

Progressive Marketing

Proposal Response – Alliance for Innovation (AFI)

Promotional Items, Branded Merchandise, Print/Marketing Collateral, and Related Services

SECTION 3: QUALIFICATIONS AND EXPERIENCE

- **Company profile, years in business, locations, and service footprint**

Ja Pro Marketing, Inc. dba Progressive Marketing is a full-service promotional products distributor based in Lexington, Kentucky, and has been proudly serving clients since **1979**. With **47 years of continuous operation** in the ASI/promotional products industry, Progressive Marketing is firmly established as a trusted, experienced, and highly knowledgeable provider of branded merchandise, creative product solutions, and comprehensive promotional support. Progressive Marketing has been a member of ASI (Advertising Specialty Institute) since 1981 and our trade association, now called PPAI (Promotional Products Association International), since 1982.

The mission and vision of Progressive Marketing is to assist customers in amplifying their brand by providing high-quality promotional products, apparel, and awards at cost-effective prices, while maintaining the highest level of customer service. After identifying clients' needs and pain points, we work with them to ensure they experience a smooth and simple ordering process, while delivering their orders on time and on budget. Our goal is to build relationships with each one of our clients and to be top of mind, so the next time there is a need, they already know they will be taken care of.

Exceptional customer service is a foundation of our business. We currently have seven well-trained and knowledgeable team members. We are a **highly effective team**, with each person trained to deliver exceptional service, personalized consultation, and deep product expertise. Our size allows us to remain agile and relationship-focused, giving every client direct access to a dedicated representative who manages each order from initial concept through delivery. Our team maintains proactive communication, sharing new product ideas, seasonal items, and creative options tailored to upcoming events and marketing initiatives. Our internal workflow includes multiple checks and balances to ensure complete order accuracy, including quote verification, artwork proofing, and pre-production sampling when needed. Quotes are typically delivered the same day or the following day, and our team provides ongoing updates throughout production and shipment, always following up to

confirm delivery and client satisfaction.

For over four decades, we have cultivated strong partnerships with leading ASI manufacturers, as well as other domestic manufacturers, ensuring high product quality, fast turnaround, and dependable order fulfillment. We also maintain well-established direct relationships with suppliers in China, allowing us to source products straight from the original manufacturer. This dual sourcing strategy enables us to offer unmatched cost savings, often among the lowest in the industry. All goods are sourced either domestically or internationally based on price, lead time, event dates, and client preference, ensuring the Participating Public Agencies receive the best possible value.

Progressive Marketing's corporate office is located in the heart of Lexington, Kentucky, where all customer service, account management, quoting, and project coordination activities take place. This office serves as the primary hub for communication with the Participating Public Agencies, ensuring that the purchasing agencies always have direct access to a dedicated representative throughout the entire order process. We maintain a warehouse space in Lexington that enables us to hold products when project timelines or delivery requirements demand it. This provides customers with flexibility on orders that require storage, staged deliveries, or coordinated distribution.

With 47 years in the promotional products industry, an expansive product catalog, a powerful domestic and international supplier network, and a customer-service model built on personal relationships and accuracy, **Progressive Marketing is fully equipped to meet and exceed AFI's promotional product needs.** We take time to understand what an agency is trying to accomplish, then source multiple options to provide either improved quality, better pricing, or both. We routinely introduce new and trending products agencies may not be aware of and proactively support planning around seasonal needs and key event cycles. Our proven experience, creative guidance, operational reliability, and competitive pricing uniquely position us to support the needs of all PPAs involved in this contract.

- **Public sector/cooperative experience**

Progressive Marketing's longstanding presence in Kentucky has allowed us to build a diverse and loyal client base both in the region and across the country. Our clients span higher education, healthcare, corporate partners, government agencies, and small businesses. We have proudly partnered with the University of Kentucky for over 35 years—including managing large-scale SNAP and EFNEP orders ranging from \$200,000 to \$800,000—and we continue to serve numerous major universities such as the University of Louisville, Texas A&M, Texas Tech, the University of Alabama, Ole Miss, LSU, East Carolina

University, Virginia Tech, and Murray State University. Collectively, these relationships represent millions of dollars in fulfilled contracts and demonstrate our capacity to manage high-volume, high-expectation projects with consistency and reliability. We also are very willing to produce small orders to take care of every aspect of the purchasing agency's needs.

