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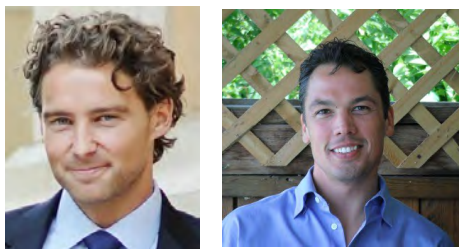
"Persistent people begin their success where others leave off."

~ Edward Eggleston

Don't Be Left Behind: Professional Development is the Polish for the Jewel of Your Success

Learning how to operate your business in this multi-media environment that we live in today can be a bit daunting. We are bringing to you some of the best speakers in the industry to help you navigate your way to better profits.

MiPPA Introduces Two Social Media Experts



For Professional Development Charley Johnson, Executive V.P./Owner of SnugZ USA and our very own Roger Burnett, President of MiPPA.

Charley Johnson has been in the promotional products industry for 15 years and brings a charming personality with plenty of knowledge and experience to the table. Roger Burnett, owner of Competitive Edge Promotions will share his real-life experiences in incorporating social media tools into the marketing strategy of the businesses and organizations that he has led for the past 5 years, as well as the accumulated experience and knowledge he has garnered from other social media industry leaders like

Charley Johnson. Roger is "back by demand" to continue the conversation and education about social media.

"Promotional Products Industry and Social Media" is a session that you will not want to miss. In fact we are offering two sessions—one from 10:45 am—12:30 pm and one from 4:00 pm to 5:30 pm.

Social Media cannot be escaped. From websites to webinars to YouTube to Video Education and Sales—it is out there and you cannot avoid it. You may think you are using social media.....but are you really? Do you know how to effectively and strategically position the use of this emerging tool as a part of an overall strategy? If not, then this session is for you!

Learn how to separate reality from myth about the ways social media is and IS NOT effective for business purposes and gain an understanding of how to use the tools for business purposes.



**"Create Buzz With Word
Of Mouth Promotions"** is our first session on Monday, March 7, 2011 at the Crowne Plaza Hotel—Novi from 9:00 am—10:30 am. Charles G. Duggan II, MAS, (Continued on Page 4)

Membership—Join or Renew Here

Haven't joined MiPPA yet? Or, did not send in the renewal? Now is your chance to be an exciting part of your industry's regional association; and we don't want you to miss one minute of it—starting with the 2011 Rock Solid Diamond Showcase to be held on March 7th and 8th. Click here to complete your application or renewal now if you haven't already done so: [FillableMembershipForm](#)

MiPPA President Roger Burnett of Competitive Edge Promotions



For those of you who have been to Las Vegas, you know the number of distractions present. It's a haven for those of us that are easily distracted. EXPO is no exception. There is so much to do and see that hours quickly

turn into days. Add the time difference into the mix and it is easy to lose yourself.

So there were Donna Hall and I, jet-lagged and nervous about what our trip to Vegas might mean to the future of the educational pilot project. We had the entire supplier community there as possible sponsors of the project. We published a press-release to the trade announcing our intentions and we rehearsed our pitch to a gathering of MiPPA past-presidents, seeking feedback and advice from those previous stewards of our organization. We were, for all intent and purposes, ready to go.

What happened next was nothing short of amazing.

I've worked as a salesperson for the better part of 15 years, and in that time I've had precious few opportunities to sell a "hot product"...let me assure you, NOW is one of those times. Supplier response to our proposal was overwhelmingly positive....so much so that we were fortunate enough to have the opportunity to announce to the trade that SnugZUSA agreed to become the **FIRST** official sponsor of the project on the EXPO floor. I'm humbled and honored that Charley Johnson, Sydra Newell and the entire SnugZ team believed in what we're trying to do.

We're very close to announcing additional sponsors as well but nothing lends credibility to a project more than getting your first "yes". We're there now, and the momentum we're gathering is the direct result of having a good idea and the ability to execute. Many great ideas

never see the light of day. Rest assured that I, your CEO and the rest of your Board of Directors are working day and night to make this great idea a reality.

