



Banner Marketing
Fact Sheet

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Executive Team

John Dresel, president and CEO
Richard Luna, chief financial officer
Shirley Griffiths, vice president of sales

Year Established: 1983
Employees: 40

Company Description

Banner Marketing provides sales-driven marketing and advertising solutions across a range of industries and continuously expands its menu of services to keep ahead of the evolving needs of today's consumers. The company integrates the right combination of digital and traditional marketing tools to reach and influence key consumers. As a result, Banner Marketing clients benefit from cohesive programs and experiences that translate into stronger brands, increased sales and improved advertising spend and frequency.

Services

- Branding and Messaging
- Channel Programs
- Consumer Insight
- Copywriting
- Event Services
- Lead Generation
- Marketing Collateral
- Promotions
- Public Relations
- Publishing
- Search Engine Marketing
- Web Site Solutions
- Workshops and Seminars



Banner Marketing
CEO Bio

JOHN DRESEL, president and chief executive officer

John Dresel is a veteran in the, retail/e-tail, broadcast media, and manufacturing industries. Dresel joined Banner Marketing as CEO in 2008 and purchased the company in early 2010.

Prior to joining Banner, Dresel was general partner of Content26, a Seattle-based on-line marketing and digital content provider. While there, he provided marketing services to manufacturers selling products through the e-commerce channel.

Prior to that, Dresel was president and chief operating officer of the Tully's Coffee Corporation where he was responsible for 120 specialty coffee retail locations and manufacturing coffee sold in more than 23 states and 5,000 grocery stores.

Dresel also served in various managerial and executive roles with The Ackerley Group, a progressive media and entertainment company with diversified groups of professional sports teams, outdoor advertising, broadcast and interactive media. Dresel served as vice president and general manager of the Ackerley Radio Group KJR Sports Radio 950 and K-Lite Radio 95.7 and was president of the Ackerley Sports and Entertainment Group, overseeing all business and media operations of the NBA's Seattle SuperSonics and WNBA's Seattle Storm.

He was also the president of the Ackerley Television Group where he oversaw 22 TV stations across the country. Dresel also provided business development and management advisory services to Ackerley Partners LLC, a private investment firm.



Banner Marketing Company Profile

Banner Marketing was established in 1983 with a focus on developing sales-driven marketing and advertising solutions. As the retail and business environment has changed with the advent of the Internet, Banner Marketing has maintained its focus on delivering results by expanding its menu of services to keep ahead of evolving consumer needs. Today, Banner Marketing offers a range of sales-generation programs that offering clients a combination of digital and traditional marketing strategies that reach key consumers and inspire them to buy.

Banner Marketing's expertise lies in the ability to integrate the right elements of digital and traditional marketing tools. The company creates cohesive and engaging marketing programs for retailers and for manufacturers relying on retail channels, always keeping a brand's integrity in mind and at the heart of a solution.

Banner Marketing begins with strategic planning, calling upon a seasoned team of sales and marketing professionals to delve into a client's key markets and develop a tailored outreach program. Banner Marketing then leads and develops the creative content to support the brand – from circulars to Web sites – and manages all elements of a program from start to finish. Finally, Banner Marketing tracks program results and provides the regular reporting necessary to refine and adjust strategies for even greater success.

In addition to in-house expertise, Banner Marketing relies on strategic partnerships to augment its marketing services, from content development to promotions and public relations. As a result of Banner Marketing's integrated approach, clients benefit from a stronger brand, increased sales and improved advertising spend and frequency.



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**WESTERN HOME FURNISHINGS ASSOCIATION PARTNERS WITH BANNER
MARKETING TO HELP MEMBERS GROW BUSINESS**

ROSEVILLE, CA. – April 1, 2010 – The Western Home Furnishings Association (WHFA) has partnered with Banner Marketing, an integrated marketing and advertising firm, to develop and enhance the marketing efforts of its nearly 800 independent home furnishings retailers.

“We chose Banner as our preferred partner because of their profound knowledge in the home furnishings industry,” said Sharron Bradley, executive director of the WHFA. “Banner brings more than 25 years of experience and has clearly developed a program that brings measurable results to furniture dealers.”

The WHFA represents independent dealers across 12 western states. The association offers its members business solutions and support by providing information, programs and services that improve business opportunities and management practices.

“We are excited to help WHFA members grow their businesses through innovative marketing,” said John Dresel, CEO and owner of Banner Marketing. “We aim to create everything a small business needs to set-up, maintain, track and analyze the effectiveness of an overall advertising program by integrating traditional media with their Web site.”

Banner creates traditional marketing pieces such as attractive circulars that are seen in Sunday newspapers, but it takes marketing several steps further by also building cutting-edge Web sites for furniture retailers that are based on intuitive consumer shopping behavior. Banner provides twice-monthly updates to the Web sites, saving the furniture retailers time and effort, that align with the store’s current promotions. The Web sites have built-in features such as:

- Product descriptions that are search engine optimized
- Data collection
- Coupon functionality
- Viral elements

“What really makes Banner different, is our ability to observe consumer behavior, aggregate the information by geographic territory and then react in real time, updating a



business' Web site based on these behaviors to generate additional traffic to the retailer," added Dresel.

About WHFA

Western Home Furnishings Association (WHFA) is the industry advocate of the independent home furnishings retailer, providing members with essential resources needed to achieve and maintain long-term business goals. The WHFA's membership consists of nearly 800 independent home furnishings retailers representing more than 2,200 stores throughout 12 western states. For more than 60 years, WHFA has provided retailers with information, education, group discount programs, services and networking opportunities that have transformed businesses and perpetuated the industry. Learn more at www.whfa.org.

About Banner Marketing

Banner Marketing helps businesses grow through integrated marketing; a combination of digital and traditional marketing strategies that reach a company's key consumers and inspire them to buy. In business since 1983 and based in Spokane, Wash., Banner develops creative content to support its client's brands – from traditional circulars to cutting edge Web sites – keeps that content up-to-date, tracks program results, and provides reporting to refine and adjust strategies for even greater success. Banner provides cohesive programs and experiences that translate into stronger brands, increased sales and improved advertising spend and frequency. Learn more at www.bannerretail.com.

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