Through these relationships, we have supplied event apparel, student/employee engagement items, recruitment giveaways, departmental promotional products, large-scale program orders, and custom-sourced merchandise. Collectively, these partnerships represent millions of dollars in fulfilled promotional product contracts and demonstrate our ability to consistently deliver at the scale and quality level expected by public sector institutions.

In addition to educational accounts, Progressive Marketing has contracts with several states, including State of Kentucky, State of Kansas, State of North Carolina, and State of South Carolina. Progressive Marketing's history of serving universities and public sector clients ensures that we bring the necessary experience, efficiency, and insight to fully support the PPA's apparel and promotional product needs under this contract.

- **Key personnel and support model**

The primary Account Representative for this contract will be Jennifer Dunn, who serves as the contract's main point of contact. She can be reached directly by phone or email, and callers will always speak with a live person, not an automated system or call center. Jennifer will review purchasing agency's requests and assign them to one of our account representatives, and together they will ensure total satisfaction on every order.

The Account Representative will work closely with purchasers to help the purchasing agency meet its brand-recognition and promotional goals by providing regular communication with fresh product ideas tied to events, seasonal needs, recruitment cycles, and brand initiatives. We will leverage our extensive supplier network to source items that reflect the purchasing agency's quality and identity standards, and offer creative advice on item selection, logo placement, imprint considerations, and trends in promotional merchandise to ensure that all products align with brand recognition goals.

Customers may contact their account representative or another member of the Progressive Marketing support staff for customer service needs by phone or email. Clients will always reach a live person during operating hours, as we do not use automated menus or call queues. Our hours follow standard business hours, 8:30am-5:00pm EST M-Th and 8:30-4:00pm EST on Fridays.

Our internal standard is to respond to all client communications as quickly as possible, typically within the same business day. Voice messages or emails sent after hours will be responded to on the next business day. Progressive Marketing prioritizes immediate action, transparent communication, and complete client satisfaction when handling any issue. If a client receives an order that does not meet their expectations in any way, we immediately contact the client to understand the issue in detail, then notify the supplier and initiate corrective action to ensure a replacement order is produced and shipped on an expedited basis. We handle all billing adjustments internally with the supplier, ensuring the client is not invoiced until fully satisfied with the order. Our focus has always been on maintaining a long-term relationship by resolving any short-term problems immediately and to our client's satisfaction.

- **Three (3) public sector references**

University of Louisville
Contact: Amanda Schweinzger
Title: Unit Specialist I- Office of Research & Innovation
Phone: (502) 509-7517
Email: amanda.schweinzger@louisville.edu

University of Kentucky Center of Excellence in Rural Health
Contact: Beth Bowling
Title: Rural Project Manager
Phone: (606) 439-3557
Email: beth.bowling@uky.edu

Kansas Lottery
Contact: Tracy Tucker
Title: Events Coordinator/Manager
Phone: (785) 291-3907
Email: tracy.tucker@kslottery.net

We have added a number of letters of reference, spanning over 20 years, demonstrating our consistency of delivering exemplary customer service.



Stephen W. Durrell
Executive Director

Laura Kelly
Governor

Kansas Lottery has been working with Progressive Marketing for the past several years to receive quotes and order customized products. Whenever we have a need for new items, we always let them know what we are interested in ordering, as we are confident they will come back to us in a timely manner with competitive prices and communicate the lead times for delivery. Once an order is placed, their staff makes it a priority to always follow up and keep us informed throughout the process by providing the status of production and shipping, expected delivery dates and ensuring the items are satisfactory upon delivery. Along with delivering high-quality products, they pride themselves on providing excellent customer service, with clear and consistent communication, and attention to detail. We look forward to continuing our relationship with Progressive Marketing, as we trust they will always take care of us when it comes to ordering promotional products.

