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Coming Soon  
CASA Show 2012

CASA Abierta.....



has a new rep in Puerto Rico... What a Joy! Page 7

## You're welcome, meet the Board!

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## Artículos de Promoción en tiempos de Crisis

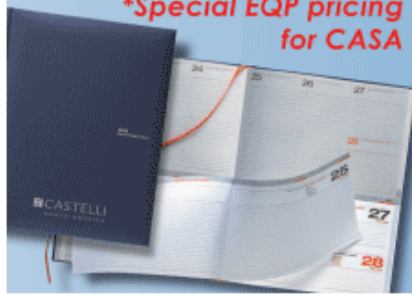
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What happend at CASA show  
stays in the newsletter. Page 6

## GASA rewards you with Great benefits!

 Page 5

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In Caribbean Advertising Specialty Association (CASA), we're always having an eye for opportunity. We are always looking for better ways to increase the value of the promotional products, promoting ourselves within the marketing industry. Also, we are working with our members to be more informative and start offering as much benefits as possible.

We all know that the benefits that promotional products offer are remarkable economical. For just cents a day, your name and image is doing a job than other marketing instruments do for thousands of dollars. We represent the best way to market a brand, name or service, with the less resources possible. This is a great advantage in our now a day economy.

You will find in this new version of our Newsletter, the benefits that CASA offers to all members; news on our industry, our calendar of activities and honor distinguishes members for their achievements in our industry.

As part of our plans for our next year show, scheduled for March 20-21 at El San Juan Hotel in Isla Verde, we are going to offer the CAS / MAS Certification Test. This is the first time PPAI ever offers the certification test in our show and have to support this initiative.

I invited all distributors and suppliers that as of today are not members of CASA to join us and make CASA your association.

*"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."*

- John Quincy Adams

Manolo Saldaña  
President  
CASA

# Los Artículos Promocionales: Una pieza vital de mercadeo en época de crisis

Chucherías, "gimmicks", regalitos. Son muchos los nombres que se le da a los artículos promocionales, pero en realidad, ¿Qué son? Los artículos promocionales usualmente impresos con el nombre de una compañía, logo o mensaje, son artículos útiles que se utilizan en programas de comunicación y mercadeo. Por lo general se distribuyen gratuitamente. El artículo promocional es aquella pieza que generalmente se imprime y utiliza para promover una empresa o compañía, producto o idea.

Los usos como herramienta de mercadeo son variados: reforzar productos o servicios establecidos, agradecer clientes por su patrocinio, introducción de nuevos productos, servicios o facilidades y generar ventas entre otros. Se utilizan internamente por organizaciones para motivar y/o reclutar vendedores y empleados así como concientizar en programas de calidad total, seguridad, ergonomía, salud etc.

## La Industria

En los Estados Unidos la industria de artículos promocionales generó en el 2007- 19 billones (\$19,440,837,547) de dólares, un incremento de 3.5% versus el 2006. El volumen en Puerto Rico se estima en los 75 millones. Estas estadísticas las provee Promotional Products Association International (PPAI) con sede en Irving, Texas.

## Ventajas

El mercadeo con los artículos de promoción se acomoda a cualquier presupuesto, complementa otros medios, se puede dirigir a públicos selectos y se mantiene repitiendo el mensaje publicitario sin costo adicional cada vez que se usa. La gran variedad existente le da la flexibilidad para acomodar su estrategia de mercadeo y lograr permanencia en el mensaje que quiere comunicar. Hoy en día existen distribuidores locales con vasta experiencia y extensa preparación que le puede ayudar a maximizar la utilidad del artículo promocional de acuerdo a su presupuesto. Los estudios de investigación según PPAI demuestran lo siguiente:

Los recipientes de artículos promocionales recuerdan el nombre publicitario 4 de 10 personas (40%) que reciben artículos promocionales pueden recordar el nombre o mensaje publicitario hasta 6 meses después de haberlo recibido.

En un estudio realizado por la universidad de Baylor, una casa publicadora envió a 4000 educadores uno de los siguientes artículos: 1- una calculadora de bolsillo impresa y una carta, 2- un "highlighter" (bolígrafo marcador) y una carta, 3- una carta.

