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MiPPA President Roger Burnett of Workflow One



Social media has blown open the doors of the world. If you don't have a Facebook account and made a decision to join today, by the end of the week you'd have more "friend requests" from names and faces that you'd long forgotten than you could shake a stick at. If you haven't already, give it a try if

you'd like to connect with those from your past.

Those that know me know I am an avid participant in all things social media. Consequently, my world has grown larger. I'm connected with hundreds of people, and feel as though any one of them is but a keystroke away from me.

What strikes me, however, is not who I know. It's who I DON'T know.

Conversation amongst our Board of Directors frequently turns toward ways to encourage people in the Promotional Products industry here in Michigan to get involved in the association. I'd call our focus on this topic almost maniacal. We spend lots of time talking about and trying ways to grow membership. What we don't seem to know is how to find people that are outside of our social circle to invite them in.

So, I picked up the phone. I called the executive staff at two of the larger distributorships in town to see if they would be interested in meeting me. Not to give them a sales pitch on joining MiPPA, mind you, just for a conversation amongst peers specific to this crazy industry that we all call home. Guess what? In no time flat, I had a lunch appointment with one contact and a second one coming with the other person that I reached out to. What a concept. Make an in-person contact, get a meeting!

Now, I must admit, I DID use my social media savvy to learn a little about the two people that I was interested in contacting, but I didn't have to send a Facebook friend request or a LinkedIn message to get the meeting. Just a plain old phone call!

So, there I sat, having lunch at Panera with this EVP of Sales, and he said:

"ya know, I've always THOUGHT about giving back and participating, but I just wasn't really sure who I'd meet, and I have lots of other things to do, so thank

you for taking the time to reach out to me personally. Let's keep talking, and I look forward to participating and getting to know some of the other association members"

Isn't that how it ALWAYS goes? Once people get an understanding of who they might encounter, what seems like an unnecessary or avoidable situation becomes less threatening, and perhaps even enjoyable. What was perceived to be akin to a trip to the dentist became a day at the beach.

Often, I hear from members that the reason for their participation is for the relationships they've been able to forge as a result of being a member. As I mentioned in my letter last month, one of the core values we provide is in the opportunities for people in the industry to spend time with one another in a comfortable environment.

Each time I make a new connection, one of the questions I always ask is: "Who else in the industry would you like to meet?" I've never had someone tell me there wasn't someone they'd like a chance to get to know.

Ours is a unique chance to learn and share. Won't you invite someone new to the party? You'll read details in this newsletter about our MiPPA golf outing and dinner and maybe you will ask yourself – "Gee that looked like a great day, why didn't I sign up for that?"

Let us know about a social event that you might like to spearhead that would be of interest to the membership. If there's someone you'd LIKE to meet but don't have the gumption to call, call me, or Donna, and we'll make the call on YOUR behalf.

I look forward to seeing you all September 8th at our fall table top show. I hope you will join us early for breakfast and listen to my program as well as give your input for new nominations to the board of directors

Roger

(Roger Burnett is the National Director of Promotional Marketing for Workflow One, RAC Board Secretary and MiPPA's RAC Delegate.)

Setting an example is not the main means of influencing others; it is the only means.

—Albert Einstein

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Employees of Crystal D, a Leading Supplier of Corporate Awards and Plaques, Donate 17 Pints of Blood

June 7, 2010 – St. Paul, Minn. – www.crystal-d.com – Employees of Crystal D, a leading supplier of corporate awards and plaques, donated 17 pints of blood through the American Red Cross Bloodmobile.

"We are so thrilled to, once again, contribute to the Bloodmobile. We saved 51 lives this year!" says Bridget Dahlgren, marketing coordinator and blood drive organizer. This is the fifth year that Crystal D has hosted a blood drive. The company coordinates the drive with neighboring business Warners' Stellan.

About Crystal D

Crystal D has been a leading supplier of corporate awards to the promotional products industry for more than 15 years. With a total of 1,000+ awards and plaques, eight imprint processes and eight substrates from which to choose, Crystal D is *The Home of "The WOW Effect"®*. Crystal D maximizes technology to communicate with promotional product consultants via a highly functional web-site and an online order tracking system. For more information, visit www.crystal-d.com.



Message from Incoming 2012 President Scott Petrowski of Charles River Apparel

As the incoming President for MiPPA, I wanted to take a minute to introduce myself to you. My name is Scott Petrowski and I will be your Board President for 2012. I am the Sales Rep in Michigan and Ohio for Charles River Apparel. I think I know most of you as I have been in the industry for seven years now; but if we have not met, I look forward to doing so.

