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The Sale's The Thing For These East Texans

Casey Schmidt always has her mind in the gutter, but in her case it's a good thing.

Ms. Schmidt is marketing manager for Benchmark Synergy Group, which handles marketing for Gutter Helmet as well as Bath Wraps Bath Designs and ManageTheLeads.com

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The 1999 Brownsboro High School graduate has spread her office wings from Tyler to Dallas over the past few years.

When she was 18, she worked for Brookshire's. She said she has always loved to work.

"I used to skip school to go to work," Ms. Schmidt said. "I would just have rather been working than at school."

"I was drawn to both marketing and to nursing, and basically in a toss up, I chose marketing."

At one point, she was in nursing school but gave it up for business.

She graduated in 2002 from the University of Texas at Arlington with a marketing degree.

"It was really a hard decision to make, choosing between two great loves," Ms. Schmidt said. "But I know now I am exactly where I am supposed to be, and I am certain I am on the right path."

The same year she graduated from college and began work in the marketing world, she married her husband, Brad, 30, a Chandler native.

Ms. Schmidt, 28, said hunting for new customers poses the most challenging aspect of her work.

"We do over 300 events a year, and I staff and train people to work them," she said. The new business that is produced keeps call-center reps, in-home sales reps, installers and everyone at our company working and providing a life for themselves.

"So really, what gets me up in the morning is knowing that my job directly provides others with a job and I can't let them down. I love that about my job. It's more than just about me."

Gutter Helmet products match their name. They're coverings that go over home gutters and keep out leaves and other debris.

ManageTheLeads provides software to help home-based businesses.

Bath Wraps Bath Designs provides a customized acrylic bathtub shower designed to install over an existing tub and walls in one day.

When not working, Ms. Schmidt and her husband, who have two cats and a dog, are engaging in some home remodeling.

They also love to travel.

Hallsville resident **Jeremy Casper** gets to check aspects of businesses that are not open to the public.

As a service sales representative for Clifford Power Systems, Casper gets into the guts of buildings to check out their crucial auxiliary power needs.

"I get into local hospitals and nursing homes," said Casper, who has been with the company for about eight months.

Casper's job is to check out the generators that provide electricity if the power goes out and sell service plans for them.

"To me it's pretty cool," said Casper, 33. "I like it."

Like with all sales people, the most challenging aspect is meeting company quotas, he said.

"Sales is a risky business, man," Casper said. "If you don't produce, you're gone."

Casper moved to the area with his family three years ago from Texas City.

"I wanted a change of pace from the big-city life," he said.

Casper has a wife, Renee, and three sons, Dylan, 17, Jonah, 3, and Austin, 2.

The family enjoys the outdoors and often makes weekend camping trips to Beavers Bend State Park in Oklahoma.

Business Editor Brian Pearson's briefcase, from which he draws the names of people for this column, is hungry for more cards. Send them to him at P.O. Box 2030, Tyler, Texas 75710.