



# Katrina Van Huss Turnkey Promotions

3310 Rosedale Avenue,  
Richmond, Virginia 23230  
Phone: 804.545.1000  
[www.turnkeywow.com](http://www.turnkeywow.com)

*“Having fun is imperative and it DOES matter.”*

## What’s the big idea?

Turnkey Promotions is a company focused on helping companies and organizations change behavior with logo-imprinted gifts. CEO Katrina Van Huss says, “Everything we do is pointed at changing a behavior, and being able to measure that change. Those behaviors can be ‘I want to give my sales reps a soft landing by increasing my brand recognition’ or ‘I want to increase the fundraising of this set of fundraisers’ or ‘I want this group of people to work more safely.’ Our work applies in the corporate world and in the non-profit world. I do have a particular penchant for working in the do-gooder segment.”

## How it began

Katrina began her career selling dictation equipment. Turnkey Promotions was born in 1988 at the exact moment that Katrina quit her job. Her former boss, in a huff to fire her, was unsuccessful as he stumbled over the phrase “you’re fir. .!” Katrina quickly interrupted with “I quit!” which thus began her journey as a successful leader for Turnkey Promotions. Her former boss became a client soon after.

## 27 and working from Home

Determined to make a success of Turnkey, Katrina worked out of her house for two years. “Being young and female was sometimes an obstacle. It’s hard to be taken seriously sometimes, but it’s hard to quit when your boss is you,” she adds.

Katrina’s first child was two years after starting her business. That child has Down’s Syndrome and Type I Diabetes. This led to her passion of working with non-profits to help them create an identity to foster more participation. Over the years, Turnkey Promotions has become a national player in the non-profit world. She and her team regularly meet with top executives to design and develop programs to help clients fundraise and reward loyal volunteers. Those organizations include The American Cancer Society, the American Heart Association, Juvenile Diabetes Research Foundation and other national non-profits.

## What’s Important

“In business, you need to know your niche...without that knowledge, you have no ability to make an impact,” Katrina said. “You must understand who and what type of business you are going after. Then, do it with discipline.”

“Hiring people who are different from you with different skills is crucial. The only way to get a well-rounded team is to look for differences. If someone can really irritate you, they likely do something so differently than you that you simply have to explore them. My CFO was Executive Director for a non-profit for which I served on the board. We fought incessantly because we thought differently. We quit fighting when I hired him. It was a long way to go to get revenge but it was worth it.”

A biology and mass communications major with a minor in human nutrition, she knows the value of taking multiple disciplines and learning from them. “I love to learn from people in other fields. That’s one reason the VACEOs has been so important to me. That, and it keeps me from bumping my nose doing stupid and expensive things as much as I used to do.”

## Outside the office

With three kids with busy schedules, Katrina makes time for sports. She plays in an adult soccer league, plays volleyball and loves yoga. An avid gardener, she works hard to have the best compost pile in Richmond. If you have any questions about decomposition, she is your source.

Turnkey Promotions has worked with other members including Baskervill, Nelson Funeral Homes, Printegration, B&B Printing and others.



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804.360.2644 tel  
804.360.8549 fax