

The Platte Enterprise

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NEW BUSINESS IN TOWN

C&C MAGNET Now J&J MAGNET

C&C MAGNET of Becker, MN owned by Betty Ramsey has been sold to Jeff & Jackie Olsen effective October 14, 2022. Same company with new owners, a small name change and headquarters now in Platte, SD. The nature of this business is Direct Mail Delivery Advertising. Olsens will continue to distribute a 6"x 8" magnet through the US Post Office mailed directly to homes and businesses.

Traditionally this product is referred to as a "Refrigerator Magnet" since that is where the majority of them end up. People in the Platte area are already familiar with the product as our community has been featured for over 12 years with a new magnet produced every 2 years.

The magnet features local businesses and organizations as advertising sponsors also listing local school and community phone numbers.

Start up of this 15-year-old company began back in 2007. Betty and Carlo Ramsey along with son Cory as well as many other family members launched this MN based company. Cory Ramsey and his father Carlo who passed away 4 years ago together pioneered this area of South Dakota to include the Platte magnet.



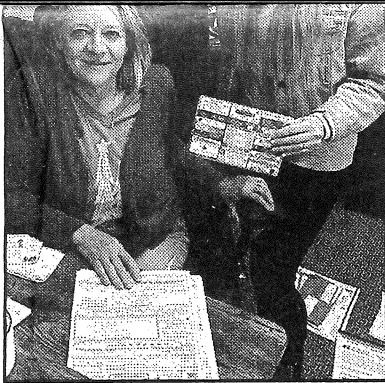
NEW BUSINESS — Jeff and Jackie Olsen have recently purchased C&C MAGNET of Becker, MN. Operations have been relocated in the Professional Plaza in Platte under the new name of J&J Magnet. (Jason Huizenga Photo)

forward with producing the second to none top quality magnet and as a leader in this industry across the nation."

Jeff began working in sales for C&C MAGNET in 2020 covering mostly Nebraska & South Dakota. He also completed markets in WY, MO, KS, OK, CO and IA. Jeff stated "I enjoyed the challenge and liked

was a family owned and operated business and J&J MAGNET will be operated as a family run business as well!"





SALES REP — Jackie Olsen, left, with daughter Jill Moret holding the recently distributed Platte-Geddes magnet. (Jeff Olsen Photo)

Jill Moret New Sales Rep

The recently distributed Platte-Geddes magnet has a new Sales Representative, the Olsen's daughter Jill Moret. Cory Ramsey based out of Big Lake, MN has remained as a Sales Representative for the new J&J MAGNET covering the Minnesota area along with multiple states across the Midwest. Jeff stated that Cory mentioned many times how much he enjoyed the people in this area and was happy to turn over the sales responsibility for Platte - Geddes to Jill.

Production of the magnet will continue with the same excellent quality using the manufacturing services of Rengel Printing Co. a 101 year old family business based in St. Cloud, MN. Olsens also have retained the services of former Graphic Design Artists who will work from their MN locations. Together with the excellent design and production there will be very limited interruption of business during the transition of new ownership.

For easy transition for all previous advertising sponsors and market areas represented, the Olsens have purchased the name of C&C MAGNET, social media accounts, logos, all intellectual property and assets to include previous magnets / exclusive contract agreement access.

A "Market" is either a single town such as Big Timber, MT/, multi-town such as Platte-Geddes, SD/County such as Taylor County, IA or a multi- county such as Jerauld - Sanborn Counties, SD.

Currently there are over 800 market accounts, representing over 15,000 advertising sponsors in 25 plus states across the country with plans to expand in the future.

