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PROFIT
ON-HOLD

putting profit in the palm of your hand



Corporate Capability Statement

Profit-On-Hold, Inc.
Airwaves Scenting
A Division of Ad-Comm International
1710 Orleans Street
Mandeville, LA 70448
1-800-569-HOLD (4653)

Start Here:

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Mandeville, LA 70448

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ABOUT US

Our Mission – Enhancing Your Business Image

To provide exceptional value to all our clients by offering cost-effective and innovative marketing on-hold solutions, as well as commercial scenting. We are driven to satisfy our clients, and our validation is their continued success. From complex production requirements and individualized telecommunication solutions to stubborn odors and large, hard-to-scent commercial spaces, our products positively impact our clients' businesses at every level, ultimately resulting in increased profits. Our customers have, at their disposal, our staff composed of experienced, educated and exceptionally qualified individuals, each of whom values the importance of clear communication, patience, time management and tenacity. We maintain a motivated staff, because we are dedicated to our employees and their families. We believe in giving back to the community by sharing our corporate resources and becoming a beacon of light for local businesses in our area.

Our Commitment to Our Customers

Service.

Our ability to exceed customer expectations is our highest priority and critical to our success. We pride ourselves in providing the fastest turnaround for new site installations and delivering finished productions ahead of schedule. We have maintained this commitment to our clients for more than 27 years.

Quality.



We consistently exceed our customers' expectations by clearly defining the needs and goals of their organizations' marketing campaigns. We also uphold the standards of quality and code of conduct established by the Experience Marketing Association (EMA) Sound, Sight, Scent Specialists, formerly the OHMA (On Hold Marketing Association)—the governing body of standards in the industry. Profit-On-Hold is a co-founder of OHMA. Our scents are the highest quality, created by a master perfumer and can be custom created to complement our client's brand.



Innovation.

We are constantly updating our internet presence, client database and software systems. By recently investing in a new state-of-the-art corporate office, we can better service our clients. As part of our innovation commitment, Profit-On-Hold and Airwaves Scenting only install the latest on-hold technologies and commercial scenting units at our clients' office sites. We encourage and reward innovative ideas on every project and at every level of our organization, even amidst challenging times.



OUR Vision

Recapitulate. Our highest priority is providing the fastest turnaround for delivering finished productions and new installations in the business.

Reach. By expanding our internet reach, Profit-On-Hold and Airwaves Scenting aspire to grow our global footprint by expanding from 33 states to all 50, and by reaching three additional foreign countries, bringing our total to six. With this growth, our production department will also expand its team of voice talents to meet growing needs. Our team will reflect global backgrounds and global experience.

Research. As part of continually updating our client database and software systems, we also will continue to research the latest technologies for our clients. We will keep steadfast in our promise to provide only the best in on-hold and commercial scenting technologies and the fastest delivery methods. We will continue to encourage and reward innovative ideas from our team and participate in market studies governed by OHMA/EMA.

Reinvest. With our growing reach, we have been able to hire devoted, qualified staff members who will contribute their firsthand experiences to our existing knowledge base. We know that a company is nothing more or less than the people who make it up.

Key Personnel



Otto C. Mehrgut, President

Otto Mehrgut is a graduate of UNO, where he studied Political Science. He is also a graduate of the second class of Goldman Sachs' 10K Small Business Growth Initiative taught by professors of Babson College in Wellesley Hills, MA. In August of 2009, he attended Tuck School of Business at Dartmouth University under a grant. He is active in five chambers of commerce. In addition, he is the past president of the Meadowbrook Homeowners Association in Mandeville, the past chairman of the board of the Mercy Family Health Center, a past board member of the Louisiana Minority Business Council, and the past president of the Original Krewe of Orpheus.

Mr. Mehrgut is responsible for the oversight and coordination of all business operations. His responsibilities include business development, contract negotiation, staff management and customer relations. His ability to evaluate, delegate, execute and encourage helps to cultivate the success already in motion. As a leader in the on-hold industry for more than thirty years, Mr. Mehrgut continues to grow his company through setting his standards of making sure every customer is satisfied and turnaround times are rapid. When he is not working, he enjoys working out and spending time with his family and pets.

