



Hello,

My name is Mike Eid. I am the president of Classic Products. Also, I am one of three owners of Classic, the other two being Shawn Spade (our Chief Financial Officer) and Jimmy Land, (Operations Vice President, including our National Sales Manager).

In early January I was asked if Classic would be interested in picking up one of the sponsorships of the **Wisconsin State High School Bowling Championships**. I discussed this opportunity with several key members of the Classic team. Without reservation we considered it an honor to have been invited to participate.

We have participated as a minor sponsor for several years because:

- a. We are involved in high school bowling in many states. The Wisconsin high school program is run as well and the enthusiasm is as strong among the students as any state we are familiar with.
- b. We have a very good customer base in the state of Wisconsin already. Supporting their state's high school program has always felt like the right thing to do.

In consideration for our sponsorship Yvonne Bennett extended to me this opportunity to introduce Classic to the state of Wisconsin bowling center proprietors and managers. In addition, I want to take this chance to thank the dozens of centers and shops who we already count as valued customers.

Classic has been a bowling products distributor since 1959. We have grown from one small office and inventory space on the second floor above the offices of Key Lanes Bowling Center in Fort Wayne, Indiana. We now maintain distribution centers in Fort Wayne, Tampa, Dallas, and Seattle.

Our growth and success have been a consequence of a passion for customer service and a commitment to find and retain the very best staff possible. The following is an introduction to some of the resources we have compiled that we intend to serve your center or shop in whatever areas you would be kind enough to give us a try.

1. Top Dawg

For mechanics and proprietors our Top Dawg program is an incentive based reward program that gives them the chance to earn significant prizes based on their purchases. This is a very popular program that a majority of our present center customers participate in.



2. Task Force

We have a fantastic team of AMF/Brunswick/Kegel trained people that have virtually every aspect of a bowling center's operation covered. We employ these guys for one primary reason – to help you successfully maintain the equipment and facilities that are at the core of what you provide your customers. Here they are and just a hint of what they know:

- **Buddy Barcomb** (mobile: 260-413-5245): **Brunswick and Kegel lane machines**
- **Jeff Reese** (mobile: 231-578-2482): **Brunswick pinsetters + Brunswick and Kegel lane machines**
- **Jimmy Land** (Mobile: 260-413-9988): **AMF pinspotters + Brunswick and Kegel lane machines**



All are capable and dedicated to serving your centers equipment needs. Be looking for special offers from this team for new and refurbished lane machines as well as "How-To and Fix-It" seminars coming to your area.

3. Highly Trained and Experienced Customer Service Staff

Allow me to introduce you to some people I am very proud of:

Sandy Cisco (28 years with Classic) **Fort Wayne:** Inside Sales + Customer Service

Jan Land (12 years with Classic) **Dallas:** Customer Service + Accounting

Jami Toussaint (10 years with Classic) **Fort Wayne:** Customer Service + Overseas Accounts

Lindsey Swalley (9 years with Classic) **Fort Wayne:** Customer Service, Ecommerce Support + Social Media Marketing

Doug Cutler (5 years with Classic) **Fort Wayne:** Customer Service

Greg Boxly (1 year with Classic, 13 with Complete Bowling Service) **Seattle:** Customer Service

Jennifer Kelso (1 year with Classic, 13 with CBS) **Seattle:** Accounting + Customer Service

Shana VanSpoor (1 year with Classic, 1 with CBS) **Seattle:** Customer Service

Randy Woten (1 year with Classic) **Fort Wayne:** Customer Service



4. Ecommerce

This ecommerce system we have built for your convenience is better than anything like it in the industry and maybe the entire United States. I am not exaggerating. Really. You have to try this. Let me explain:

- a. Eight years ago we decided we wanted to build an ecommerce system that would help us enhance the quality of our service to our customers. Before I go further let me clarify a point or two: Ecommerce is a general term for business conducted over the internet, but there is an important distinction to be made:

Ecommerce B to C is Business to Consumer. This is a means for retail businesses to sell direct to the consumer. We do not do this. We never have. We do have a site (bowlinggift.com) that features some of the bowling novelties we carry, but they are all sold at full retail prices. This site gets very little attention from us and, as you would guess, generates very little revenue.

Ecommerce B to B is Business to Business. Such as centers or pro shops to Classic. This is what we do. Very well.

- b. After two years of development and six year of application each week, 55%-70% of the orders we receive are placed over our ecom system. And there are very good reasons why, including:

Availability: It is open for business 24/7. No vacations, no holidays, no sick days, just waiting at attention to respond to your needs.

Information: This thing is loaded with history (yours, Classic's, the bowling community in general).

