

Distributor Shares Many Talents



Linda Zvara continues to lead an adventurous life.

Some people move to sun-drenched Arizona to retire. Linda Zvara, owner of Showline Promotional Products (*asi/326155*), isn't one of them. "I don't like being bored," she says. "As long as it's moral and legal and it looks like an adventure, I just might try it."

Over the years, Zvara's adventurous

spirit has been on display at ballparks, air shows, pageants and most recently at nursing homes and veterans' hospitals. After being a contestant in the Ms. Senior Arizona Pageant in March, Zvara joined a group called The Cameo Club, which performs singing, dancing and comedy skits at assisted living centers in the greater Phoenix area. The club is comprised of past entrants in the pageant. "When you see the looks on people's faces, you kind of know you've made their day," Zvara says. "We don't get paid, but it's a lot of fun."

Before her pageant days, Zvara often sung national anthems at major league baseball

games and at large air shows in Florida, Maine, Michigan and California. "I'd be performing in front of 300,000 people," Zvara says. "Sure, I'd be a little nervous, but I focused on the music and the microphone. The hardest part was trying to time the anthem to flyovers." Jokingly calling herself an air show groupie, Zvara comes from a family of pilots. "My uncle flew and my brother flew a 757," Zvara says. "I've always been interested in aviation. I met my husband at an air show."

Even considering her love of flight, Zvara's idea of flying the friendly skies is still a bit different than

most. That's because another one of Zvara's talents is wing-walking, a daring and dangerous sport in which people perform various tricks in mid-flight. "It's something you do very carefully," Zvara says, with laughter in her voice. "You wear a belt and you're connected to a stabilizing post. You're flying at an average speed of 125 miles per hour. I loved it."

In between adventures, Zvara also loves running her own distributorship. "We started out as an embroidery shop in 1994, but now we sell all promotional products," says Zvara, 66. Among Showline's best clients are local law enforcement agents, which

makes sense since Zvara used to work with the Phoenix Police Department and as private security for a nuclear facility. "I'm pretty confident with a gun," Zvara says. "I've always enjoyed shooting and going to the range."

With the help of her husband Frank, whose background includes 30 years in radio and television, Zvara publicizes her business through a variety of social media. Showline boasts a blog as well as Twitter and Facebook accounts. But it's on YouTube where Zvara displays her singing and songwriting talents. "I have a great producer, the guy who's also the producer for Lyle Lovett," she says.