Steve Pilote, Vice President Airwaves Scenting

Steve Pilote, vice president of Airwaves Scenting, is a partner along with Otto Mehrgut. Steve has a BSBA in Finance from the University of Arkansas and a MBA from LSU. Steve has developed a long, successful career in sales and marketing. He has taken charge of sales and marketing with a fresh and innovative perspective. His involvement in daily operations drives sales in the hotel and healthcare industries. He coordinates Airwaves participation in conventions and associations.

In his spare time, Steve enjoys buying, selling, and studying the cryptocurrency market and keeping his mind sharp by learning the latest technologies.



Lindsay Kelly, Office Administrator

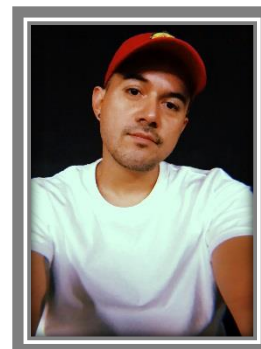
Our Office Administrator, Lindsay Kelly, brings to Profit-On-Hold more than 15 years in administrative experience. Coordinating office activities and operations to secure efficiency and compliance to company policies, Lindsay undertakes administrative tasks, ensuring the rest of the staff has adequate support to work proficiently.

A native of Louisiana, Lindsay studied Nursing at Delgado Community College and Medical Billing and Coding. After 10 years working in healthcare, Lindsay entered the engineering world as an assistant to the vice president of a prominent engineering firm. In her spare time, Lindsay enjoys spending time with her husband, four children, and dogs: Hunter and Zeus.

John Díaz-Cortés, Audio Engineer

John Díaz-Cortés is a saxophonist, producer and songwriter from Aguadilla, Puerto Rico. After receiving a master's degree in Jazz Studies and working for years as an activist and community organizer in Colorado, he was drawn to New Orleans to better understand the birthplace of American music.

When not on the road, you can find him recording in the studio. He is the associate producer of the Billboard charting record, *A Beautiful World*, by Kermit Ruffins and Irvin Mayfield and the recording debut of New Orleans Hip Hop collective, Supreme Beings. His albums "Lo-Fidelity" and "Study Hall" are available for listening on all major streaming platforms.





Sherry Chavez, Accountant

Sherry Chavez is a graduate of the University of New Orleans (BS, Chemistry) and brings with her more than 20 years of accounting experience in industries such as government, commercial & residential construction, real estate, SaaS companies, law practices and more. She has lived in Seattle, Denver and, most recently, Atlanta, working at small “mom & pop” businesses, as well as with vast publicity traded, global companies.

A native of New Orleans, Sherry returned home in the fall of 2018 to reside in Covington, LA. Her favorite pastimes include cooking, nutrition & health coaching, building genealogy charts, and spending time with her husband and pet cats.

Lauren Vergona Gavioli, Project Manager

Lauren Gavioli brings to Profit-On-Hold more than 15 years of marketing and communications experience stemming from work in an array of industries and large, local institutions, including Harrah’s New Orleans Casino, Besh Restaurant Group, and Tulane University’s schools of law and business. A native of New Orleans, she returned home in 2002 after graduating from the University of South Carolina with a degree in journalism and mass communications.

Along with her husband and daughter, Lauren moved to Mandeville in the fall of 2016 and joined the Profit-On-Hold team less than a year later.



Judy Chatelain, Sales Representative, *Airwaves Scenting*

Judy Chatelain is a balanced sales representative who works with businesses nationwide to brand and market themselves using scent. In the last decade of her sales, business and marketing experience in financial investigative services for businesses and sales of new construction homes, she has developed her skillset to incorporate strategic methods for marketing and positive aesthetic exposure.

A native Canadian, Judy became an American citizen after earning a degree in theology and family counseling from the School of Urban Missions in New Orleans. Her education, she says, has grounded her perspective to incorporate the value of developing nurturing, positive and healthy environments. Outside of work, Judy enjoys spending time with her two sons, two daughters, and adorable Havanese, as well as travelling to visit family.

Anna Wilson, Administrative Assistant, *Airwaves Scenting*

As administrative assistant for Airwaves, Anna Wilson maintains client relationships, manages inventory, troubleshoots equipment, and oversees the company’s day- to-day operations. Anna brings Airwaves more than 8 years of administrative experience, as well as more than 10 years of experience in accounting.