Sincerely,

Tracy Tucker
Instant Product Manager
Kansas Lottery
128 N Kansas Ave
Topeka, KS 66603
Tracy.Tucker@kslottery.net
Office: (785) 291-3907
Cell: (785) 207-3220



Country Boy Brewing
101 Innovation Way
Georgetown, KY 40324

August 11, 2023

With over 10 years of working with Progressive Marketing, I can tell you they are always my first call when it comes to promotional products and merchandice for our retail space.

Originally working with Larry, and now Seth, they are always attentive of our needs and will communicate with the latest pieces that are taking the market by storm. The attention to detail on the products they quote for us has always been appreciated, as well as honesty on pricing. If they can make it work, they are always willing to help out and get the best bang for your buck in the market. They have a vast catalogue of items, and I haven't been able to stump them yet.

We at Country Boy Brewing will continue to work with Progressive Marketing because of the great work by their team to communicate timelines and provide the best quality products we need for our business.

Cheers,

Pete Weiss
Marketing Director
Country Boy Brewing

For The Country

COUNTRY BOY BREWING | 101 INNOVATION WAY | GEORGETOWN, KY 40324

 @COUNTRYBOYBREWING

 @COUNTRYBOYBREWING

 @COUNTRYBOYBREW



University of Kentucky
UK Philanthropy

September 25, 2017

To whom it may concern:

I have been working with Progressive Marketing for over 30 years. In that time we have done hundreds of orders ranging from small to large quantities. I have had the need for certain products to be custom designed and custom made. Progressive Marketing has always been able to provide unique high quality products at very competitive prices and deliver them on time. Additionally, they have provided excellent customer service and communicated well.

I would highly recommend Progressive Marketing for any of your needs.

Sincerely,

Paula Leach Pope

Senior Director of Philanthropic Engagement



July 21, 2008

Mr. Larry Jakobi, President
Progressive Marketing
837 Winchester Road
Lexington, KY 40505

Dear Larry:

Thank you for the great job you have done for KET over the many years that we have worked together. Your connection to KET goes back at least as far as TeleFund '94, and you have worked with us on dozens of projects since then.

Whenever we call on you, we know that we can depend on your experience and enthusiasm for our KET mission to produce a great product that fits our needs. Whether we have needed a large number of items or just a few and whether the budget was large or small, you have always given each project your full attention.

Thank you again for being such a friend to KET. We look forward to working with you on many future projects in the coming years.

Sincerely,

Michele Ripley
President

560 Cooper Drive
Lexington, KY 40502-2200
859-258-7221
Fax 859-258-7396



UNIVERSITY OF KENTUCKY

Institutional Advancement

*213 Main Building
Lexington, KY 40506-0032
(859) 257-2928
Fax: (859) 257-9065
www.uky.edu*

July 18, 2008

Mr. Larry Jakobi
President
Progressive Marketing
837 Winchester Road
Lexington, KY 40505

Dear Larry:

I want to thank you for the great job you and Progressive Marketing have done for the University of Kentucky over the past fifteen plus years. You have tackled hundreds of projects, large and small, and have always been thorough, professional, on time and on budget.

Your extensive knowledge of promotional products combined with your years of experience in the industry and helpful staff are a formula for successful projects.

You and your staff work have developed and maintained productive working relationships with my staffs throughout the years at the University. Your cooperative attitude, creative ideas, competitive pricing, and attention to detail are a combination that consistently brings excellent results.

Thank you again for your excellent service to the University of Kentucky.

Sincerely,

A handwritten signature in black ink, appearing to read 'Terry Mobley', written in a cursive style.