For instance:

- **All items are listed at your price.**
- **There is a "hide the price" feature** that with one click allows you to hide the price. We provide this feature so that you can use your monitor as a catalog, which is very handy considering all of the information we provide about each item (drilling instructions, ball posters, manufacturer provided information, pin setter schematics, etc.). Many customers have told us we needn't bother sending catalogs. They say catalogs are out of date by the time they receive them and our ecom is so in depth and current they don't need the catalog. Even so, we send them anyway.
- **Top Sellers:** The system keeps track of our top selling items. Each night the system drops our sales activity from 31 days ago and adds the current day's activity. It then calculates for your information a list of the top 48 selling balls, bags, shoes, accessories, and aftermarket machine parts. This is a very nice tool for keeping track of what is selling across the country. And when you consider we are compiling our results from Florida, Indiana, Texas and Washington distribution centers we pretty much have the entire country covered.
- **Banner Headlines** alert you to all upcoming industry events as well as all of the special deals we might be running at any one time.

Record Keeping: The system keeps meticulous records of your purchasing history with us (your accountant and tax person will love it). All invoices can be pulled up with a click going back two years, and more information is available by special request.

Reward Programs Record Keeping: Data for Manufacturer Reward Programs are kept on the site. The data you need to promptly submit your requests for credits is easily summoned from this feature.

The system is password controlled. You can set up multiple users, all with different access privileges. You control who can do what within your site.

And I promise you, so much more.

David Idzior (x251) and **Lindsey Swalley** (x229) are our resident experts on this program. I encourage you to call them with any questions you might have about signing up or utilizing it.

5. Custom Imprint

We are the only distributor in our industry that operates a complete custom imprint operation. This is truly a company within a company. This group provides screen print, embroidery and customized lettering on almost any product you might need (t-shirts, sweatshirts, staff shirts and uniforms, jackets, pens, pencils, mugs, glasses, blankets, banners . . . whatever you might need) and we can put your name, logo or special design on just about anything.

Sarah French (mobile: 260-458-4059 and sfrench@classicproducts.com) is the sales manager for this division. She works with centers, pro shops and manufacturers every day to provide them with the absolute best quality and service for all such products.

6. The Classic Phone System

It may seem impersonal (I swore I would never have a machine answer the phone at my company) but we picked the system we have because it is so much more efficient and direct than the old way. Please consider:

- a. With this system, as soon as the machine picks up, you can enter "1" and you are immediately put into the traffic lane that goes straight to customer service. No waiting for the operator to pick up (and our operator is often very busy), no waiting while you are transferred to someone who can help you. No, just punch one and you are straight into the queue of people who are trained and ready to take your call and help you with whatever your needs are.
- b. Do you wish to speak to someone specifically and you have their extension number? As soon as the machine picks up (you do not have to listen to the message, it is just there if you need direction) enter the extension of the person you specifically wish to talk with and you will ring straight to their phone, just as if he or she has a direct line. Wish to talk with Accounting? That is #3 immediately after the phone picks up.
- c. Custom Imprint? #4
- d. Know the name but not the extension? #2

What we have done here is taken away the slightly more personal call pick up by the operator (who, in such cases is usually very busy) in favor of a streamlined, direct system that is designed to get you where you want to go faster. I hope you like it. I am confident you will find it very functional.

7. Your Classic Sales Representative

Steve Jaros (M: 260-413-9989; Email: sjaros@classicproducts.com) is specifically assigned to your state as your account representative. You are probably aware of Steve's many accomplishments on the PBA tour but what is even more important is that he has been a part of Classic's sales team the last five years.

Steve has distinguished himself for quickly and thoroughly making the transition from competitive bowling to serving as a very knowledgeable and dedicated representative of Classic and everything we stand for and try to accomplish.

By the way, Steve, Sandy Cisco, and Doug Cutler will be attending the tournament the weekend of March 4-6. If you get a chance to stop by the small booth they will be attending they would love to meet you.

I invite you to write or call with any questions you may have. With regard to our senior management each of the following individuals is ready and willing to address your bowling supply needs:

Classic 260-484-2695/800-444-0123

	Responsibility	Extension	Email Address
me – Mike Eid	President	238	meid@classicproducts.com
Jimmy Land	Vice President – Operations National Sales Manager Warehouse Operations Task Force	262	jland@classicproducts.com
Shawn Spade	Chief Financial Officer Accounting Finance IT Accounts Receivable	233	sspade@classicproducts.com
Dave Wilson	Western U.S. and Canada Region Manager Sales Management Seattle Distribution Center Manager Alaska and Asia Sales Support Thunder Alley Sales and Support Coordinator Brunswick Capital Coordinator	111	dwilson@classicproducts.com
David Idzior	Director of Strategic Resources Purchasing Pricing Ecommerce Inventory Control	251	didzior@classicproducts.com
Buddy Barcomb	Task Force Manager Brunswick Lane Machines Kegel Lane Machines	M: 260-413-5245	bbarcomb@classicproducts.com
Jeff Reese	Task Force Brunswick Pin Setters Brunswick lane Machines Kegel Lane Machines	M: 231-578-2482	jreese@classicproducts.com
Karen Gudorf	IT Coordinator Computer Systems Communication Systems	250	kgudorf@classicproducts.com
Delores Kelly	Administrative Assistant	243	dkelly@classicproducts.com

Sincerely,

Mike

Mike Eid
President