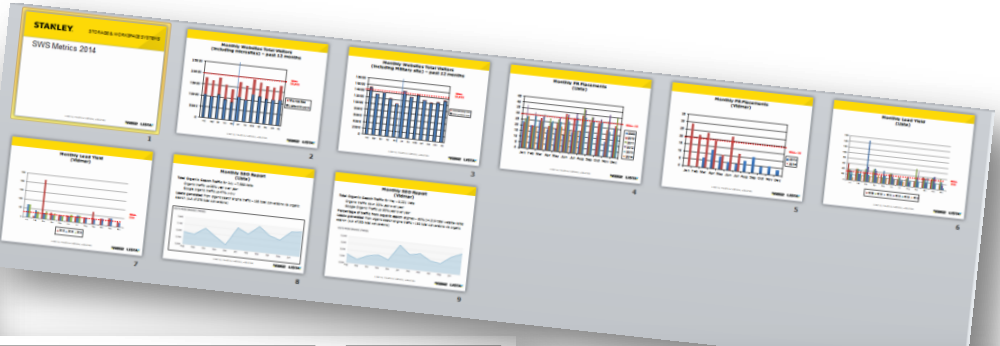
Brought social media management in house from PR agency at Lista/Vidmar
Created social media strategy at Hanna Inst.

Managed SEO & PPC strategy and implementation

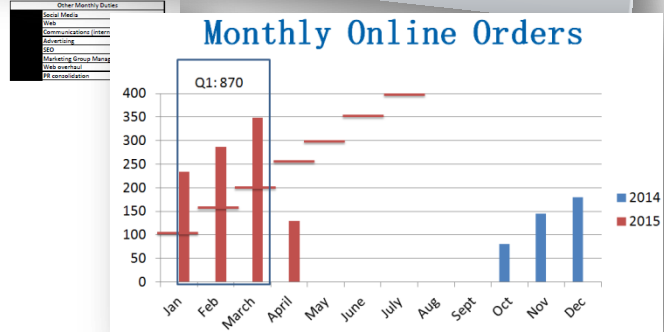
Created & executed drip campaign process for eblasts at Lista/Vidmar

Roadmaps and Metrics

Month	Revenue	Units	Lead Status	Prospect	Advertising	Collateral	Trade Shows	Web	Comments
Jan	1,200	150	100	50	100	100	100	100	...
Feb	1,500	180	120	60	120	120	120	120	...
Mar	1,800	220	150	80	150	150	150	150	...
Apr	2,000	250	180	100	180	180	180	180	...
May	2,200	280	200	120	200	200	200	200	...
Jun	2,500	320	250	150	250	250	250	250	...
Jul	2,800	350	300	180	300	300	300	300	...
Aug	3,000	380	350	200	350	350	350	350	...
Sep	3,200	400	400	250	400	400	400	400	...
Oct	3,500	450	450	300	450	450	450	450	...
Nov	3,800	500	500	350	500	500	500	500	...
Dec	4,000	550	550	400	550	550	550	550	...



ID	Description	Responsible Parties	Completed
01	General Inquiries (G1) - Lists	Linda & Janice	Yes
02	Manufacturing (G2) - Lists and Videos	Linda & Janice	Yes
03	Advertisement (G3) - Lists and Videos	Linda & Janice	Yes
04	Customer Value Selling Guide	Linda & Janice	Yes



