

CUSTOMER INTERVIEW

Jim Mulder, SchoolKidz

*“PTO Today
has become
the authority
on dealing
with parent
organizations
nationally.”*

– Jim Mulder

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advertising with
PTO Today.**

What is your role at SchoolKidz?

Vice President, SchoolKidz.

How and when did you first hear about PTO Today for advertising?

January 2000. A cold call from John Williams.

What were your advertising goals when you first started advertising with PTO Today?

To bring about awareness of our services and acquire customers (schools).

How did the PTO Today advertising team partner with you to help you achieve those goals?

The PTO Today team has continued to proactively work with us by placing us in the magazine at critical times, as well as work with us on some online advertising. They have been more than accommodating when it comes to our needs with the trade shows, and we are very grateful for their continued partnership.

What PTO Today advertising vehicles do you use now? (PTO Today magazine, Expos, Card Deck, Online, Buyer's Guide)? What are the results?

We use all of the above with the exception of the Card Deck. The magazine continues to be the number one generator of activity for our business.

In your opinion, how has advertising to PTO and PTA leaders through PTO Today helped you grow your business?

In my opinion, PTO Today has become the authority on dealing with parent organizations nationally. They have spent the time to fully understand their everyday needs, and continue to provide solutions that are worthwhile. Because of this approach, PTO Today has enabled SchoolKidz to leverage their expertise and extend its reach into untapped markets.