

FRACICA ENTERPRISES, INC.



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**FOR RELEASE:**  
7/30/2010

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## **New Consulting Firm in Fort Wayne Offers Marketing Expertise to Manufacturers and Channel Partners**

Fort Wayne, IN. – Andy Fracica, formerly director of marketing at WaterFurnace International, a leading manufacturer of geothermal heat pumps based here, has announced the formation of a new company: Fracica Enterprises, Inc. The new consulting firm specializes in assisting manufacturers, distributors, and dealers in developing and perfecting marketing, advertising, PR, web and social media strategies.

Fracica offers over 30 years of experience in sales, marketing and training in the heating, ventilating and air conditioning (HVAC) field. He holds a Bachelor of Science in Business Management and a Masters of Business Administration, both from the University of Phoenix. He has helped companies across the country increase sales and profitability by helping them develop strategic marketing, advertising, PR, web, social media and lead generation programs. The experience is applicable to any

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manufacturing enterprise that relies on channel partners such as wholesale distributors or retail dealers to reach end-users.

Fracica Enterprises, Inc. initially plans to focus on helping HVAC companies improve their marketing, advertising, PR, web, and social media strategies, but it plans to branch into business management areas as well. The firm will not limit its activity to HVAC companies, but plans to share its best practices with any business looking to increase its visibility and presence in the market. Fracica Enterprises, Inc. is headquartered in Fort Wayne, IN, and plans to work with companies in the US and Canada.

“This is a great time to start a new business,” commented Fracica, “Although the economy is in recession, and many people are unemployed, I have faith in America and the American people that we will recover. We know that businesses are struggling during these times, but now is not the time for them to cut back on marketing efforts. Many companies need to review how they utilize their marketing dollars and they must find ways to become more effective in those efforts; that is where my firm comes into play. Throughout my career, I have had to find new ways to do more marketing and generate awareness with less money, and because of that experience, I can help companies increase the effectiveness of their marketing programs, boost awareness, drive qualified leads, and increase sales and profitability.”

**Fracica Enterprises, Inc.**

Fracica Enterprises, Inc. is a consulting company specializing in marketing, advertising, PR, web, and social media strategies. Its founder, Andy Fracica, has over 30 years of sales, marketing and training experience in the HVAC industry. He has helped companies across the country increase sales and profitability through strategically designed marketing, advertising, PR, web, social media and lead generation programs. Founded in 2010, the company is headquartered in Fort Wayne, Ind. For additional information, please visit [www.fracicaenterprises.com](http://www.fracicaenterprises.com).

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