As a Board Member for the last two years and now incoming President, I am here to ask you to get involved this year with our organization. While MiPPA has been around for many years we have been struggling of late with a lack of momentum. We need you!

This organization was founded to bring Promotional Product Professionals together here in Michigan to create a community of learning, networking, and provide a premier regional trade show. However, over the course of time we have found that our membership has become less involved as all of our lives become busier and busier.

We need your support! One of our goals every year is to put on the best trade shows in our state. We strive to bring together the industry leading suppliers in our back yard for our membership to have access too. We have had these trade shows in some of the best venues including the Suburban Collection (formerly Rock Financial) Exposition Center.

There is more and more competition out there for your trade show time. We encourage your ideas as to what we can do to make our shows more appealing to you. In addition we request your support. I am a strong believer in supporting Michigan. As you know we are living in difficult times here in Michigan. We were the only state out of 50 to lose population over the last decade. It is imperative that we support Michigan business (I know you use this with your customers) and MiPPA is a Michigan organization for the people of Michigan.

Please reach out to myself or any of the other Board Members to let us know how to better serve you. We are here for you to serve our Region.

Thank You

Scott Petrowski



MiPPA's "Green Seekers" Golf Outing Scores a Hole In One!

Congratulations to Andrea Dabiero, Golf Outing Chairperson and Board Secretary, for putting on a very successful golf outing for MiPPA. The sunny (not too hot) day was absolutely gorgeous and the golf course was a picture of art. Thank you Andrea for all of your hard work and personal time that you dedicated to making this event a success.

The golfers received some great gifts from some awesome supplier donors. The Mike Doyle Group donated drink caddies from Crown Products; golf towels were donated by Dana Zezzo of Pro Towels, Inc; Kari Moravec of Gold Bond donated Golf Combo Sets; Joe Haddox of Prime Resources provided a cooler (for all the beer); Amanda Luukinen of Digispec/Visstun included cups and mouse pads; Par One filled carts with golf balls and tees; and Lasting Impressions donated a myriad of prizes to the winners. Kent Getsee and Paul Rizzo of Preferred Lines Marketing along with their guests Pete Mocerri and Andy Haffey of Creative Specialties took FIRST Place in the Scramble.

MiPPA would also like to thank our hole sponsors: Admore, Inc.; Automotive Authority; American Insurance Advisors; Complete Source; Donna Hall & Associates; Dynasty Promotions; Gold Bond; and Make Your Mark Promotions. Thanks go out to Tim Stedman for working the registration area and signs, Al Bates for working the Vegas Hole and Tim Hill for working the "SHOT" hole (he made the most money!).

Finally Donna Hall, CEO, and her sister, Lori Mazzola would like to thank all the golfers for buying bracelets to support the Cholangiocarcinoma Foundation which is doing continuous research on causes and cures for Donna's Cancer.



MiPPA Appoints LaDonna Belcher Interim Executive Director



Following the recommendation of CEO Donna Hall, the Board of Directors has appointed LaDonna Belcher as Interim Executive Director effective on September 1st for two months while Donna is undergoing and recovering from treatment for cholangiocarcinoma. Donna is expected to come through treatment fine and is also planning to move back to Michigan by November 1st.

Donna's decision to take this to the Board of Directors was because she felt that the members, board and other promotional products professionals needed one person to call on for MiPPA business in order to get done what needed to be done in a timely fashion. While the board has been exceptional in dealing with Donna's health issues, she felt that this move would be in the best interest of the association.

LaDonna is also the Executive Director of the Ohio Promotional Professionals Association (OPPA) and is very familiar with the job that needs to be done. Since Michigan and Ohio have begun working closely together on events and other ideas of mutual interest for the benefit of both associations, this transition should be very painless.

Thanks to Mark Farrar of Promotional Products Association Mid South (PPAMS) and LaDonna for the help that they have given Donna and MiPPA since the onset of her illness in March. The kindness of the people in this industry is exceptional.

Please see Page 1 for all information on how to contact LaDonna.

Gold Bond's Kari Moravec Recognized as a 2011 PPB Rising Star



Hixson, TN – August 16, 2011 – Gold Bond Strategic Account Manager, Kari Moravec, was recognized this month by Promotional Products Association International's magazine, Promotional Products Business. Each year PPB selects an elite group of industry Rising Stars. Kari was selected as a 2011 Rising Star for her years of service to the industry and dedication to her customers.

Twenty-nine year old Kari Moravec may appear too young to be considered an industry veteran; however, her career has been singularly focused in the promotional products industry, including working for two top 40 industry suppliers. Kari has been involved with the Ohio Promotional Products Association (OPPA), named OPPA's Supplier Representative of the Year, and served as the youngest President of the Michigan Promotional Products Association.

