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May 2007

PROSERVICE GROWS INTO AXIS M INC.

After 15 years of supplying editorial, design and internet-based services to foodservice clients including trade publications, consultancies, contract companies, equipment manufacturers, distributors and national membership associations, PROSERVICE has evolved into a new corporate identity.

On May 15, 2007, PROSERVICE was absorbed into Axis M Inc, a new company formed by Mitchell Schechter and Bill Pagano. Axis M is working with all of the former PROSERVICE's clients and specializes in providing foodservice organizations with:

- Multi-Media Marketing
- Advisory & Educational Programs
- Specialty Publishing

Currently, Axis M Inc's project list includes:

- Writing numerous award-winning and widely reprinted feature stories on foodservice operations in all markets
- Creating and managing over a dozen web-sites
- Forming and facilitating advisory councils and education programs
- Launching e-mail newsletters and web-site advertisements
- Drafting and designing numerous print and web marketing pieces and brochures
- Co-authoring two industry books
- Editing and producing The Foodie Connection dining guide
- Devising a Web Education Center and print reference work on foodservice facility design.

Axis M is based in New York City will launch its web site at www.axis-m.com during the 3rd quarter of 2007.

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To find out how Axis M can turn your company's business aspirations into marketing reality, contact us at 800-862-2930.

Direct Contacts

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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 lead 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.