Los clientes que recibieron el artículo de promoción expresaron mayor aprecio y buena voluntad hacia la

compañía y sus vendedores que los que recibieron solo la carta. La actitud positiva hacia la compañía fue mayor entre los que recibieron la calculadora que los que recibieron el marcador. Cuando se le preguntó acerca de sus sentimientos hacia la compañía y sus vendedores, los clientes que recibieron la calculadora registraron un 52% más alto que los que solo recibieron la carta. Como alternativa publicitaria o de mercadeo es la alternativa más económica entre todos los medios publicitarios en momentos de estrechez económica. El costo de los artículos y la cantidad de exposición que tiene lo convierte en la herramienta más útil en el momento de lograr que sus clientes le recuerden. Además del que recibe el artículo, imagine cuantas personas adicionales pueden ver su mensaje en los mismos. El caso de los calendarios, estos vienen una gran variedad de estilos y formas lo que lo convierte en uno de los más efectivos. ¡Es la pieza promocional más efectiva y eficiente!

1- 86% de las personas que han recibido un calendario recuerdan el mensaje del mismo y aun mejor recuerdan quien se los dio. (Efectivo)

2- La distribución es de forma controlada esto significa que no hay desperdicio (eficiente)

3- Presencia, los calendarios usualmente están en un sitio prominente ya sea en el área de trabajo o la vivienda de tu cliente. El mismo es visto al menos 4 veces en un período de 8 horas, usualmente esta en el mismo sitio durante 12 meses (Duradero)

4- Los calendarios son COSTO EFECTIVO una inversión publicitaria que dura todo el año.

Los artículos promocionales son la herramienta publicitaria más efectiva para complementar todos nuestros esfuerzos de mercadeo. Analice usted que artículo promocional posee ahora mismo y que efecto le produce en términos de quien o cuando lo recibió. Puede ser una calculadora, el llavero de su auto, la polo, gorra o bulto del torneo de golf, el "mouse pad" de su computadora, el pisa papel de su escritorio, la camiseta, toalla, y mucho más. La próxima vez que reciba uno de estos artículos considere su eficiencia e inclúyalo en su próximo plan publicitario o de mercadeo.

## Jerry Delgado, MAS (Master Advertising Specialist)

Representante de Vernon Company y [www.todocontulogo.com](http://www.todocontulogo.com). Socio fundador de nuestra asociación y actualmente es director de la junta de CASA.

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# CASA Membership Advantages

CASA is the only not-for-profit association in the Caribbean dedicated to developing and promoting true professionals in the promotional products industry. Founded in 1989, CASA supports more than 200 distributor and supplier companies throughout the islands.

For just \$125 per year, member companies take advantage of networking, professional development and business services that make a direct impact to the bottom line. Plus, we have FUN.

## CASA Membership Advantages

- Interaction and networking with suppliers and distributors in a friendly, supportive setting.
- CASA Yearly Tropical Convention – the largest tradeshow in the region for promotional products.
- Professional development programs including presentations by industry and business leaders, including sessions in conjunction with the annual show.
- Continuous Education to develop certified professionals in the Industry; MAS and CAS industry certification.
- Opportunities to get involved by volunteering on the CASA Board or on one of the following committees: Show, Communications & PR, Finance, Membership, Education.
- Quarterly newsletter, including the latest happenings of member companies, plus special bulletins that keep members informed of the latest changes that could impact their business.
- Access to the Regional Affiliate Lounge at the PPAI Expo, featuring refreshments and computer access
- Free subscription to PPB magazine.
- Free admission to all the District II Shows.
- Membership Directory.
- Automatic qualification for membership in PPAI.
- Member card with personal number which gives CASA members access to special discounts from national suppliers.
- Lending library with a collection of the latest business and industry resources.
- Purchase of PPAI's The Navigator at a special reduced price. This annual resource guide features a listing of all PPAI supplier members, plus many coupons.

In addition to all these advantages, we are working to get to all our members benefits and special rates on membership in companies such as COSTCO, AFLAC and A LA ORDEN DISCOUNT among others. And with the collaboration of all in our association, we might have, for the first time, a Medical Health Insurance Plan.

***Come and join us and enjoy all these benefits!***



# CASA Convention 2011 San Juan Hotel and Casino

To all of our dear Associates:

Our last convention 2011 was a great success because we had a great team that always gives their best, our former president Mrs. Brenda de la Vega, our dear Frank Castro, and other board members who supported the production of our convention in one way or another.

The San Juan Hotel and Casino has the most beautiful rooms in order to provide the best facilities to all exhibitors and participants of our convention. In the foyer, we were able to exhibit Black Jack classes, which was our theme this year. We also had tables decorated with this same motif for the participants' convenience.

The fraternization activities were very busy, good food, drinks, and excellent music.

Our silver sponsor Hit Promotional Products represented by our dear companion Liza and her boss CJ, who have always collaborated with our association in the best possible way. Thank you Hit...

The best Isla Verde beaches, famous Lobby, and beautiful rooms are waiting for you for our next convention 2012, to be celebrated in the San Juan Hotel and Casino from 3/19/2012 to 3/23/2012.

