

By Symone C. Skrzycki



Color blocks reflect employees' individual traits. Among them are red (Do it now!) and blue (Do it right).

Starin Marketing

CONNECTING AND PRODUCING

"How do you find connectedness? It's transparency with people. You can have it in a building where everybody comes together, but you can also have it where they don't. Once you have that, you don't have to worry about the mechanics."

– Bill Mullin, CEO
www.starin.biz

Starin stresses connectivity through physical and digital workspaces. Zoom Communications is one of its primary brand partners.

Sound bites:

- Supplies audio video solutions and assistance to dealer partners around the globe
- Founded: 1988
- Location: Chesterton
- Team in tune: Nearly 70 (and growing)
- Annual Winter Fest celebration
- Monthly luncheons and gatherings

Where to find its technology:

"Almost anywhere you see a microphone or a speaker or a projector or a display. There's also a lot of movement toward digital signage."

- Classrooms
- Sports arenas
- Concert venues
- Places of worship
- Corporate enterprise – meeting spaces, office communications

True colors:

An Insights Discovery profile reveals associates' dominant characteristics based on a color wheel. Building blocks reflect those traits.

"Nobody is one color. They are always a blend across the spectrum."

Famous clients:

- White House, Department of Homeland Security
- Museum of Modern Art in New York
- Paul McCartney, Taylor Swift

"We've done everything from supplying a PA system for the Rolling Stones' international tour to Zoom video conferencing, which is one of our greatest concentrations and programs. That's a case where there's millions of people that anonymously we help serve."

Amplifying benefits:

- Covered memberships: YMCA and Costco
- Discounts for major cell phone carriers
- HealthiestYou interactive telemedicine program; no charge to associates
- 100% employee-owned company

Personal, financial philosophies:

- Financial Peace University (Dave Ramsey)
- Brand You management

"I tie it into Maslow's hierarchy (of needs). We're basically showing folks that it's about self-actualization. ... Finding their place in the organization. Finding themselves. Becoming whole."

