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## TRAINERS WAREHOUSE COMPANY BACKGROUND

### COMPANY MISSION STATEMENT

We aim to become a full resource of hard-to-find and innovative products for trainers, educators, and presenters. We strive to produce and discover quality products that bring fun and inspiration into any learning environment.

### HISTORY OF TRAINERS WAREHOUSE

**The Tale:** In 1993, as a physicist, business executive, and gadgeteer, Michael Doctoroff left a secure job and began making picture frames for the increasingly popular office cubicles. Convinced the product would be a hit, he sought his wife's blessing and converted a bedroom and basement into an office and warehouse. Alas, Office Images, Inc. was born.

The company's first catalog was a 12-page, blue, black-and-white edition, with no more than 50 or so unusual office products, including early versions of the now-popular DocU-Pocket. One day, amidst the orders for 10 and 25 of these VELCRO®-backed frames, in came two orders for 500 frames! Mike agreed to sell these volumes if the buyers would tell him how they planned to use them. Both gave the same answer: "My trainers like to distribute their certificates in them."

Within months, Doctoroff renamed the company *Trainers Warehouse* and embarked on a mission to find or create additional products that would enable trainers to do their job better. The company celebrates its 15<sup>th</sup> anniversary this year.

**The Family of Players:** Fortunately, the company grew and required additional resources. Fortuitously, a young woman who fit the bill came knocking on the door. She was a trainer and knew the industry; she attended one of the best business schools in the country and could take over marketing, and was a professional circus clown who valued using humor to enhance presentations. It just so happens, she was also a member of the Doctoroff family. Since then, Trainers Warehouse has welcomed to the family more than 25 new employees who assist with order fulfillment, office administration, shipping, and product assembly.

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**Incredible Growth:** Today, Trainers Warehouse remains a family-operated business that develops exclusive new products and searches the world for the best tools to help trainers achieve their goals. The 48-page four-color catalog and e-commerce site, [www.TRAINERSwarehouse](http://www.TRAINERSwarehouse.com), offers more than 300 products, and is chock full of training tips. More importantly, more than 100 Trainers Warehouse products are *exclusive* offerings – that is, products the company has designed, developed and sold because trainers said they needed them. Popular products that improve retention and make training more effective and engaging include:

- Game show templates and buzzer,
- Icebreaker and team-building games
- Fiddles
- Presentation software
- Debriefing tools
- Tactile memory joggers
- Achievement rewards

To order products or request a catalog, visit [www.TRAINERSwarehouse.com](http://www.TRAINERSwarehouse.com) or call 800-299-3770.

### **CORPORATE VALUES**

Trainers Warehouse is based upon specific corporate values. They are: To innovate, work effectively, have fun, respect everyone, celebrate creativity, recognize the propriety of new ideas, and continually learn and broaden ourselves.

### **MICHAEL DOCTOROFF Chairman of the Board and Founder**

Michael Doctoroff, Chairman and founder, oversees all operations, manufacturing, and product development. As part of his retirement plan, he sees to it that Trainers Warehouse grows in accordance with projected plans.

Doctoroff, was educated at Williams College with BA and MA degrees in Physics. He received an MBA degree from RIT while working at Bausch & Lomb in 1972. For the first 15 years of his career, he served as a practicing physicist, doing research and development primarily in the area of vacuum deposition of thin films for optical and microelectronics purposes.

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Doctoroff's managerial skills were developed and strengthened while serving as a General Manager at Bausch and Lomb (1970-1977), President of Balzers Corporation (1977-1981) and the VP of Strategic Planning and Engineering at Tokheim Corporation (1982-1984). Before starting the Company, he served as a self-employed consultant (1985-1986). He developed his sales skills by working as a professional recruiter for environmental firms (1987-1992). His humor (or lack thereof—according to his daughter) is hard-wired into his genes.

**SUSAN DOCTOROFF LANDAY**  
**President**

Susan Doctoroff Landay is President of Trainers Warehouse. She is responsible for the day-to-day operation of the Company, its e-commerce site, [www.TRAINERSwarehouse.com](http://www.TRAINERSwarehouse.com), and its overall marketing and strategic plan.

Prior to joining the Company in July 1997, she spent two and half years consulting and training in the field of negotiation, and another two years marketing a business history consulting company.

Landay completed her undergraduate work at Yale University (1986) and received a graduate degree in management from the Kellogg Graduate School of Management at Northwestern University (1992). Early work experiences included advertising account work, marketing a computer hardware product, and performing as a clown for Ringling Bros. and Barnum & Bailey Circus.

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**TRAINERS WAREHOUSE** offers hundreds of effective, innovative and fun products for trainers and educators across all industries. Established in 1993, Trainers remains a family-operated business that develops exclusive new products and searches the world for the best tools to help trainers achieve their goals. Popular products that improve retention and make training more engaging include game show templates and buzzers, icebreaker and team-building games, fiddles, presentation software, debriefing tools, tactile memory joggers, and achievement rewards. Trainers Warehouse, a woman-owned business, is based in Natick, Mass. and can be reached at 800-299-3770 or online at [www.TRAINERSwarehouse.com](http://www.TRAINERSwarehouse.com).