A native of Louisiana, Anna graduated with a BS in accounting from Southeastern Louisiana University. She began her career as an auditor with a public accounting firm in New Orleans and later worked in the private sector for two large oil and gas companies. After taking a few years off to raise her twins, Anna returned to work as an office manager for a retail establishment. She enjoys doing home renovations with her husband on the weekend.





Brandon Mehrgut, Sales and Marketing

Brandon Mehrgut is a graduate of Southeastern Louisiana University where he received his bachelor's in marketing in the fall of 2011. He also has two years of post-graduate education from the University of New Orleans. He assists with Profit-On-Hold's marketing efforts concerning social media and website design. Currently, he resides in Shanghai China where he spearheads Pacific Rim product and market research. He understands what constitutes good value and has a passion to ensure that all our business systems are focused on creating added value for our clients.



Larry Goings

Mr. Goings comes to our company with 35 years of successful business and corporate experience. Mr. Goings began working in his family's 18 hotel full service properties. There, he eventually took over the reigns as Director of Operations and Sales and Marketing.

Added to Mr. Goings successes, he later became V.P. of Operations and assisted with Marketing for MCI World-Com. Sometime later, Mr. Goings began a new start up communications company of his own and grew it to 95-99 employees, marketing T-1 and T-3 high data traffic fiber optic lines, along with central pay phone systems in Departments of Corrections across the country. After a profitable merger and acquisition, Mr. Goings accepted a position with Profit-On-Hold as a Territory Manager, responsible for the entire State of Tennessee and its bordering States. Not only has Mr. Goings been corporately successful but earned his Doctorate degree and throughout, finishing with Highest Honors. We are proud to have Mr. Goings and his fine family as a member of the POH team and know he will continue the advancement of the POH values, ethics and customer service passions.

Current Banner Clients

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A Division of Ad-Com International



**BlueCross BlueShield
of Louisiana**

An independent licensee of the Blue Cross
and Blue Shield Association.



LOEWS
NEW ORLEANS
HOTEL



RALPH
BRENNAN
RESTAURANT
GROUP



Fidelity
HOMESTEAD SAVINGS BANK



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airwavesscenting.com

AIRWAVES

BY PROFIT-ON-HOLD

SELECTED AIRWAVES SCENTING CLIENT LIST



SERVICES

On-Hold Marketing

Profit-On-Hold specializes in utilizing the power of our clients' telephone systems to their fullest extent. We provide for our clients cost-effective and innovative solutions both to educate their callers and to effectively cross market products and services of which prospective and current customers may not otherwise be aware. When messages are coupled with music, the medium comes alive, allowing our client companies to educate and entertain their customers on hold.

Overhead Advertising

Messages and music are useful for disseminating information through various other media, including point-of-sale, ambient announcements. Customers who visit the organization can be educated and entertained while waiting in the lobby, an elevator, or in queue.

Audio Production

Our in-house editors and writers comprise a full-service script development service, and our digital recording studios are state-of-the-art. Examples of production capabilities beyond on-hold audio include:

- Web Audio
- Auto Attendant Greetings
- Voice Mail Greetings
- IVR Recordings



SERVICES

Airwaves Scenting Commercial Scenting

With more than thirty years in the Business-to-Business service industry, Profit-On-Hold has grown to include in our suite of services Airwaves Scenting – Scent Branding.

Airwaves Scenting assists companies to determine how to best meet their goals using scent, so they can create the desired mood, impression or effect by using the right scent in the right environment. In a similar way that an appropriate, well-composed song or melody can have a long-term impact on the listener, so too can a well-thought out scent and scent delivery method.

With each client, we examine their brand philosophies, principles and objectives, identify their message, and target audience, and deliver and employ the correct scent and scent delivery systems.

All of Airwaves Scenting aromas comply with the highest level of safety and regulatory compliance. We purchase our aromas from world renowned flavor and fragrance houses. These fragrance suppliers are members of the International Fragrance Association (IFRA). We will only sell aromas that have been produced by IFRA member companies and adhere to the IFRA Code of Practice.

Science of Scent Marketing

Follow your nose...
What if...
you could connect on a deeper level with customers by drawing on powerful emotional associations with smell?

