

**TROY**

## Printing veteran forms Blue Sky Marketing Solutions

After 25 years of working in the print industry, Kirk Winnega has seen a lot of changes, from continuous business forms to laser cut sheets to digital design. Winnega has left that side of corporate life to strike out on his own by starting Troy-based Blue Sky Marketing Solutions, LLC, becoming part of the Proforma franchise.

Winnega has always been at the forefront of industry trends, providing solutions that most companies in his industry didn't offer. Recently he realized that the industry was changing again and knew the time was right to start a new company providing standard printing services, plus many other services, including promotional and branding products, web design, e-commerce, mobile apps, video, and public relations, all with a global reach, through the Proforma network.

As a Proforma franchisee, he is now part of a \$450 million operation that provides assistance without all the overhead costs. By starting Blue Sky Marketing Solutions and joining Proforma, Winnega has access to companies from the local scene to all over the world, which gives him a global reach. Proforma's purpose is to provide full marketing agency services without the agency fees.

"The beauty of this unique arrangement is that I can now offer one-stop marketing solutions using a talented team of companies that I know and trust,

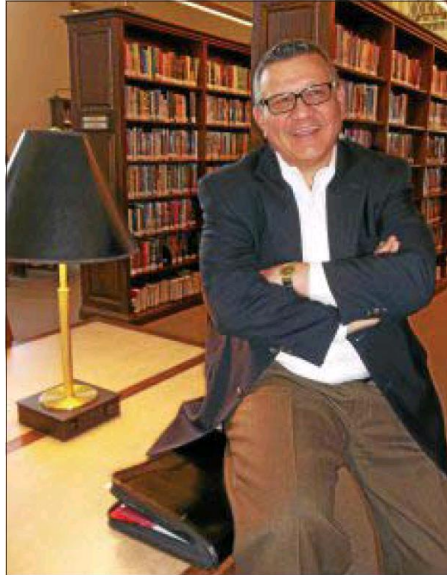


PHOTO SUBMITTED BY FRANKLIN DOHANYOS

Kirk Winnega has started Blue Sky Marketing Solutions, LLC of Troy.

and have dealt with my entire career, as well as companies from all over the world," says Winnega. "The key to success in this business is surrounding yourself with a great team of experts, which I have.

"I'm no longer pigeon-holed into just one or two services, but can provide the best solutions for the customer's needs. My career is exciting again, and I'm more energized now than I have been in many years.

"These days, it's not the large companies taking market share from the smaller

companies, it's the fast gaining increased revenue over the slower companies. I've worked for some pretty good companies over the years, serving all types of clients from large corporations to mom-and-pop operations," says Winnega. "But my ultimate goal with Proforma and Blue Sky Marketing Solutions is to provide complete solutions for all clients and their specific marketing needs to add value to their brand, and produce a quantifiable return on their investment. I give customers the tools they need to be suc-

**FYI**

**Blue Sky Marketing Solutions, LLC of Troy**  
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**"I'm no longer pigeon-holed into just one or two services, but can provide the best solutions for the customer's needs."**

— Kirk Winnega, founder, Blue Sky Marketing Solutions

cessful, which in turn makes me more successful."

"What I've learned in 25 years is that if you don't make your customers number one, someone else will. Long-lasting success in business depends on building trusting relationships and making it a win-win for everyone. Today's buyers wear many hats, and they appreciate the convenience and ability to do one-stop shopping," said Winnega.

Winnega graduated with a Master's Degree in Business from Western Michigan University. He began his career in 1989 with Moore Business Forms.

Ohio-based Proforma was founded in 1978. The company has been named twice to Inc. Magazine's 500 Fastest Growing Companies.

Submitted by Franklin Dohanyos

**Business briefs**
**MADISON HEIGHTS**
**Eyeglass World opens new store**

Eyeglass World will expand its presence in the metro Detroit area with a new store in Madison Heights at 12 E. 14 Mile Road.

This marks the company's fourth location in the Detroit area since January when it opened three stores. The Madison Heights store will host a grand opening celebration, including a ribbon cutting ceremony at 11:30 a.m. on Friday, June 6.

As a grand opening gift, the first 100 shoppers will receive an eyeglass cleaning kit (ARV \$4.99). Through July 5, shoppers can register-to-win a \$150 eyeglass voucher. No purchase is necessary for the eyeglass cleaning kit or to enter the \$150 Eyeglass Voucher drawing.

Shoppers will find a wide selection of eyeglasses — starting at two complete pairs of glasses for \$78. Those looking for designer brands can find frames by Ray-Ban, Coach, Tory Burch and DKNY. Optical technicians make the lenses and glasses in the on-site optical lab. Most glasses are available for pick up the same day they are ordered. Eyeglass World will continue to make an investment in the Detroit market by opening seven stores by the end of 2014. National Vision, Inc. is the parent company of

Eyeglass World.

Visit [www.NationalVision.com](http://www.NationalVision.com) or [www.eyeglass-world.com](http://www.eyeglass-world.com).

— Staff writer Kathy Blake

**BERKLEY**
**Website launches for technology firm staffed by students**

Enterprise content management and technology solutions provider, Logicdrop, has launched a new website ([www.logicdrop.com](http://www.logicdrop.com)) formally unveiling the two-year-old company, which has been perfecting its unique business model of being completely staffed with local university and college students.

Logicdrop provides an alternative to larger technology companies, staffing firms and offshore resources, by leveraging students from schools like University of Michigan, Kettering, Michigan State and various community colleges, for their staff. Most students fill developer roles, but other positions range from project managers and marketers to web designers and testers.

Logicdrop is a boutique technology firm specializing in the development and integration of enterprise services and applications that need to blend multiple sources of content and data with business intelligence and reporting.

— Submitted by Kim John Quinn

**SEE THE IN STORE SPECIALS!**

FREE  
in-Home  
Estimate

**WOOD •**  
**CARPET •**  
**TILE •**  
**LAMINATE •**