SWS - Vidmar - Gov Year End 2014.2

View email | Report | Click-Through Rate Report | Interaction | Email Clients

80.37% Delivery Rate

5.87% HTML Open Rate

2.3% Conversion Rate

19.6% Bounced

68.84% New Year Opening Volume

31.16% Remaining Volume

7,846 people visited this site

Unique Visitors: 10,070

Page Views: 52,432

Avg. Page View: 5.21

Avg. Visit Duration: 00:03:49

Bounce Rate: 35.07%

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Publication	Market	Advertisement Date	Close Date	Unit Type	Product to be advertised	Unit Back to	Ad Price	Cost	Time Period
Innovative Distribution	Manufacturing	June (JUN14)	May	1/4 page	Service Bay	1/4 page	\$1,000	\$1,000	one month
Canadian Auto Dealer	Auto (JUN14)	May	May 25, 26, 27	1/4 page	companion/jt service bay	1/4 page	\$1,000	\$1,485	one month
NADA Equipment Dealer (E)	Off/Heavy Equipment (JUN14)	September	September	1/4 page	Quadrant Pro	1/4 page	\$1,000	\$1,100	one month
MMA newsletter		March 12 and March 19	March 12	1/4 page	RIGHT STAY can't be at MOORE - STAY & MOORE on stand or bring to show - also send our logo for the newsletter	1/4 page	\$1,000	\$1,000	one month
MODER Show Daily (daily)		March	March 9-12	1/4 page	RIGHT STAY can't be at MOORE - STAY & MOORE on stand or bring to show - also send our logo for the newsletter	1/4 page	\$1,000	\$1,000	one month
New Equipment Digest	Auto (JUN14)	January	January	1/4 page	The Only Source you need for Assembly & Remanufacturing - Equipment & Accessories	1/4 page	\$1,000	\$1,100	one month
Motor Oil	Power Gen/Oil	May	May 12/20/2014	1/4 page	Oil & Filters	1/4 page	\$1,000	\$1,000	one month
Assembly Magazine		October	October	1/4 page	Assembly & Remanufacturing - Equipment & Accessories	1/4 page	\$1,000	\$1,000	one month
Assembly newsletter		October	October	1/4 page	Assembly & Remanufacturing - Equipment & Accessories	1/4 page	\$1,000	\$1,000	one month
Manufacturing/Engineering		July	July	1/4 page	Manufacturing & Engineering - Equipment & Accessories	1/4 page	\$1,000	\$1,000	one month
Military Times	Gov	November	November	1/4 page	Military Times	1/4 page	\$1,000	\$1,000	one month
Equipment News		March/April	March/April	1/4 page	Equipment News	1/4 page	\$1,000	\$1,000	one month
Manufacturing Pro (MC)	Off	September/October	September/October	1/4 page	Manufacturing Pro	1/4 page	\$1,000	\$1,000	one month
Modern Machine Shop	Auto (JUN14)	September	September	1/4 page	Modern Machine Shop	1/4 page	\$1,000	\$1,000	one month
JET Mag	Auto (JUN14)	January	January	1/4 page	JET Mag	1/4 page	\$1,000	\$1,000	one month
Laboratory Equipment	Auto (JUN14)	October	October	1/4 page	Laboratory Equipment	1/4 page	\$1,000	\$1,000	one month
NADA	Auto (JUN14)	September/October	September/October	1/4 page	NADA	1/4 page	\$1,000	\$1,000	one month
Technical Tech	Auto (JUN14)	October	October	1/4 page	Technical Tech	1/4 page	\$1,000	\$1,000	one month
Trade Show Mag	Auto (JUN14)	October/November	October/November	1/4 page	Trade Show Mag	1/4 page	\$1,000	\$1,000	one month

Linda Calabria

Collateral, Advertising, Communications & Other Mkt. Activities

STANLEY STORAGE & WORKSPACE SYSTEMS

SWS Marketing Update & 2015 Plan

By Lisa Calabria & Samia Caporaso
August 2014

VIDMAR LISTA

Topics

- New Partner Selection
- Exhibit House Selection
- 2015 Trade Shows
- Remaining RFP's - Status

VIDMAR LISTA

New Partner Selection

VIDMAR LISTA

Exhibit House Selection

VIDMAR LISTA

2015 Trade Shows

Trade Show	Location	Start Date	End Date	Booth #
IBC	Las Vegas, NV	10/14	10/16	3000
IBC	Las Vegas, NV	10/17	10/19	3000
IBC	Las Vegas, NV	10/20	10/22	3000
IBC	Las Vegas, NV	10/23	10/25	3000
IBC	Las Vegas, NV	10/26	10/28	3000
IBC	Las Vegas, NV	10/29	10/31	3000
IBC	Las Vegas, NV	11/01	11/03	3000
IBC	Las Vegas, NV	11/04	11/06	3000
IBC	Las Vegas, NV	11/07	11/09	3000
IBC	Las Vegas, NV	11/10	11/12	3000
IBC	Las Vegas, NV	11/13	11/15	3000
IBC	Las Vegas, NV	11/16	11/18	3000
IBC	Las Vegas, NV	11/19	11/21	3000
IBC	Las Vegas, NV	11/22	11/24	3000
IBC	Las Vegas, NV	11/25	11/27	3000
IBC	Las Vegas, NV	11/28	11/30	3000

VIDMAR LISTA

Remaining RFP's - Status

VIDMAR LISTA

PRODUCTIVITY PROFILE

TOP MANUFACTURING TRENDS OF 2014

By Jim Mohr, Senior Manager of National Accounts, Storage & Workspace Systems

As the U.S. enters a renaissance in manufacturing and seeks to expand into a broader range of product categories, industrial manufacturers are looking for ways to improve productivity and reduce costs. The challenge of managing space with increasing demand and increasing costs is a top priority for many manufacturers.

