



**JUNE / JULY 2011**  
**www.caampers.org**

The Carolinas Association of Advertising and Marketing Professionals

## Save The Dates!



### **A Day on CAAMPUS – September 7, 2011 “KNOWLEDGE IS GOOD.”**

Okay...that line is stolen from one of the most popular campus life movies of all time, but that type of learning is NOT what attendees can expect from A Day on CAAMPUS (and the first person who finds me during lunch and tells me what film

that line is from will win a cool prize).

Knowledge is what A Day on CAAMPUS is all about: a classroom style setting where distributors hear CASE HISTORIES from industry professionals, about selling their products, IDEAS to help all parties involved in the sale put a little more money into their pockets and elevate the salesperson into more of the partner/consultant status.

### **Fall End Buyer Show – September 8, 2011**

Show day will bring another NEW Education session, designed especially for your customer, the End Buyer.

At 9:00 a.m., prior to the opening of the show floor, CAAMP will treat our Member Distributors and their customers to a continental breakfast, and a short informative talk by long-time industry professional, Marsha Londe, of Tango Partners.

Her topic will include the importance of the Distributor Salesperson/Buyer relationship while working the trade show TOGETHER, as a marketing team, and how the Distributor Salesperson becomes a very important consultant in the decision-making process.

Here is the day's agenda:

12:30 – 1:25 – Lunch served in the ballroom area of the Renaissance Hotel, then we move upstairs to begin classes, that will start PROMPTLY at 1:30, and last for 25 minutes.

At the end of the 25 minutes, attendees will have 5 minutes to move to the next classroom, right next door. This 25 minutes scheduling will continue until we take a 10 minute break at 3:25.

Again, PROMPTLY at 3:35, classes crank up again, on that 25 minute schedule, until 5:30, when our day of learning and gathering great ideas comes to a close.

Attendees will have plenty of time to check email and return phone calls before the Networking Reception begins in the atrium area of the Renaissance, at 6:00 p.m. We hope everyone can stick around and enjoy delicious appetizers and drinks, and spend some casual time with other industry professionals.



At 10:00 a.m., the trade show doors open! Distributors and their Customers will see a vast array of thousands of products, that will satisfy the budget-conscious to more upscale incentive items.

This event is the perfect opportunity for the those partnerships to be made stronger and more important when the time comes to BUY.

Distributor Members should utilize the largest show in North and South Carolina to its fullest extent, offering it as their own personal GIGANTIC showroom.

The CAAMP Fall End Buyer Show promises to be bigger and better than ever, and we look forward to seeing you there!



Lisa Bibb, MAS

## Executive Director's Message

### “Too Many Emails.”

Word for word, that was the exact reply I received, to one of the several...okay, MANY emails that I send out to make sure that CAAMP members and non-members alike know what's going on.

I'm pretty sure you all DON'T want to be in the dark as to what you're getting for your membership, what we're planning, and all the fun and networking opportunities you don't want to miss! CAAMP's communicating with you is important and, let's face it, email is much less expensive than snail mail (though I will be using that in the future, as well). I have to be on my toes when it comes to spending your money!

Events that require payment with your registration will be sent to you ALL (via email) using a program called CVENT. Don't let it scare you: you CAN

click through/poke around without committing to anything. I try to anticipate questions you may have about the events – cost, times, what is and is not required, and looking around in that invitation should have the answers. The only time you have think about the \$\$ part is at the very end, when you are absolutely sure you just have to participate, and wouldn't miss it for anything.

So...I apologize if I seem to be sending “Too Many Emails”. But I promise I wouldn't be sending them if they weren't important (to me). Please be sure to add my email address to your “safe sender”!

IF, by chance, you're reading this, only to discover that you are NOT on the CAAMP distribution list (and we just can't have that!), please drop me a note at [lisa@caampers.org](mailto:lisa@caampers.org) or give me a call at 404-218-2689, and I will be more than happy to add you.

Now for the shocker: you'll see from that phone number that I am in Atlanta, but don't hesitate to call me here. Not to worry: I speak fluent Carolinian!

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Representative Mick  
Mulvaney, and District 6  
Representative James

visit to Washington, the 1099  
reporting bill was defeated and  
signed by President Obama.