Looking forward to seeing you all,

Lillian Arrubarrena  
Vice-President CASA





# ALL IN ONE®

All In One is pleased and excited to announce that Marta Mendez-Joy, CASA Board Member Director has joined their team as the outside sales representative to Puerto Rico. Marta will be sharing the wide array of products offered by All In One, which include Writing Instruments, USB Flash Drives, Tech Items, Handy Cutter Line items, Mints, Hand Sanitizers and Hundreds more unusual items. All In One - CASA Member, asi/34256, PPAI 111343, UPIC ALLINONE, [www.allinonline.com](http://www.allinonline.com)

Karen M. Cohen, MAS  
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**Gill-line**

# Tropical Show 2012

We are already planning our next show to be better and bigger, here are some highlights for next year.

As previous years, we will held some seminars the day before the Show. For the first time, we will have the tests for CAS and MAS certifications administered by PPAI, for distributors, suppliers and their employees. Don't miss this opportunity and get your certifications. Call us for more information and required courses needed for these tests. Most of the material is free and tests can be done on line.

The dinner party on Tuesday night will have a theme. Remember that each company has a free ticket for this event. It's a night for good food, nice company and a great time!

Show day will be on Wednesday and besides several surprises at the after show cocktail, we will have the Black Jack Table, this was such a hit this year.

A Golf Outing on Friday for suppliers, distributors and guests, is being planned. We'll appreciate anyone in joining the Golf Committee or helping us for our next show.

Remember to mark your calendar for the week of March 20 and 21 don't miss our 2012 Tropical Show

**SEE YOU AT EL HOTEL SAN JUAN, ISLA VERDE, PUERTO RICO.**

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# ¡Hasta la vista!

My career began in NYC with Rand McNally's retail division and eventually moved into their commercial division 11 years later. From their after several stints in Chicago and Detroit I moved to Philadelphia. At the time Rand McNally was a premium house and we sold direct only. Two years into my career here Rand decided to venture into the promotional products business and so my involvement with Ad Specialties at the time. It was 1987. I did this for two years and was offered a position with advertising Unlimited Inc now Norwood Publishing which I took in December of 1989. and have been with them almost 22 years marketing calendars, planners and diaries, covering the mid Atlantic states from Princeton, New Jersey to Virginia and West Virginia. As I am of hispanic decent and bilingual I was given Puerto Rico as another market to call on.

I was on the board of SACDV for about 9 years as committee chair and membership director, vice president and president in 1996. Seems like yesterday. And through all that tenure have developed some wonderful friendships and unforgettable events. I still can recall our days at the Adam's Mark hotel in Bala Cynwd.

I've also been on the board of CASA (Caribbean Advertising Specialty Association as well as assisted in various functions with the Chesapeake Association (CPPA) and the Mid Atlantic Promotional Products Association (MAPP) over the years. I was honored with formerly PRASA (Puerto Rico Advertising Association now CASA's Distinguished Service Award in 2004 and SACDV's Person of the year in 1994 and shared the honor of Supplier Representative of the year in 2009 for CPPA with Julie Strob of CD Hit Company.

It's been quite the ride and great fun and I would like to extend my gratitude to all my

distributor friends who have contributed in so many ways to my personal and business success. I cannot stress enough my thanks for the guidance and wisdom provided by the board members of each of the associations I've been involved with over the years. I applaud all of you and wish you continued success!!

Warm Regards,  
**Elliot Rosado**

PS: my replacement is Kyle Johnson who can be reached at [kjohnson@norwood.com](mailto:kjohnson@norwood.com)