Terry Mobley
Vice President for Institutional Advancement

OLE MISS REBELS ATHLETICS

September 26, 2017

To whom it may concern,

I am taking this opportunity to provide a letter of reference for Progressive Marketing. Progressive Marketing recently won our bid for 50,000 clear tote bags. There was a short production and delivery time for this order. Preproduction samples were provided prior to production of the order. All samples and final products were of the highest quality and delivered on time. Progressive Marketing provided excellent communication as the order was being produced and delivered. This order called for 9,400 bags to be air shipped and the balance delivered three weeks later. As can happen, the second portion of the shipment was flagged and held for inspection by customs. This process usually takes a minimum of 14 days which would have pushed delivery beyond our event date. Progressive Marketing went well beyond normal business expectations by contacting customs and the two US senators from Kentucky (Sen. Mitch McConnell and Sen. Andy Barr) to get the goods released. Finally once the goods were released, Progressive Marketing paid extra to have a shipping company pick our bags up and drive straight through from Los Angeles to Mississippi, even paying more for two drivers. The goods arrived on time and we were highly impressed by the efforts of Progressive Marketing and the quality of the product.

Please feel free to contact me if you desire.

Sincerely,

Jason List
Assistant AD for Marketing



September 26, 2017

To whom it may concern,

Progressive Marketing is a trusted supplier of promotional products and branded goods for Texas A&M University. They have met and exceeded expectations on product requirements and have delivered the high quality they promised in their proposals. During the order process, they provided excellent customer service and communicated well to see that all of our needs were met. We look forward to working with Progressive Marketing again and highly recommend their products and services!

A handwritten signature in black ink, appearing to read "Shannon M. Voss-Clinard".

Shannon M. Voss-Clinard
Communications Coordinator
Texas A&M University
Public Partnership & Outreach, Communications

July 17, 2008

Mr. Larry Jakobi, President
Progressive Marketing
837 Winchester Road
Lexington, KY 40505

Dear Larry:

I want to thank you for your expert service and advice on the many projects we have worked on together over the years. I have entrusted Progressive Marketing with about 75 orders in the last few years, and you have always come through for us.

Your experience and great product suggestions have always been extremely helpful, whether we were looking for executive awards or employee gifts or sporting event giveaways. We appreciate that you have always been willing to take as much time and effort as was needed to find the best products for us and stay within our budget. The high-quality, exciting and interesting products are always a hit with the recipients.

Progressive Marketing has worked hard to provide creative solutions to the needs of Fifth Third Bank. Your attention to detail and suggestions have been helpful in helping us with our successful business results. Our sponsorship of University of Kentucky athletics, the Fifth Third Tennis Championships and many promotional activities have been enhanced thanks to your team.

Your staff members are great and seem genuinely happy to work with us. They make sure all the details are covered, the art layout is correct, and the suppliers deliver as promised.

Because of the great service we have received from Progressive Marketing, we have been confident when referring several other potential clients to you. Thank you again, and I certainly look forward to working with you many times in the future.

Sincerely,


Brant Welch

Brant Welch
Assistant Marketing Manager
Fifth Third Bank Central Kentucky

UK
UNIVERSITY OF
KENTUCKY
Office of Development

William B. Sturgill Development Building
Lexington, KY 40506-0015

859 257-3911

fax 859 323-1015

www.uky.edu

July 21, 2008

Mr. Larry Jakobi
President
Progressive Marketing
837 Winchester Road

Lexington, KY 40505

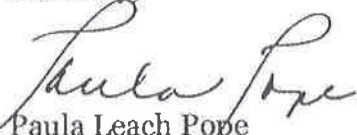
Dear Larry:

I want to thank you for all the great work you have done for us on the many projects we have worked on together during the last ten years. Whether we are working on donor gifts for the various Fellows societies or smaller, less expensive items, I can always count on your attention to detail, great service and commitment to making sure that the order is done right the first time. Your team works hard to ensure that the details are taken care of, the imprint artwork is laid out accurately, and the orders are tracked to make certain that they arrive on time.

We especially appreciate the work that your staff does to double-check that the UK Fellows julep cups are correctly engraved and then individually mailed to the recipients. We know that when we entrust an order to the Progressive Marketing team, we won't have to worry about it.

Thank you again for the excellent service you have provided to us. I look forward to working with Progressive Marketing on future projects.

Sincerely,



Paula Leach Pope
Director, Campaign Services and Donor Relations