

Axis M Inc.
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AXIS M INC.'S LAUNCH A SUCCESS FOR CLIENTS

Ever since evolving out of Mitchell Schechter's PROSERVICE earlier in 2007 as a multi-service, strategic marketing organization, Axis M Inc. has recorded rapid growth while earning national awards and new sales for our clients.

Specializing in:

- Print and Online Marketing Campaigns
- Advisory & Educational Programs, and
- Specialty Publishing

Axis M Inc. employs its decades of foodservice industry experience to help clients turn their business aspirations into marketing reality by -

- Planning a marketing program that earned one client two consecutive ENERGY STAR® Manufacturing Partner of The Year awards
- Building brand recognition to create record sales for an equipment manufacturing client
- Creating print and online marketing literature that promoted another equipment manufacturer's Forest Stewardship Council® credentials, helping to lead to the greatest single-year sales increase in the company's history
- Originating multiple "marketing modules" describing outstanding projects executed by a foodservice design consultancy, all of which have initiated news coverage in national publications
- Building and managing web sites that increase brand awareness and ease of specification for multiple clients
- Introducing a cost-saving, environmentally responsible online document management system
- Providing advanced-technology water filtration systems for OEMs of water-using equipment and their distribution partners
- Forming and facilitating advisory councils and education programs that help to guide clients' product development and marketing strategies
- Launching e-mail newsletters and web-site advertisements that promote new product launches and corporate achievements to targeted audiences
- Editing, designing and producing The Foodie Connection, Vol. II
- Devising a Web Education Center and print reference work on foodservice facility design.

Under the direction of partners and founders Mitchell Schechter (Project Director) and Bill Pagano (Production Director), Axis M has put together a national network of foodservice writers/editors, industry experts, graphic designers and software programmers to serve clients in our three core service businesses.

Thanks to our "axis" of specialists, Axis M can offer a full spectrum of marketing, editorial, media analysis, strategic planning and design services at prices far below those charged by traditional ad agencies.

Axis M Inc. is based in New York City. To learn more about the ways we can help your organization turn business aspirations into marketing reality, log on to our website at www.axis-m.com.

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Principals' Bios

MITCHELL SCHECHTER has been a member of the foodservice industry since joining *Food Management* magazine as Associate Editor in 1983. Schechter spent 10 years as Senior Editor and feature writer for *Food Management*. In 1992, after leaving *FM*, Schechter formed PROSERVICE, a firm supplying design, editorial and internet-based services to foodservice clients. From 1998 through 2004, Schechter was Editor In Chief of *Foodservice Equipment & Supplies* magazine and Web Development Director for www.fesmag.com and www.supermarketworld.com.

Schechter is the co-author of "*Foodservice Management: An Administrator's Guide*," published by John Wiley & Co. (December 1994) and "*The Complete Guide To Operating Foodservices In Cultural Institutions*," (John Wiley, October 2001). Schechter is also Editor of *The Foodie Connection*, the first dining guide series created by foodservice professionals for foodservice professionals, and heads the team developing the WebEd Center and foodservice facility design print reference work for the Foodservice Consultants Society International's Education Foundation.

As President/CCO of Axis M Inc., Schechter is responsible for executing the company's strategic mission of helping clients turn their business aspirations into marketing reality.

A co-winner of a 1999 Cahners Gold Medal of Excellence award, four ASBPE regional and national honors and two Jesse E. Neal Awards for Editorial Excellence, Schechter holds a Bachelor of Fine Arts degree from Case Western Reserve University in Cleveland, Ohio, and resides in Manhattan, NY, and Larkspur, CO.

BILL PAGANO entered the foodservice industry in 1988, when he became Associate Art Director of *Food Management* magazine. During his tenure, *FM* won ACE, ASBPE and Neal Awards for outstanding editorial design. Pagano remained at *FM* until 1993, when he left to found Iconographics, a highly successful design company. That year, Pagano formed an alliance with Mitchell Schechter and PROSERVICE, which led to a succession of marketing and design assignments for such industry leaders as Marriott Management Services (now Sodexo), NACUFS, HFM, Cini-Little International and Restaurant Marketing Associates.

In 1995, Pagano added web site development and management to his original graphic design skill set, building and running sites for such firms as BASF Corporation, Reed Business Information's Foodservice Group, D'Agostino Supermarkets and High Noon Communications. Most recently, Pagano has developed web sites, web ads and HTML e-newsletters for foodservice equipment manufacturers including Servolift Eastern, Victory Refrigeration and Adamatic, and *The Foodie Connection* dining guide. He has also developed e-commerce web sites for a range of clients – from a salon & spa to an HVAC distributor.

A graduate of School of Visual Arts and Hunter College, City University of New York, Pagano holds Bachelor's and Master's degrees in Fine Art and Sculpture, and resides in New York City.