



**November 30, 2014.** The owners of CallBlu, an Internet marketing company, and LRST, LLC, a management-consulting firm, have launched a new venture, CallBlu LLC (CALLBLU)

CallBlu initially started when two individuals began working together to produce search engine optimization (SEO) products for their clients that showed true value. CallBlu was a blend of a web design and SEO company mixed with an advertising consulting agency. The partner's knowledge of best SEO practices mixed with other marketing and advertising techniques formed the basis for CallBlu.

LRST, LLC is a management-consulting firm whose principals have extensive leadership experience in the automotive glass retail, distribution and services business. One of CallBlu's key initial successes was working with LRST to create a unique program that delivered significant new business to one of LRST's companies.

"We have always believed in providing valuable and measurable marketing solutions for every business we come across," says Troy Woodward, one of CallBlu's founders. "The new CALLBLU is determined to help our clients find their customers and draw them in." "We have helped large and small businesses with online marketing across the US, Canada, Mexico, Australia & the UK and look forward to accelerating our growth through our partnership with LRST."

## **CALLBLU Managing Partners**

### **Tate Englund**

Tate Englund is one of the founding partners of CallBlu. He serves as Chief Information Officer & Managing Partner of CallBlu. Prior to CallBlu, Mr. Englund spent 7 years as the owner of Fresh Design Concepts, Inc., a full-service web design and Internet marketing company. He has been Google Certified.

### **Jim Latch**

Jim Latch held leadership positions in Auto Glass, Collision, Corporate

Development and Insurance Claims handling industries. He is currently a Managing partner of CallBlu, LLC and LRST, LLC a management-consulting firm. Prior to that he was the President and Managing Partner of Guardian Auto Glass, LLC; Executive Vice President Pittsburgh Glass Works; Vice President PPG Auto Glass Replacement and Services; General Manager PPG Refinish Americas; President and a founder of LYNX Services; and Director PPG Corporate Development.

### **Jerry Ray**

Jerry Ray has 45 years of Automotive Glass experience primarily as an Owner/Managing Partner. Most recently Mr. Ray was a Vice President /Managing Partner of Guardian Auto Glass LLC, prior to that he was Co-Founder / Managing Partner of PacFab an O E supplier of glass parts. Before that Mr. Ray was a founder and Managing Partner of Elite Auto Glass / Glaspro. Mr. Ray also spent 9 years in the ARG wholesale business as Co-owner of Western Windshields and as a Regional Vice President for Solaglas International. Prior to that he spent 13 years on the manufacturing side in various capacities with Libbey Owens Ford / Pilkington. He currently serves as a Managing Partner of LRST LLC a Consulting/ PE company as well as a member of the CallBlu team.

### **Marc Talbert**

Marc Talbert has held leadership positions in multiple businesses. He served as Vice President and Managing Partner of Guardian Auto Glass, LLC, and is one of the founding partners of LRST, LLC, and a management-consulting firm. Mr. Talbert spent 29 years with PPG Industries. He was President of PPG Auto Glass, LLC and Vice President and General Manger of North American ARG for Pittsburgh Glass Works. He has been a Managing Partner at CallBlu since 2014.

### **Troy Woodward**

Troy Woodward currently is a founding partner of Callblu. He also currently owns and operates Call Woodward and Callblu2 for the past 5 years. His primary focus has been marketing and consulting local businesses. The Internet has played a major role in helping drive leads to these local businesses. Another key piece that he has been involved in is customer service training. Providing 1 to 2 day classes on helping businesses close leads. In his spare time you'll find Mr. Woodward coaching on the baseball field.