15 Sales Representatives

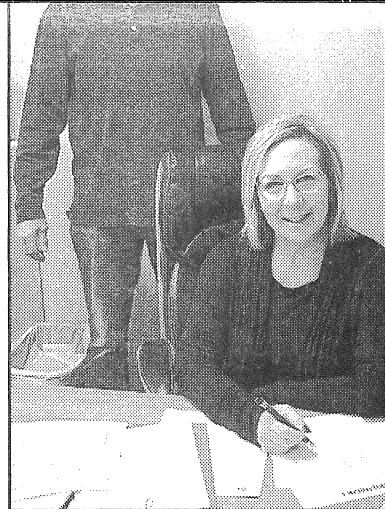
Covering sales in the close to 30 states are 15 sales representatives with homes in MN, WI, IN, TN, KS, CO, MT, CA, AZ, OK, and SD. The 2021 sales for C & C MAGNET produced over 600,000 magnets in 331 markets. The Olsens commented "Our plan is to continue moving

to meet new people". He also expressed that "C&C MAGNET had such a great product and outstanding relationships with their customers that I found it a very enticing opportunity when the option to purchase the company was presented."

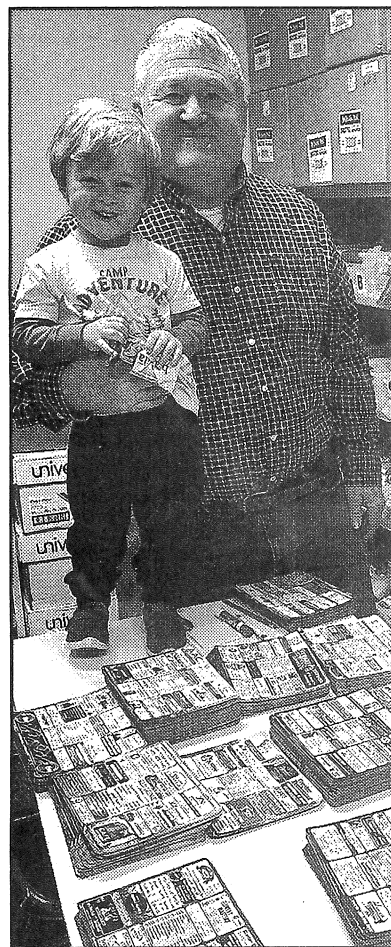
Jackie Heads Office Staff Here

Jackie along with office staff will head up the management here in Platte. The internal portions of this company handled locally will be to process all market orders, upload artwork to a server, collection of all mailing criteria, proofing all ads and listings, providing sales info to reps in the field, monitoring territory and timing of renewals.

Jeff will remain in the sales field with additional duties of monitoring activity of current sales reps and training / acquiring new reps. Jeff has 15+ years of advertising sales experience and has owned and operated many businesses together with wife Jackie over the past 35 years.



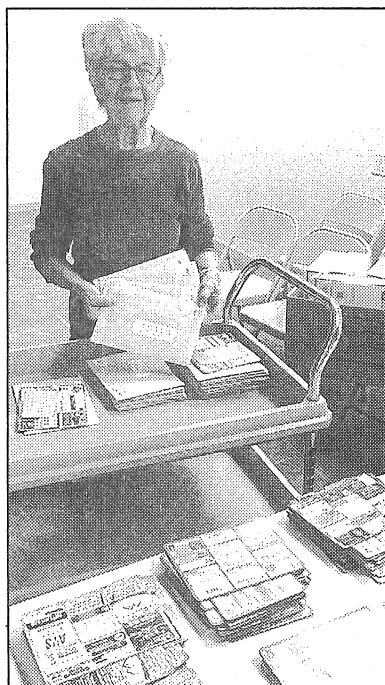
J&J MAGNET OFFICE STAFF — Office staff pictured are Doug Meyerink and Alison Dykstra. (Jeff Olsen Photo)



MAGNET ROOM — Jeff Olsen pictured with grandson Landry Moret in "the MAGNET room".

Jeff recently traveled over 3,500 miles meeting face to face with most of the existing sales staff. The Olsens are very pleased with the quality and integrity of all the individuals in the field staying on with J & J magnet.

Olsens commented, "We are very excited to relocate this business to our hometown, C&C MAGNET



MAIL PREPARATION — Shirley Johnson assists in preparation of mailing complimentary magnets to sponsors. (Jason Huizenga Photo)