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2012		2013	
Jan 1	Jan 1	Jan 1	Jan 1
Jan 15	Jan 15	Jan 15	Jan 15
Feb 1	Feb 1	Feb 1	Feb 1
Feb 15	Feb 15	Feb 15	Feb 15
Mar 1	Mar 1	Mar 1	Mar 1
Mar 15	Mar 15	Mar 15	Mar 15
Apr 1	Apr 1	Apr 1	Apr 1
Apr 15	Apr 15	Apr 15	Apr 15
May 1	May 1	May 1	May 1
May 15	May 15	May 15	May 15
Jun 1	Jun 1	Jun 1	Jun 1
Jun 15	Jun 15	Jun 15	Jun 15
Jul 1	Jul 1	Jul 1	Jul 1
Jul 15	Jul 15	Jul 15	Jul 15
Aug 1	Aug 1	Aug 1	Aug 1
Aug 15	Aug 15	Aug 15	Aug 15
Sep 1	Sep 1	Sep 1	Sep 1
Sep 15	Sep 15	Sep 15	Sep 15
Oct 1	Oct 1	Oct 1	Oct 1
Oct 15	Oct 15	Oct 15	Oct 15
Nov 1	Nov 1	Nov 1	Nov 1
Nov 15	Nov 15	Nov 15	Nov 15
Dec 1	Dec 1	Dec 1	Dec 1
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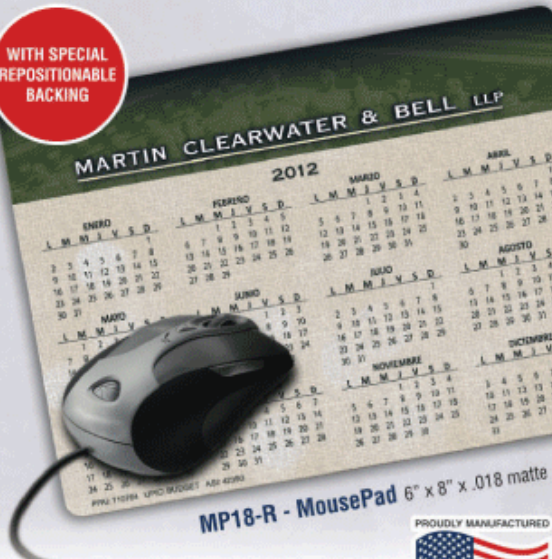
**MONCAL-10 - Computer Calendar Strip** 1-1/2" x 12-1/2" x .015 plastic



2012											
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Bayamón	C & R Advertising	Carlos Rodríguez	787-798-5597
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Bayamón	Elmar Engraving Inc.	Javier Tuller	787-269-6935
Bayamón	Federico Torres Advertising Spec.	Federico Torres	787-785-9534
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Ponce	Effective Media Advertising	Eric Gil Sánchez	787-848-0200
Ponce	Promociones Antillas	Olga Serrano	787-843-2196
Quebradillas	M. Román Promotions	Miguelita Román	787-895-2619
San Germán	D.L. Advertising	Lillam Acosta	787-225-4674
Sabana Grande	Network Promotion	Francisco Zamora	787-873-1359
San Juan	A + Plus Advertising Corp.	Miguel Huyke	787-754-3245
San Juan	Alpha Business Forms	Lázaro Vicario	787-277-0101
San Juan	Any Kind Advertising Specialties	Sandra Villegas	787-277-9465
San Juan	Aurora Promotional Products	Frank Castro	787-376-0138
San Juan	CA Advertising	Carmen A. Aquino	787-640-5508
San Juan	Central Graphics Corporation	Rafael Díaz	787-647-2984
San Juan	Executive Advertising	William Cintrón	787-790-0008
San Juan	IBF Business Products, Inc.	Ramón Nieves	787-703-4545
San Juan	Lilian Arubarrera Advertising	Lilian Arubarrera	787-645-6133
San Juan	MAG Promotions	Ulises Planas	787-720-7746
San Juan	Malsa	Manuel Saldaña	787-754-4469
San Juan	Promo Docuseriv	Héctor D. Agosto	787-746-4472
San Juan	Promo World	Mercy Pérez	787-653-8422
San Juan	R. B. Business Solutions	Rafael Márquez	787-312-9654
San Juan	Starlight Advertising Spec.	Alejandro Cuevas	787-745-8700
San Juan	The New Millennium3	Mario Maldonado	787-649-7239
San Juan	The Printer Lion	Silvia Gonzalez	787-783-5086
San Juan	Victor Mario Pérez	Victor Pérez	787-765-2903
San Juan	Your Image	Carmen González	787-859-5911
Santurce	MJ Promotional Products	Magda Julá	787-723-1553
Trujillo Alto	C&C Enterprises	Giana Corsi	787-755-6192
Vega Alta	Príxima Advertising	Cristian Adamowich	787-855-2823
Vega Baja	Promoción Del Norte	Heriberto Camacho	787-636-7855
USA/Puerto Rico	Eastern Advertising Novelty	Stephen Dholia	200-828-5603
USA/Puerto Rico	Geliger	Lorraine Mancari	954-981-5288
USA/Puerto Rico	Newton Manufacturing Company	Kevin Peska	641-792-4121

# CASA

abierta.