T. Neal Munn, MAS, of Rhino  
Marketing/Geiger, was one of  
CAAMP's five representatives to  
visit Washington, DC, as part of  
PPAI's annual L.E.A.D. (Legislative  
Education & Action Day)  
conference. Here's his report:

"I attended the L.E.A.D. conference  
in March, representing South  
Carolina. I had meetings set with  
both Senator Jim DeMint and  
Senator Lindsay Graham, and four of  
our six Members of Congress  
(District 3 Representative Jeff  
Duncan, District 4 Representative  
Trey Gowdy, District 5

Clyburn). I didn't have time to meet  
with District 1 Representative Tim  
Scott or District 2 Representative  
Joe Wilson. Although meeting with  
the Congressmen and  
Representatives would have been  
preferred, instead I met with their  
staff legislative representative, which  
proved to be very productive as  
they are the real workhorses in  
their respective offices. We  
discussed several issues: the  
reporting requirements of Forms  
1099, the role of independent  
contractors, and the use and value  
of promotional products. I'm  
pleased to report that, since our

But real work still needs to be  
accomplished, which is that  
everyone who votes needs to be  
active in getting to know their  
Representative and Congressmen.  
This is the only way our elected  
officials will pay attention to us and  
our industry. Constituents, although  
only one voice, when added  
together can be a strong force in  
getting changes pushed through the  
legislative process."

*Won't you help? Contact YOUR  
Representative and both of your State's  
Congressmen and make your concerns  
known. Be a LEADer...get involved!*





Have you been to our website  
([www.caampers.org](http://www.caampers.org)) lately? We've added a  
great feature for our members. The CAAMP  
Supplier Member Catalog Search button on  
the home page features direct links to many of our supplier  
members' catalogs, offering a page by page view of every  
item they're featuring. Powered by Zoom Catalog, this fea-  
ture is another benefit of your CAAMP membership!



**2011 Women's Conference & Retreat** October 23-25 

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RENAISSANCE CHARLOTTE SUITES HOTEL





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## IdeaCAAMP

For the first time, CAAMP hosted 2 back to back IdeaCAAMPs in Raleigh and Charlotte, in conjunction with the SAGE training seminars, held on May 25 and 26, respectively.

The turnout was heavy because so many Distributors were looking for more training on the SAGE products that are now a HUGE benefit to PPAI members.

Bob McLean, CFO of PPAI, gave a short presentation to the group, reminding them of the 2 for 1 membership benefit offered to Distributors who join PPAI (companies that join PPAI can receive a 1 year FREE membership to their regional association for 1 year).

The people at SAGE were very gracious and allowed CAAMP a few minutes before beginning to hit “the high points” of what’s planned for the next several months, including A Day on CAAMPUS and the Fall End Buyer Show.

The SAGE event lasted through the morning, then came time for IdeaCAAMP to begin.

After a short break at the end of the training, Bob Abeel with the Leslie Company, Rich Conroy of Flanagan and Associates, and Chuck Holland representing Prime Resources, all CAAMP Supplier members, set up table displays and each gave 20 minute presentations while attendees enjoyed a “Lunch and Learn”.

We followed the same format for our Charlotte IdeaCAAMP, and were treated to presentations by Mark Thieleke of MAT Marketing, Jim Spencer with Sanford B2B, Barry and Mary Beth Pearson, MAS, of Pearson Marketing, and were fortunate to have Bob Abeel joining us once again.

Attendees were very pleased with the new format, and came away with great ideas, product samples, and special offers, just for being there and being a part of CAAMP.

Our next IdeaCAAMP will be held on July 14, in Columbia, SC – watch your email for more details to follow!

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# April Factory Tours

## April Factory Tours

### DO THE MATH:

1. increasing Knowledge of products can help increase sales
2. factory tours help create better understanding of the overall production process
3.  $1 + 2 =$  More Successful and knowledgeable Sales People

In the Carolinas, we are very fortunate to have a few suppliers that



welcome distributor salespeople to come to their production facilities to see first-hand just how the “magic” happens.

**On April 19th, CAAMP members were treated to a delicious Lunch and very-informative “Learn” at the Journalbooks manufacturing plant on Timeplanner Drive in Charlotte, NC.**

Attendees were taken on a fascinating guided tour, led by Jamie Raynor, Director of Operations and Sales,



and Tim O’Boyle, General Manager that included demonstrations of imprinting methods, product assembly and the process from concept through to completion.



Afterward, the CAAMP distributor members enjoyed lunch during a short presentation by Jamie and Tim. Before



departing, guests were invited into the sample room, to gather a variety of samples to take back to their offices, who made out like bandits!



# April Factory Tours

## April Factory Tours



**April 21st was another factory-visit day, this time at the Jetline facility in Gaffney, SC.**

Eric Levin, CEO of Jetline, was our gracious host for this Lunch and Learn, and we certainly learned a lot!

Eric took the group around the entire campus, showing the tens of thousands of square feet of inventory and introducing us to Jetline's very efficient staff and factory employees.



At the end of the tour, distributors were treated to some terrific bbq and a presentation by Eric. Again, no left empty-handed – each attendee received a bag (with the CAAMP logo) filled with more CAAMP logo'd merchandise, great reminders of a terrific visit.