- 1. MANUFACTURING GLOBALIZATION**
The U.S. trend of manufacturing production moving to other countries is continuing to grow. This has led to a need for more storage and workspace systems that can accommodate the needs of a global workforce.
- 2. INCREASED AUTOMATION**
Manufacturing has become more automated and more efficient. This has led to a need for more storage and workspace systems that can accommodate the needs of a highly automated workforce.
- 3. SPECIALIZED EQUIPMENT**
There is a growing need for specialized equipment in manufacturing. This has led to a need for more storage and workspace systems that can accommodate the needs of specialized equipment.

For more information, please contact Vidmar at 800-523-3432 or www.vidmar.com

WITHIN THE WORLD OF MANUFACTURING, THE NEED FOR EFFECTIVE STORAGE IS ENDLESS.

Lista and Vidmar have a long line of products that will accommodate storage and retrieval needs for items of all shapes and sizes!

Visit us at MfgE - May 6-8 - Hartford, CT

Vidmar Booth #2127

LISTA Booth #2129

www.lista.com | www.vidmar.com | 800-523-3432

STANLEY Storage & Workspace Systems

Request for Proposal for Public Relations Services for Storage & Workspace Systems (Lista & Vidmar)

VIDMAR LISTA

Vidmar Storage & Workspace Update

When Peace of Mind is an Absolute Requirement

The security of your weapons is the highest priority. So is knowing they're easily found when you need them most.

Our horizontal & vertical weapons storage solutions provide:

- Highest level of security for contents
- Bottom-Open Access over railing-style weapons storage - approximately 40-48 weapons per 10'
- Ease of Access
- Reliability - It can be used with Vidmar XL High Density Storage Draw Cabinets
- Customization to your specific needs - configurations allow for mixed access and gear configurations including pistol drawers, ammo storage bins, and more

Contact a Territory Sales Manager today at Sales@Vidmar.com or on any of our space saving solutions and start saving today!

VIDMAR LISTA

SWS Inside Insights

SALES AND MARKETING UPDATES

August 2012

Updates

Product Highlights

VIDMAR LISTA

STANLEY STORAGE & WORKSPACE SYSTEMS

VIDMAR LISTA

Flexible. Functional. Affordable.

Lista offers workspace and cabinet solutions that provide functional designs, flexible configurations and technician-friendly environments.

Contact us to learn more and to request your complimentary design consultation.

www.Lista-DentalLab.com

LISTA making workspace work™

VIDMAR LISTA

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Laboratory Products

Hanna Instruments Inc Introduces Dedicated pH, DO, and EC/TDS/Salinity edge Meters

VIDMAR LISTA

LABMATE Online

Request more Information

Request comments

Email to friend

Printer friendly version

Share this

Facebook 0

Twitter 0

Share 0

Google+ 0

Hanna Instruments is pleased to announce the release of H2090 ePHOR, H2093 EC/TDS/Salinity and H2094 DO edge meters. The edge meters are full featured yet very affordable and suitable for many markets.

Each edge is incredibly thin and lightweight, measuring only 1/4" in thickness and weighing just 6 ounces. Blending elements of a portable and benchtop meter into a seamless design. This versatility allows it to be used like a benchtop or portable meter, which can even attach to a wall to free-up valuable bench space in a laboratory.

In addition to its thin, lightweight design, edge features:

- A large 5.5" LCD with a wide viewing angle
- Easy-to-use touch screen

VIDMAR LISTA

PRODUCT HIGHLIGHTS

The Vidmar booth, W-2154, will be focusing on the vertical storage solutions and overall big benefits. From the booth visitors allow you to see the product that will be displayed in booth W-2154. As mentioned on page one, Lisa Vidmar and Samia Caporaso will be in the booth. The product will be showcased at the show and all of the Vidmar's present will be available in a demo setting.

The Vidmar booth will feature a demo setting with Hanna Instruments pH, DO, and EC/TDS/Salinity edge meters.

Both brands will also be conducting Voice of the Customer interviews and to help with bringing in customers to our booth, we will have a banner that will be available in a demo setting on Monday and Tuesday.

The products which will be on display go only with a "Vidmar" theme. Similar to the Listabooth, Vidmar will also post photos using the same theme. This year we will only use the USA and Vidmar logo.

We'll be having business printing done for the RFP's and the RFP's will be done at the show. Please follow the RFP's at the show.

Samia Caporaso
Lisa Vidmar

Storage & Workspace Solutions

Storage & Workspace Systems

Optional Customer Service

Smart, versatile storage. It's what will make your workspace work for you!

VIDMAR LISTA

STANLEY

Brand Guidelines Manual

STORAGE & WORKSPACE SYSTEMS

VIDMAR LISTA

Linda Calabria