Dónde?: Caparra Country Club  
 Cuándo?: jueves 29 de sept., 2011  
 Hora: 2:00 - 8:00 pm

## Beneficios y Torneo de Domino

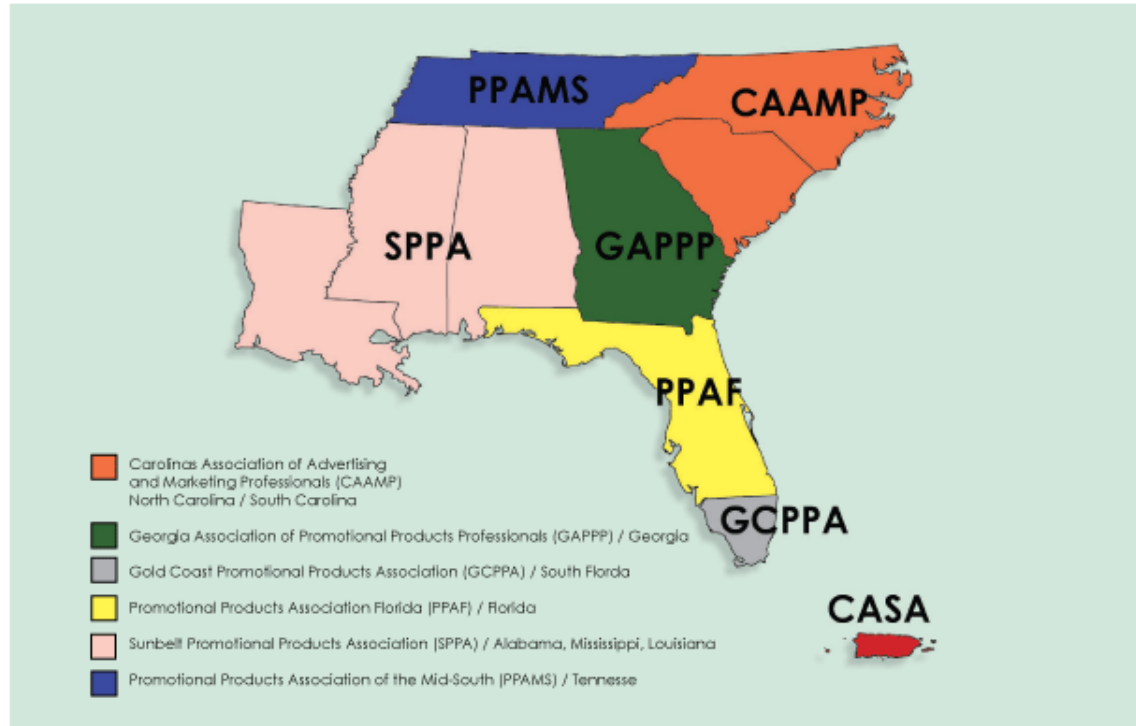
Ven, conoce y comparte  
 con nosotros los beneficios  
 que nos presentarán:



Habrà picadera, "Cash Bar"  
 y la acostumbrada  
 sopita para finalizar.

Inscripciones para el torneo:  
 \$15:00 pp

Si aún no eres miembro  
 de CASA, ven y conoce  
 tu asociación.



## Calendar of Events District II

### Aug. 9, 2011 — PPAMS

Promotional Products Association  
of the Mid-South  
PPAMS Mid-South Promo Show  
Booth Show  
Murfreesboro, TN  
Mark Farrar: (615) 465-8109  
[www.ppams.com](http://www.ppams.com)

### Aug. 30, 2011 — GAPPP

Georgia Association of Promotional Products  
Professionals  
GAPPP Holiday Showcase  
Room Show  
Atlanta, GA  
Doug Burns, MAS: (770) 418-0759  
[www.gappp.org](http://www.gappp.org)

### Sept. 8, 2011 — CAAMP

Carolinas Association of Advertising & Marketing  
Professionals  
A Day on CAAMPUS and End Buyer Show  
Booth Show  
Charlotte, NC  
Lisa Bibb, MAS: (404) 218-2689  
[www.caampers.org](http://www.caampers.org)

### Sept. 15, 2011 — SPPA

Sunbelt Promotional Products Association  
SPPA Fall Expo  
Booth Show  
Birmingham, AL  
Ashanti Pretlow: (205) 824-7615  
[www.sunbeltppa.org](http://www.sunbeltppa.org)

### Oct. 5, 2011 — GCPPA

Gold Coast Promotional Products Association  
GCPPA Fall Tabletop Gift Show  
Tabletop  
Ft. Lauderdale, FL  
Kelly Wilson: (800) 398-9207  
[www.gcppa.org](http://www.gcppa.org)

### March 1, 2012 — GAPPP

Georgia Association of Promotional Products  
Professionals  
GAPPP Expo  
Booth Show  
Atlanta, GA  
Doug Burns: (770) 418-0759  
[www.gappp.org](http://www.gappp.org)