



Norine Wiebmer
President, Sales Strategist
Impact Innovations dba NWI Business Solutions

Norine is a relationship building sales trainer, national speaker and author. She specializes in developing relationship-building strategies and comprehensive sales and marketing plans for businesses. Following a twenty-five-year senior position with a billion-dollar multinational company, she founded Networking with Impact in 2008. Norine possesses an eclectic background in nursing, psychology, coaching, sales development, and marketing. This unique range of experiences has provided the foundation for her award-winning relationship-building strategies, The Common Thread Marketing ProcessSM and the IMPACT ProcessSM. By coaching business owners and C-level executives on her patented processes and the art of relationship-building, Norine has specialized in been able to help her clients:

- Bridge the efforts of marketing and sales departments
- Increase new business by 300% through face-to-face networking and building relationship capital
- Improve productivity and decrease marketing expenses by narrowing target markets
- Improve customer retention by establishing a “trusted adviser” versus a vendor relationship
- Create and manage an integrated sales and marketing process, documenting and measuring results
- Increase member recruitment and retention for non-profit and professional associations



Gwen Griffin-Harmon
Marketing & Visual Communications Strategist

Gwen is an accomplished designer and marketing professional with achievements in graphics, creative direction, web design, and communications. In an environment where businesses are vying for first place, Gwen excels in creating innovative designs and content which are competitive in the industry. She develops effective visuals that do not merely brand for external impact, but can be repurposed and utilized within company channels. Gwen provides numerous online and offline design and marketing services, which include, but are not limited to: Business Development, Branding, Logos, Brochures, Proposals, White Papers, Posters, Books, and Other Products/Solutions.

- Designs campaigns with strong reflections on both external and internal user experience
- Observes and extends social platform queries into informational content marketing to convert conversations into customers
- Collaborates to design solutions that meet criteria for customers, sales teams, growth and processes
- Combines visuals and language strategically to enhance and explain information that is difficult to grasp
- Gwen leads the NWI team of web designers, social media experts, content writers and SEO programmers.



Phil Krone
President and Founder
Productive Strategies, Inc.

Phil Krone founded Productive Strategies, Inc., a marketing and management consulting firm, in 1993 to help companies, nonprofit organizations, and professional services firms define and reach their growth objectives. His real-world selling and business development experiences, coupled with field research, led him to develop the proprietary consultative sales training course FOCIS®. The course teaches and reinforces the behaviors of the very best salespeople and business developers—the 20 percent who consistently bring in 80 percent of the business. The course also develops a customized sales process for individuals, companies, and professional services firms.

Before launching Productive Strategies, he was president of a manufacturing firm serving large corporations and Tier One suppliers to the federal government, including Ford, Hewlett-Packard, IBM, Tellabs, Vought, United Technologies, and others. He is a founder of the Die Casting Development Council, a trade association dedicated to expanding the market for its process. Krone is the recipient of the Gullo and Trieber Award for marketing excellence and the Austin C. Lilligren Award for service to manufacturers. He has contributed to various trade publications and business magazines throughout his career.

A sought-after speaker, Krone has addressed many industry and professional groups, including the American Marketing Association, TEMSCON 2018 (an international engineering conference hosted by Northwestern University), the North American Recycling Institute, the Kellogg Alumni Entrepreneur Conference, the Chicago Coalition of Women's Initiatives, the Commercial Development Association, and the Polyurethane Manufacturers Association. Among Krone's popular, proprietary presentations are "Using Sales Representatives to Help You Market at Higher Levels," "The Five Levels of Marketing," "Increasing Referrals," and "Collective Marketing Programs for Trade Groups."

A graduate of Duke University with a BA in psychology, Krone holds an MBA from Northwestern University's Kellogg Graduate School of Management. He serves on the Advisory Board of the Chicago Chapter of The Entrepreneurship Institute, the Illinois Council of Feed My Starving Children, and the Vestry of Christ Episcopal Church, Winnetka.