"Kari has a tremendous attitude and a great deal of industry knowledge making her a critical part of our team," said Chase Thompson, Gold Bond's VP of Sales. "I am very proud of Kari and excited to see her recognized for her hard work and dedication. She is a true ambassador of Gold Bond and the promotional products industry."



Bryan Vaughn, MAS has joined Visions/AwardCraft, a supplier in Celina, Ohio, as the company's Midwest Regional Sales Manager. He will be responsible for account development as well as leading the team of Midwest Multi-Line reps. Vaughn has been able to experience the industry through growing up in a family distributorship and working as a multi-line rep as well as a National Sales Manager.

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2011 FALL SCHEDULE SHOW TIMES: 9am - 1pm
(except where noted)

| | | | |
|----------|-----------------------------|-------------------------------------------------------------------------------------------------|--------------|
| Aug. 29 | Overland Park | Overland Park Convention Center 6000 College Blvd, Overland Park, KS 66211 | 913-339-3000 |
| Aug. 30 | Wichita 9am - 12pm | Best Western Airport Inn 6815 W. Kellogg, Wichita, KS 67209 | 316-942-5600 |
| Aug. 31 | Springfield 9am - 12pm | University Plaza Hotel & Convention Center 333 S. John Q Hammons Pkwy, Springfield, MO 65803 | 417-864-7333 |
| Sept. 1 | St. Louis | St. Charles Convention Center One Convention Cntr. Plaza, St. Charles, MO 63303 | 636-669-3000 |
| Sept. 6 | Bettendorf 1pm - 4pm | Isle Of Capri Casino 1777 Isle Pkwy., Bettendorf, IA 52722 | 800-843-4753 |
| Sept. 7 | Chicago West 10am - 2pm | Abbington Distinctive Banquets 3 S 002 IL Route 53, Glen Ellyn, IL 60137 | 630-942-8600 |
| Sept. 8 | Chicago North 10am - 2pm | North Shore Holiday Inn 5300 W. Touhy, Skokie, IL 60077 | 847-679-8900 |
| Sept. 9 | Milwaukee | Milwaukee Clarion Hotel 5311 S. Howell Ave., Milwaukee, WI 53207 | 414-481-2400 |
| Sept. 12 | Detroit | Laurel Manor Banquet Center 39000 Schoolcraft Rd., Livonia, MI 48150 | 734-462-0770 |
| Sept. 13 | Cleveland | Cleveland South Holiday Inn 6001 Rockside Rd., Independence, OH 44131 | 216-524-8050 |
| Sept. 14 | Columbus | Bridgewater Banquet Center 10561 Sawmill Pkwy., Powell, OH 43065 | 614-734-9800 |
| Sept. 15 | Cincinnati | Oasis Conference Center 902 Loveland Miamiville Rd., Loveland, OH 45140 | 513-583-8383 |
| Sept. 16 | Indianapolis | Ritz Charles Carmel 12156 N. Meridian St., Carmel, IN 46032 | 317-846-9158 |
| Sept. 26 | Sioux Falls 1pm - 5pm | Best Western Ramkota 3200 W. Maple, Sioux Falls, SD 57107 | 605-336-0650 |
| Sept. 29 | Fargo 9am - 12pm | Fargo Dome 1800 N. University Dr., Fargo, ND 58102 | 701-241-9100 |
| Oct. 3 | Minneapolis | Earle Brown Center 6155 Earle Brown Dr., Brooklyn Center, MN 55430 | 763-569-6300 |
| Oct. 4 | Des Moines | Prairie Meadows Race Track 1 Prairie Meadows Dr., Altoona, IA 50009 | 800-325-9015 |
| Oct. 5 | Omaha | CoCo Key Water Resort 3321 S. 72nd St., Omaha, NE 68124 | 402-393-3950 |

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CANDIDATE NOMINATION FORM
 For Nomination to the Board of Directors of MiPPA

Information on this form must be completed in its entirety and returned to the Association office. Upon receipt, the candidate will be sent a Biographical Profile for completion. This nomination form **will not be accepted** unless it is properly completed and signed by both the nominator and the nominee. *Please type or print legibly.*

Candidates Name _____

Company Name _____

Distributor Supplier Supplier Representative

I believe that the above named person is capable of fulfilling the responsibilities of a Board Member of the Michigan Promotional Professionals Association ("MiPPA") because:

Nominator's Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ ZipCode: _____

Phone: _____ Fax: _____ Email: _____

 Nominator's Signature

 Date