# Member News

## **MOLENAAR ADDS INSIDE SALES PERSON**

Steven Meyer, MAS (Molenaar LLC) announces the promotion of Stephanie Jasso to the company's first Inside Sales position. "Stephanie has worked in Customer Service at the M-i Line for 13 years and has always had the customers interest at heart. Now she'll be able to reach out to distributors with selling ideas and support our Multi Lines efforts", says Meyer.

"I love the creativity and uniqueness of our industry. Every day brings a new challenge and opportunity to make a difference for our customers. Tell everyone to call me today, I'll make your success my priority" added Jasso.

## **Merger Brings New Opportunities For Chocolate Inn And Taylor & Grant**

The merger of Chocolate Inn and Taylor & Grant has brought together the strengths of two of North America's leading confectionary suppliers. The two companies announced on June 7 that they had reached an agreement to combine business operations.

Chocolate Inn and Taylor & Grant already had common ground prior to the merger. Freeport, New York-based Chocolate Inn is a manufacturer of chocolate and non-chocolate confections and offers a range of packaging alternatives. Taylor & Grant, headquartered near Toronto, Ontario, offers packaging and imprinting capabilities and produces a wide range of breath mints, candies and other products. Combined, they offer clients a broad range of products and capabilities.

**Camsing Global, LLC** has acquired assets of Corvest Acquisition (Adva-Lite, Toppers, and It's All Greek To Me), and in January, acquired Senator Promotional Group USA in a stock transaction.

**Mary Ellen Nichols, MAS, of Bodek and Rhodes**, was recently honored by the Advertising Specialty Institute as one of the ten Women to Watch in the promotional products industry. Nichols, along with nine other "trail-blazing women who are making a big impact" received her honor at the ASI Women's Summit in Dallas in February, which also featured former First Lady Laura Bush as its keynote speaker.

"I'm so flattered to be classed among these amazing ladies," said Nichols of her award. "All these women are stellar examples of personal and business success in the promotional products industry and are all doing amazing things in their lives. I'm honored to be considered in their company."

**Gaston Screen and Embroidery**, a contract decorator, reported a 60% increase in Sales in 2010 and anticipates 2011 will be another growth year for this 35 year old company.

Gaston purchased new screen printing and embroidery equipment this past year to meet current and future demand. With the addition of a new 8 head Tajima embroidery machine Gaston now has more than 50 embroidery heads for production, along with a full service staff including digitizing.

Gaston also added a new automatic screen printing press and dryer to the 20,000 ft facility. The company now has 5 presses to meet the screen printing needs of our customers, as well as ample space for fulfillment and warehousing functions.

Kurt Rawald, general manager, said " the additional equipment was needed to increase capacity and reduce lead times, especially in the high volume period from early Spring through Holiday. We are excited about growth opportunities this year."

# Member News

## Brad Watson & Assoc / Showdown Rep of the Year

Showdown Displays, a Supplier of Visual Communication and Tradeshow Display products to the Promotional Products industry, announced their Southeast team as their 2010 "Rep Team of the Year" at Las Vegas PPAI Show.



"We're so happy to have won because it just shows how much potential Distributors have in selling this line," said Dianne Watson, principal. "We have so many great friends throughout the Southeast, without whom this award would not have been possible. So we share it with all our customers," said Watson.

"Distributors love the job they've done in bringing Showdown to them, with all the products and tools we provide to grow their business," said John Lundberg, VP of Sales for Showdown.



## SAGE® ANNOUNCES SAGE MOBILE™ FOR THE IPHONE AND IPAD

SAGE announces the release of SAGE Mobile™ for iPhone/iPad, the industry's first native Apple iOS app with full product and supplier research. Using SAGE Mobile for iPhone/iPad, industry distributors can now have mobile access to many of the same features that they enjoy at the desktop using SAGE Online™, the industry's most popular research and business management service.

SAGE Mobile for iPhone/iPad allows distributors to search for products, view full product details and images, flip through supplier catalogs, view supplier information, and manage tradeshow. Plus, the app seamlessly integrates with SAGE Online to provide on-the-go access to the Project Center, Client Address

Book, Order Management, and Tradeshow areas. Products can even be added to the Project Center from the road, then seamlessly accessed back at the office from SAGE Online. The app also integrates with SAGE Online's Order Management area to provide on-the-go access to orders. The app's Tradeshow area provides the ability to access and manage your tradeshow walk lists, including tagging suppliers and adding memos as you walk the show. There is also a "client safe" mode that hides confidential information.

SAGE Mobile for the iPhone/iPad will be available soon in Apple's App Store. The app requires a subscription to the SAGE Mobile service, which is \$5 per month per device. The app will be available to current SAGE Mobile subscribers at no additional cost for the number of devices currently licensed. SAGE will continue to offer SAGE Mobile for the Web for distributors with non-iOS mobile devices.

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