

Katherine Frank Creative celebrates 25 show-stopping years

Twenty-five years ago, Frank and Kathy Cacciato founded Katherine Frank Creative in a spare bedroom of their home in Wheaton, IL. Several years later, they moved into their first “real” office above a flower shop.

Fast-forward 25 years, and the show production company has 25 employees and recently moved into new offices to accommodate its dramatic growth and future expansion. In addition to spacious new offices, the new space provides three times the warehousing space. As a result, Katherine Frank can now offer more storage space for its clients, with room to grow.

With the company celebrating its 25th anniversary all year, *Beauty Industry Report* checked in with Marissa Hohner, vice president of sales and marketing, to learn about everything that’s new.

BIR: Welcome, Marissa. Twenty-five years is a long time for a small business to thrive. To what do you attribute KFC’s longevity?

MH: I checked in with Frankie, who thought back to when he started working in this industry about 35 years ago and said, “It’s all about the relationships.” He has instilled that mentality into his team over the past 25 years. Our focus on the relationships with our clients is what takes a business relationship to a long-lasting client partnership and, ultimately, great friendships, which have built us into what we are today.

BIR: How will you be celebrating?

MH: We are hosting special events for our clients at **America’s Beauty Show** in Chicago and **Premiere Orlando**. You’ll see a new logo, updated branding and highlights from our 25 years in business spotlighted in our email and social media marketing.



Pravana’s custom, 40-by-40-foot booth features a customized hanging sign that can be seen from any point on the show floor. The brand’s massive stage presence brings large crowds into its inviting space.

BIR: What does KFC offer to the professional beauty industry?

MH: Frank Cacciato’s passion and devotion to the business have allowed him to form relationships with respected individuals in nearly every facet of the industry, including hair care, cosmetics, skin care, schools and salons. Throughout his career, he has made strong connections with manufacturers, distributors and educators in the U.S. and



The backstage “fishbowl” area of the Ulta Beauty custom booth allows attendees to catch a peek at model prep.

internationally. Plus, he previously sat on the boards of directors for **Beauty Changes Lives** and **America’s Association of Cosmetology Schools**, making him an invaluable resource for brands.

Together, our team has many years of experience in designing, building and installing all types of creative projects to bring our clients’ visions to a beautiful reality. From designing completely customized trade-show booths to lightweight, portable displays and

permanent retail and interior installations, we have the creativity, passion and drive to deliver the highest standards in craftsmanship.

In addition, we have a labor presence in every state. By partnering with **Willwork Inc.**, a tier 1 labor company, we have been able to provide professional and consistent labor crews who remain familiar with our clients’ properties. This allows for our clients to receive consistent labor from show to show,

no matter what the city. And in most cases, first-time exhibitors need this hand-holding more than anyone. The client can show up, merchandise their booth and focus on the show days ahead of them—not on the laborious set up and show orders that our team is happy to manage for them. This partnership has also allowed us to expand our portfolio to include general contracting for upscale events, including major show and distributor events.

Our fabrication partners overseas allow us to offer creative concepting, fabrication and show services to our clients exhibiting outside of the United States. Exhibiting internationally might seem daunting,

but we have the expertise and teams to support our clients in any country seamlessly.

But our services aren't even the most important factor setting us apart from other companies. Our close-knit, family-owned and -operated culture offers a level of personal attention that is truly unique. We consider our clients to be a part of our family. We take pride in the customer service we provide from the design phase to the last crate packed up at the end of the show.

Whether you are a new company or a legacy brand, utilizing Katherine Frank Creative's consultative advice will help you make a huge impression, from your first event to your hundredth.

BIR: Please introduce your team.

MH: Familiar faces such as **Frankie** (CEO) and **Kathy** (president) **Cacciato** and **Jim Munizzi**, director of show site services, work behind the scenes and at the front line of our shows and events. **Jennifer Jasas**, director of show services, ensures that all show site operations—from coordination before the event to transportation and logistics of client goods and properties, and execution of labor on the show floor—are carried out with precision. **Laura Ligammari**, show operations coordinator, supports the show team in the office, as well as on-site, providing our client partners with the support they need from setup through dismantle. **Matt Cacciato**, strategic show site supervisor, supports clients with show site labor execution and supervision.

Chris Eyers and **Mark Wyszynski** have joined our warehouse team to manage the properties, storage and inventory of our clients, shipping and logistics. Our new production manager, **Derek Keller**, is a key asset in developing and streamlining production operations processes



The Katherine Frank Creative team celebrates 25 years in business.

and procedures, allowing us to provide our clients with the highest level of service.

We've added graphic designer **Brittney De Mik**, as well as creative strategist **Gina Cacciato**, to our creative department, which also includes **Grace Pastore**, vice president of creative, and **Maggie Crane**, senior designer. **Nancy Winters** and **Stephanie Girgins** support the team in purchasing and accounting. **Mark Hartmann**, signage manager, works with our customers on their corporate and wayfinding signage needs.

Kate Long, director of strategic accounts, and **Jessica Krusan**, account executive, support our clients' needs from the first creative concept all the way to the show floor. **Kaitlyn Agnew**, marketing director, works with our sales team to ensure that we are engaging our clients and audiences through social media, industry publications and website communication with exciting and interactive content.



In partnership with Wolf & White, Katherine Frank Creative brought Redken's New York-inspired brand to life on the show floor with an interactive NYC subway car experience.

We are committed to evolving and investing in our growth to support our clients' success. **BIR: You recently expanded beyond beauty to the Food & Beverage, Camping and Recreational industries. What have you learned that you can bring to beauty?**

MH: We will always consider the professional beauty industry to be our home. That said, this expansion has allowed us to broaden our creative scope and has pushed us out of our comfort zone, allowing us to grow in our individual skill sets.

BIR: As marketing and education initiatives change, how are your services evolving?

MH: Experiential development is a key focus for us in 2019. We are increasingly supporting our clients at pop-up events, festivals, press events, retail environment build-outs and experiential activations. With this growth, we have invested in our team's development to be able to provide our clients with creative solutions—no matter what the setting. We have brought members on board who have targeted experience in experiential events and activations, and they support our creative and production departments. **We create experiences that wow audiences—no matter what the setting or venue!**

My goal is for us to continue to develop and evolve our skills, so that we provide show-stopping experiences for our clients and their audiences.

Katherine Frank Creative, Inc. is now located at 115 West Lake Drive, Glendale Heights, IL 60139, phone: 630-620-7720. Reach Marissa Hohner, vice president of sales and marketing, at 630-620-7720 or marissa@katherinefrank.com. Visit katherinefrank.com.