We decided to do something fun while we were out talking to suppliers. I brought along my FlipVideo camera, and we asked suppliers a simple question. "What is the value of a better educated distributor salesperson?" I got some great responses, the first of which is already posted as a video on our MiPPA Facebook page. If you haven't watched it, go on over to our page and give it a look....any guesses as to who it may be in the video?

Know this. There are great suppliers out there that want to help distributor salespeople be the best they can. They're willing to devote money, time and resources to do so. There are salespeople out there that want to be the best, and are looking for a way to do so that is easy, relevant and accessible. We are the bridge. As I've said time and again, nothing is a better member benefit than helping our members make more money, and this educational project will do just that.

Want to help? We're on our way, and if you would like to lend a hand, there's much for us to do that we could use help with. We're looking for distributors and suppliers alike to participate in organizing our content. Reach out to us via the multitude of available channels, and we'll get you started in a way that I promise will be meaningful and fulfilling.

Until next month.

Roger

(Roger Burnett is the owner of Competitive Edge Promotion, RAC Board Secretary and MiPPA's RAC Delegate.)

**Don't waste time learning the "tricks of the trade."
Instead, learn the trade.**

—H. Jackson Brown, Jr.



Cue Sports Party

Monday, March 7, 2011

6 PM - 10 PM



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director of business development for supplier Greystone, uses word of mouth advertising in creating and maintaining his relationships that drive results. A 17-year veteran, Duggan is currently serving on the PPAI board of directors. He is the past chair of the professional development committee. He is also a marathon runner and an Ironman frontrunner.

Whether you want to build excitement for your clients or create awareness of your company in a self-promotion, getting people talking is the key to word-of-mouth marketing. This workshop introduces the concept of word-of-mouth marketing and how you can put the power of buzz to work for you. Participants will gain hands-on experience to the inner workings of word-of-mouth marketing, discover the power of word-of-mouth marketing through white papers and case studies, apply promotional products to gain a specific result and explore the resources to get a head start.



“GPS—Global Positioning Strategy—How To Position Yourself & Your Business in the World of Commoditization” will be presented by Joel D. Schaffer, MAS, CEO and Founder of Soundline LLC, the pioneering supplier to the promotional products industry of audio products, CDs, CDROMS and computer interactive promotions. Joel has forty three years of promotional product industry experience. His session will begin right after lunch from 1:30 pm.—to 3:30 pm.

The cry from distributors is louder each day as loyal clients turn to the internet for commodity products. Price checking has cut margins and direct sources are stealing business. Is there a future? How do you fight this trend? After a survey of over 100 distributors, this session focuses on 15 key arguments to help build loyalty and maintain commodity sales. The session then turns to positioning oneself and business as an agency. Using Daniel Pink’s “A Whole New Mind”, it keys in on the assets a creative consultant brings to the table. The session looks at how the industry is undergoing stratification and helps the attendee position themselves for the future.

You will gain the ability and momentum to reposition your company in person, in print and on the internet. You will also learn the needed tools to enter the “agency” world.

Polish Your Success Professional Development is \$25.00 for members and \$35.00 for non-members and includes lunch.

Polish Your Success Professional Development is \$25.00 for members and \$35.00 for non-members and includes lunch.

[Distributor Show Registration and All Professional Development Registration](#)

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Charles River Apparel's Sales Representatives Support the Promotional Products Industry

Sharon, MA- Charles River Apparel is proud to announce the appointment of one of their sales representatives, Nancy Wood to the office of President of the Chesapeake Promotional Products Association (CPPA) for 2011. CPPA represents and serves more than 250 promotional product firms from the Maryland, Washington, DC, Northern Virginia and Delaware regions as well as across the U.S. and Canada.

Over \$18 billion is spent on promotional products each year and are proven effective tools to promote business, increase profits and reward employees. Charles River Apparel encourages their sales reps to become involved in their local organizations in an effort to support and further build the relationship between the apparel and promotional products industry.

