



Pacific NW Manufacturers Representative

Gary Ponto - CPMR  
President

23515 NE Novelty Hill Road • Suite B221-103 • Redmond • WA • 98052 • (425) 576-8825 Phone • Gary@gpmkt.com

## COMPANY PROFILE

**GP Marketing, Inc.** was founded in May, 1998 and incorporated under the laws of the state of Washington. The company is a technical sales and marketing firm head quartered in the Seattle, Washington area. We represent quality manufacturers that specialize in the commercial audio and commercial security markets, the products that support a system design for these products, and are sold through authorized installing dealers (VAR's) and local or national distributors. We assist in driving specifications and product selection with architects, engineering firms, dealers, VAR's, distributors, and end-users. We bring over 50 years of combined knowledge of these industries to our manufacturers and customers. We are a motivated sales and marketing organization serving both customers and manufacturers in the Pacific Northwest, and Alaska.

We are members of several industry associations, including ASIS, SIA, ISC - WEST, NAMM, and NSCA/INFOCOMM. We participate in these organizations' national trade shows and conferences.

## OUR VISION

Our goal is to supply product knowledge and training along with marketing and sales skills to our customers for the manufacturers' products we represent. We believe this will result in increased annual sales and market penetration for our manufacturers, and add value to the customers we serve. Given this goal, it is our ongoing objective to have state of the art, high quality, market driven products to offer our customers, providing them with both support and solutions for their customers.

## TERRITORY

The states of Alaska, Idaho, Montana, Oregon, and Washington.

## MISSION STATEMENT

Our mission is to be the best sales and marketing firm servicing the Commercial Sound, A/V, and Electronic Security markets in the Pacific Northwest and Alaska. We define “the best” as:

- *Conducting our business with the highest of ethical standards representing both our customers’ and principals’ best interests at all times.*
- *Going the extra mile to provide outstanding customer service.*
- *Having a focus on the markets we want to dominate and having the skills, tools, and personnel to achieve that.*
- *Representing only quality manufacturers’ whose products meet or exceed our customers’ expectations.*
- *Knowing our customers’ and principals’ business objectives and partnering with them to mutually achieve their goals.*
- *Continued financial growth of our company through the pursuit of “being the best” and re-investing in these ongoing goals.*

### *Excellence Must Be A Way of Life*

- *We take pride in the services we provide and the products we represent.*
- *We provide a dynamic, growth-oriented environment that promotes teamwork and individual growth.*
- *We provide leadership that motivates our employees to achieve excellence in every dimension of our company.*

## HOW WE ACHIEVE OUR GOALS

Our employees are qualified, self-motivated sales and customer service professionals who utilize, to the fullest practical level, all tools available to us to take the products we represent to market and service the customer. Currently, these include a detailed database on the customers in our territory, telemarketing, e-mail, electronic news letters, product seminars and trainings, A&E lunch and learns, well planned sales calls, buddy calls with our dealers and distributors to the end-users, and trade show participation.

The hardware owned by GP Marketing, Inc. to achieve the above functions is extensive. Our 10/100/1000 Base-T LAN Microsoft based computer network has workstations, and a VPN access point for our sales people to access the network information 24/7. Every sales person has a company supplied laptop computer with our database, email, and a cellular phone with voice mail. We also keep a selection of printed product literature and samples on hand for use during sales calls, and to satisfy the immediate needs of our customers.

## PEOPLE

Our most valuable resource is our people. We believe that the following values are fundamental to our long-term goals.

- *That we attract motivated, talented, innovative people with knowledge of our industry.*
- *That we provide opportunities for all employees to develop and make the best use of their abilities.*
- *That we provide continuous training in products and marketing/sales skills.*
- *That we encourage innovation and keep an open mind to new ideas.*
- *That we promote mutual trust and respect for each other through open and timely two-way communication.*
- *That we provide motivational compensation packages for all employees.*
- *That each and every one of us uses the highest of moral and ethical values at all times.*

## GARY PONTO -CPMR

Has 40 years of combined professional audio and sales experience. His professional audio background includes sound contracting, live theatre, studio recording, and live sound applications. From 1978 -1989 he was head of sound for the MGM Grand Casino in Reno Nevada performing live front of house sound mixing for the largest stage show in the world. From 1989 to 1998, he was in charge of the Commercial Sound and Electronic Security division at Roger Ponto Associates, Pacific Northwest Manufacturers' representative. Under his leadership, their sales grew more than 164%. He has served on several advisory councils for manufacturers, and continues to participate in these activities with some of our current lines. He also successfully completed the CPMR (Certified Professional Manufacturers' Representative) courses offered by the IPA (Institute for Professional Advancement) given at the University of Indiana.

## Elizabeth Ponto

Has 15 years of legal secretarial experience with excellent customer service and organizational skills. She was a paralegal secretary at the largest law firm in Anchorage Alaska working with the oil companies prior to our starting GP Marketing, Inc. Her skills serve us well in her role as treasurer / office manager of GP Marketing, Inc.

## Jon Bosaw

Jon comes to GP Marketing with 37 years in the professional audio industry. He graduated from MTSU in TN with a recording degree and was a partner in a major recording studio in Nashville while also acting as an audio engineer. He has been in the Northwest for 27 years working as the Director of Sales for such companies as Symetrix, EAW, Adamson Systems, and recently at Rane Corp.

Jon has had training in acoustics and electronics from Syn-Aud-Con and has put that to good use in helping design systems for stadiums and large venues as well as smaller systems for everything from boardrooms to classrooms. He is well versed in the entire audio product manufacturing process from concept to delivery and helped design many well-known audio products.

During his entire career he has stayed active as a musician and continues to play with several bands in the Northwest. This means he can relate to the needs of consultants, dealers, and end users. His history has put him in contact with many of the audio industry players in the Northwest and knows them on a first name basis.

## MARKETS

Our territory has a BPI (Buying Power Index) of 3.6% of the total available U.S. market. Below is how this territory is broken down into primary and secondary markets. We firmly believe that to truly service this territory, it is critical to our success to service both the primary and secondary markets.

### Primary Markets

- Seattle, Washington
- Tacoma, Washington
- Portland, Oregon

### Secondary Markets

- Anchorage – Fairbanks, Alaska
- Billings, Montana
- Boise, Idaho
- Bozeman, Montana
- Eugene – Springfield, Oregon
- Great Falls, Montana
- Helena, Montana
- Kalispell, Montana
- Missoula, Montana
- Salem, Oregon
- Spokane, Washington
- Tri-Cities, Washington