AIRWAVES
BY PROFIT-ON-HOLD

 Baked Goods/Citrus Effect: Happiness/ delight Ideal for: Customer Service & Dental offices	 Peppermint, Jasmine Effect: Energizing, increased focus Ideal for: Health Centers, Athletic Clubs	 Lemon Effect: Increased performance, cleanliness Ideal for: Medical Offices, Nursing Homes
 Ocean Breeze, Cucumber, Apple Effect: Increasing room size Ideal for: Small offices & Service Industry	 Lavender & Vanilla Effect: Reduced Stress, Relaxation Ideal for: Spas, Salons, Hotels	 Rosemary, Cinnamon Effect: Alertness and concentration Ideal for: Banks, Call Centers

AirwavesScenting.com (985) 612-7469

Olfaction, the sense of smell, is the process of receiving volatile chemicals that flow through our nostrils from the ambient air around us. Each odor has its own molecular shape and finds a unique set of receptors within the human olfactory system. Humans have more than a thousand odor receptors and can easily identify over 10,000 individual scents. Scent marketing

works to create specific responses in the consumer, and scent branding can help to imprint a custom pleasant-smelling scent formula into the memory directly into the consumer's emotional center. The olfactory system accomplishes several complicated tasks:

- Distinguishes the nature of the odor
- Identifies and responds to the concentration of the odor
- Distinguishes a new odor from the background environmental odors
- Identifies the odor across different concentrations
- Communicates the signals to the brain through a variety of receptors

AFFILIATIONS

Begun in 1991 with just a few clients, Profit-On-Hold has grown to be America's leading on-hold programming provider. With more than 3,000 clients in 33 states and three foreign nations, we are proud of our reputation as "the leader in on-hold messaging."

Profit-On-Hold is a proud member of the following associations and councils:

- Audio Marketing Association, Europe (AMA) 
- East Jefferson Chamber of Commerce
- Experience Marketing Association (EMA) Sound, Sight, Scents Specialists, the former OHMA (On Hold Marketing Association) 
- Hispanic Chamber of Commerce of Louisiana
- Louisiana Bankers Association (LBA)
- Louisiana Dental Association (LDA)
- Louisiana Minority Business Council (LAMBC)
- Louisiana Restaurant Association (LRA)
- New Orleans Dental Association (NODA)
- Old Mandeville Business Association
- U.S. Chamber of Commerce
- West St. Tammany Chamber of Commerce

Airwaves by Profit-On-Hold offers more than 70,000 perfume-quality aroma oils, which we secure from world-renowned flavor and fragrance houses. All of Airwaves' fragrance suppliers are members of the International Fragrance Association (IFRA) and adhere to the IFRA Code of Practice. In addition, our scents are all non-allergenic and meet the highest standards of health, safety and regulation.

Airwaves Scenting is a proud member of the following association:

- Louisiana Nursing Home Association (LNHA)

CODES

PROFIT-ON-HOLD

NAICS Codes

- 512191 - Teleproduction and Other Postproduction Services (Closed captioning services, taped material)
- 519190 - All Other Information Services (Telephone-based recorded information services)
- 519130 - Internet Publishing and Broadcasting and Web Search Portals (Broadcasting exclusively on Internet, audio)
- 541613 - Marketing Consulting Services (Customer service management consulting services)
- 541870 - Advertising Material Distribution Services (Electronic marketing services)

SIC Codes

- 738997 - Recorded Information
- 738999 - Business Services
- 874214 - Marketing Consultant

PSC/FSC Codes

- D316 - Telecommunication Network Mgmt.
- D399 - Other Adp. & Telecommunications
- W058 - Lease-Rent of Communication, Equip.
- 5830 - Intercommunication and Public Address Systems
- 5895 - Miscellaneous Communication Equipment

Company Designations

- Dun & Bradstreet No: 809966583
- Corporate Status: Small Business Certifications: Minority Owned Business
- LAMBC Cert. # 1153

AIRWAVES SCENTING COMMERCIAL SCENTING SYSTEMS

SIC Codes

- 734211 - Air Fragrances
- 734207 - Deodorizing & Disinfecting

NAICS Code

- 424690 - Other Chemical and Allied Products Merchant Wholesaler

LEARN MORE

Profit-On-Hold

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Airwaves Scenting

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