

S&S
ACTIVWEAR

Great apparel for
the great outdoors.

Style shown:
Duckw Boulder
Cloth Jacket - 5087

DRI DUCK

Dri Duck is fast becoming one of America's favorite brands for those whose lives are lived outdoors. From FLEX FLEECE soft shells to rugged Boulder Cloth jackets, Dri Duck offers a full line of outerwear tailored to fit life's adventures.

S&S Activewear is the natural habitat for virtually every species of Dri Duck. Our centrally located warehouse means you'll receive your entire order quickly in one shipment. Plus you get the added convenience of a single invoice.

If it's hot, it's here.

For a copy of our exciting new 2010 Forerunner catalog, contact us at 800.523.2155 or ssactivewear.com



2011 OPPA Big Show Events
Don't Miss It!

WEDNESDAY, MARCH 9
<p>Crowne Plaza Cleveland Airport, 7230 Engle Rd., Middleburg Heights, OH</p> <p>Beginning at 9:00 am:</p> <ul style="list-style-type: none"> ~ GET SMART Professional Development ~ SAGE Training Sessions ~ Required CAS Sessions ~ Product Specific Education ~ CAS/MAS Testing by PPAI <p>~ 5:00 pm Annual Meeting & Awards Presentation ~ 5:30 pm Pre-Show Dinner Reception</p>
THURSDAY, MARCH 10
<p>International Exposition Center (IX Center), 6200 Riverside Dr., Cleveland, OH, Upper Level, South Hall <i>(please park on west side)</i></p> <ul style="list-style-type: none"> ~ 9:00 am—Professional Development ~ 10:00 am—Show Floor Opens ~ 3:00 pm—Show Floor Closes ~ (8:30 am—OPPA Member Lounge Open)

2011 Calendar of Events

- March 9, 2011 - Education / Pre-Show Reception, Cleveland
- March 10, 2011 - The Big Show, Cleveland
- May 2011 - OPPA Golf Outing, Medina OH
- September 2011 - Wine Tasting, Canton, OH

OPPA 2010/2011 Board of Directors

- PRESIDENT:**
Michael Jones, River's End Trading Co.
Email: hsctees@gmail.com
- VICE PRESIDENT:**
Michael Propst, Vernon Sales Promotion
Email: michael.propst@vernoncompany.com
- TREASURER:**
Carol Goebelt, MAS, R.S. Owens
Email: cgoebelt@rsowens.com
- PAST PRESIDENT:**
Ronald R. Rodak, A.S.A.P. Advertising Specialties And Printing
Email: ronrodak@logostuffasap.com
- RAC Delegate:**
Donna Vorce, First Impressions
Email: donna@firstimpressionsohio.com
- TRUSTEE:**
Regina Harrington, Norwood
Email: rharrington@norwood.com
- TRUSTEE:**
Rob McCabe, Sweda
Email: rmccabe@swedausa.com
- TRUSTEE:**
Jeff Shaw, Shaw Print & Promotions
Email: jeffs@shawpp.com
- TRUSTEE:**
Michelle Stark Fulks, Stark and Associates
Email: michelle@starkandassociates.biz
- TRUSTEE:**
Geoff Vejsicky, Ohio Valley Marketing Group
Email: geoff@ohiovalleymarketing.com

OPPA OFFICE:
LaDonna Belcher, Exec. Director:
Phone: (330) 245-0524
3116 S. Main St., Akron, OH 44319
Toll Free: (866) 265-4287 Fax: (330) 245-0525
Email: buckie@oppagroup.com
Web: oppagroup.com



Stephanie West of Leed's receives the 2010 OPPA Buckeye Award, Supplier/Rep of the Year

President's Letter



Are you getting smart with me?!

I sure hope so! OPPA is committed to providing you with educational opportunities to help you grow your business. Have you committed to attending the March 9, 2011 education sessions at the Crown Plaza Airport Hotel? Have you made your hotel reservations and registered for the dinner that evening? With great food and music, a chance to network and even play some Texas Hold'em, it is certain to be a wonderful night. After a great night's sleep at the hotel, the next morning (3/10), you can make the very short drive to the Cleveland IX Center for a morning education session and then spend a few hours walking the aisles of the great regional tradeshow in the Midwest.

In addition to planning our spring show, we are working on a new OPPA website. Yes, it is time to update our site to become the platform for learning and sharing that all OPPA members can use to plan and grow. We are in the planning and development stages of our new site now, and hope to be ready to launch by the spring show. The positive changes just keep coming!

And speaking of positives please join us in welcoming Rob McCabe (Sweda) as the newest OPPA Board Trustee. Rob brings both industry experience and enthusiasm to the Board and we are very happy to have him as part of the team.

Get Smart! Get involved with OPPA. Register now for the spring show. Hope you all had a safe and happy holiday season!