Other representatives from Charles River Apparel on Regional Association Boards include:

Scott Petrowski - Michigan Promotional Professionals Association (MIPPA)

Shari Weiner - New England Promotional Products Association (NEPPA)

Vince Bagwell - Promotional Products Association of the Mid-South (PPAMS)

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Be A ROCK STAR

2011 Rock Solid Diamond Showcase

MiPPA Presents:

"Cue" Sports Party

Monday, March 7th, 2011

6 to 10 PM following Education

Crowne Plaza-Novi Hotel



Play Pool

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Putting Golf Challenge



And Make Your Own Video

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You do not want to miss out on the best MiPPA Party in years. This is your all-out Sports Bar Night. Mix and mingle with your favorite Suppliers and Distributors—it is all about the fun and camaraderie. Enjoy three great pizzas: grilled chicken, BBQ chicken and Margarita, petite sliders on miniature Challah rolls, and hand carved turkey wih cranberry relish, mustard thyme sauce and apple glaze croissants along with two drink tickets and plenty of entertainment—all for \$25.00 per person \$30.00 for non members.

[Distributor Show PD and Party Registration](#)

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**2011 Great Lakes Supplier Rep Award
Nomination form must be submitted by February 18, 2011**

The 2011 Great Lakes Supplier Rep Award recognizes the industry supplier representative that has provided outstanding service, products, support and dedication for the past twelve months.

The winner will be announced at the Rock Solid Diamond Showcase dinner on Thursday, March 7, 2011. Although you may feel that many supplier reps are deserving of an award, we appreciate your support in recognizing an outstanding supplier rep of your choice based on what you have experienced within the past year.

Please complete the form below recommending your "outstanding" supplier rep for this award by February 18, 2011, and submit to the MIPPA office by fax, email or by US mail (see information above).

Some of the Things that make an Exceptional Rep

- Accessibility - Follow-through
- Product Knowledge - Inspiring Sales Presentations
- Creative Ideas - Supportive - Understands Your Team Goals
- An exemplary asset to your business

Please Nominate the Rep you feel should be recognized for their outstanding service.

My 2011 Great Lakes Supplier Rep Award Nomination	
Person Nominated	_____
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Your Email	_____
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Plan to attend the Advantages Roadshow in 2011, the only official ASI traveling show, for FREE! Plus, when you bring this voucher to Registration, your regional association will receive a \$25 donation!

The Advantages Roadshow – the industry’s #1 traveling show – brings you hundreds of money-making selling ideas:

- Discover the latest innovative products from top industry suppliers
- Enjoy the convenience of a location close to you
- Learn new strategies in free morning education segments
- Gain new ideas by talking to leading suppliers in an unhurried environment
- Get inspired by countless ideas in just a short amount of time

COMING TO DETROIT ON FEBRUARY 25!

The show is open from 9 a.m. – 1 p.m. with free education in the morning from 7:45 a.m. – 9 a.m. and after exhibits from 1 p.m. – 2 p.m. More details and directions are available at www.advantagesroadshow.com or by calling 800-546-3300.

PLEASE REMEMBER TO BRING YOUR VOUCHER FOR MIPPA TO RECEIVE THE \$25 DONATION!

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GO TO WWW.ADVANTAGESROADSHOW.COM OR CALL 800-546-3300!**

A donation of \$25 will be made for each voucher turned in by a MIPPA member distributor company who attends the show and for each MIPPA member supplier company exhibiting at the show. Limit one voucher per member company. Voucher MUST be presented in Registration in order for MIPPA to receive the donation.

ARE YOU A ROCK STAR?



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See the best Distributors in Michigan

The 2011 MiPPA Rock Solid Diamond Showcase is right around the corner. We have some exciting things planned for 2011. We are shaking things up once again and have a lot of surprises in store.

CLICK HERE: [MiPPA Rock Solid Exhibitor Contract](#)

Distributors—Be a Rock Star!
REGISTER NOW for the March Rock Solid
Diamond Showcase returning to
Suburban Collection Showplace—Novi, MI
Hope to see you at Expo!

[Distributor March Show Registration](#)

Join the Discussions



Find us on
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[MiPPA Facebook Page](#)

**Now Here's a
Sharp Idea!**



Upcoming Events

March 7 and 8, 2011

MiPPA's Rock Solid Diamond Showcase
Suburban Collection Showplace
(Formerly the Rock Financial Showplace)
Novi, Michigan

EXHIBITORS CLICK HERE TO REGISTER:

[MiPPA Rock Solid Exhibitor Contract](#)

DISTRIBUTORS CLICK HERE TO REGISTER:

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