



For Immediate Release
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Orca Presents Awards Trifecta to Paragon Sales and Marketing

Marketing Pros also recognized as top Mosconi / Gladen rep firm

CAMARILLO, CALIF., February 12, 2019 (MEDIAWIRE) – When Orca Design and Manufacturing recognized its top independent sales rep firms during its annual awards dinner prior to CES, one of its winners was still yet to be determined. The exclusive U.S. distributor for Focal and North American distributor for Mosconi and Gladen mobile audio products called out its top performers for each brand, in addition to its President’s Award winner, which goes to the best overall performing rep firm. The final award, named after the late Bill McKinley who represented Orca’s brands for 17 years, honors the rep firm with the highest sales during CES.

Marketing Pros, Orca’s longtime rep firm in Texas, Oklahoma, Louisiana and Arkansas, received the top sales award for its work with the Mosconi and Gladen brands. President Pete Daley accepted the award on behalf of his six-person team which includes founder and industry sound-off legend George “Doc Thunder” Reed, as well as Pete’s wife, Kristin Daley.

Paragon Sales and Marketing, founded by Bill McKinley and now led by Principal Wayne Smedile, received honors for its performance representing the Focal brand in its territory of southern California, southern Nevada, Arizona, New Mexico and Hawaii. The 20-year company with a staff of five also took the President’s Award for overall top-performing rep firm, giving Paragon two awards on the night.

It was only after CES had concluded that the Bill McKinley award winner was determined, and Paragon was named the recipient.

“It’s a true honor for us to receive recognition from the brands we serve,” said Smedile. “Our goal is always to be an extension of our manufacturers in taking care of retailers, who are just as much our customers as they are the brand’s customers. Orca and Focal have been great partners, giving us the support needed to provide premium service to retailers. We value the relationship and look forward to another year of growth.”

Additional awards went to online consumer electronics retailer Crutchfield for E-Commerce Retailer of the Year, and Seattle, Wash.-based Car Toys for Multi-Store Retailer of the Year.

“We are very proud of the strong, family-like relationships we have with our rep firms and their people,” added Nalaka Adikari, sales director for Orca. “The awards we give each year show our gratitude to them but still can’t possibly reflect the hard work and dedication they put in on our behalf. Congratulations to Marketing Pros, and congratulations to Paragon for getting the first Orca triple crown.”

Orca will exhibit and train retailers at the upcoming KnowledgeFest industry-only trade show, February 23-25, at the Long Beach Convention Center. For more information on the company, please visit orcadesign.com.

About Orca Design and Manufacturing

Based in Southern California, Orca acts as importer/distributor, designer and manufacturer for a variety of notable brands. We are the sole U.S. distributor for Focal mobile audio, and import speakers by Gladen Audio of Germany and Italian-made Mosconi amplifiers. In addition, we design quality products under the Illusion Audio brand, and offer Blackhole damping materials and Raven pure ribbon tweeters for home and mobile installations alike. For more information, visit our website at orcadesign.com.

Images: [Orca with Paragon Sales and Marketing](#)

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