Mike Jones
OPPA Board President



Member Spotlight

by Carol Goebelt, MAS
Membership Chairperson
OPPA Trustee

SPOTLIGHT ON: Eric Ekstrand, MAS



As I embark on my term as the PPAI Chair for 2011, Carol Goebelt asked me to reflect on my volunteer journey. I have Bruce Felber of Felber & Felber Marketing to thank (or blame). It was an education session sponsored by OPPA held at the Powerhouse in the flats. Our MCMCC sales force had blocked out the afternoon to attend. When we arrived, no one was at the registration table, the room was not ready and we were told that the time on the registration form was incorrect. We were not the only sales people waiting and I felt frustrated wasting time standing around when I could have been making sales calls. Bruce stepped up to the plate and, with his organizational skills, took control. I shared my displeasure with him and he suggested if I felt that strongly, I should run for the OPPA Board of Directors. I did and to my surprise I actually won.

Changes had been made before my first meeting and the revised board of Mike Burns, Dan Olson, LaDonna Belcher, Eric Whittle, Carol Goebelt and Bruce became my first Mentors.

To me it was "WOW!" - Busy professionals taking time for the betterment and advancement of our industry. This also introduced me to the importance of our industry's professional education culminating in the CAS or MAS certification. This education and certification elevates you, your company and our industry to the professional status of other advertising mediums. Mike Burns encouraged me to become active on the National level and run for his expiring term on the RAC-Regional Association Council Board. Mike became my mentor on this endeavor and continues in this role today. This experience brought me in contact with people I had only read about in our trade publications: Wayne Greenberg, Paul Lage, Joel Schaffer, Carol Aastad, Larry Stadtmiller, Carl Gelach, Janelle Nevins to name a few. I could go on and on but you get my drift. These are people who had a vision and who truly cared about keeping our industry strong and moving it to the next level. People I can call my mentors and more importantly my friends.

The RAC Board in 2003 elected me as their Delegate to the PPAI Board where I again had the privilege to serve and learn the importance of our member driven association. After my two year term on the PPAI Board and serving as the RAC President, I ran for a four year PPAI Board term. This proved to be unsuccessful but my commitment to serve remained and I was elected the following year.

My term as Chair of PPAI for 2011 will not be without challenges, additional government regulations on our industry and small business will continually need to be addressed. I am constantly asked what my "goal" or "vision" is for PPAI in 2011 and it is simply to make the PPAI brand stronger. PPAI will be a brand that touches all Distributors and Supplies every business day and is recognized by our end users as the brand for Promotional Product Professionals.

In the mid 1980's when I was asked by Garry Brown to help him launch the distributor firm of GMB Diversified, I never imagined that I would have the honor of helping to lead and grow this industry. The PPAI Board of Directors, its Staff and the OPPA Board cannot meet the challenges alone. I urge you to get involved and volunteer! Contact OPPA or go to www.vc.ppai.org

Industry volunteering has not only given me personal growth but has opened my mind to the capabilities of this great industry and its people. It is our responsibility to make sure this industry stays vibrant by educating the next generation of Promotional Consultants.

"People ask me so many times how I've maintained my drive, my enthusiasm. I think the only way a man can maintain his enthusiasm for his job beyond a certain point is to be able to see his job in the larger context the sublime context. This to me is an absolute necessity. I see my job as a part of American civilization..."
Coach Woody Hayes



Join the OPPA Gang at the March Show
Towels donated by ProTowels and Balloons donated by Pioneer Balloon

PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL

learn.
grow.
be.
the X factor.
only at The PPAI Expo 2011

Register today at www.theppaiexpo.org

January 10-14, 2011
Professional Development January 10-11
Exhibits Open January 12-14

I'll be facing every danger imaginable...
And loving it!



GET SMART

IT STARTS
March 9th!

When You Think of Mouse Pads...



Think of the industry's leading mouse pad supplier... Think of

DIGISPEC

CALL OR VISIT US TODAY!

(800) 873-9133 • www.digispec.com
asi/49716 • ppai/180432 • sage/62268 • upic:DIGISPEC

FOLDING BAG HANGERS

10 working day production.
New, hidden hook! Includes full color imprint w/epoxy dome.



Fully closed for compact storage.



Hook self-stores in recessed track



As low as \$4.50 ea.(P)



Sturdy hook suspends any bag from flat surface.



Deluxe gift box included.



asi/52263 UPIC:EMTEASY SAGE:50054



For more information and FREE samples:
viktoria@EMTeasy.com
800-289-2911
www.EMTeasy.com



NATURAL WONDER

Bodek and Rhodes

Timberland

ACRYLIC KEY TAGS

4-Color Process Front & Mirrored Back!
Guaranteed Lowest Price

AKF-101 AKF-102 AKF-103
 AKI-100 AKI-101 AKI-102 AKI-103

Free Samples

anchor line 13100 Manchester Rd. • St. Louis, MO 63131
 800-599-5599
 www.anchorlineproducts.com e-mail: sales@anchorlineproducts.com
 ASI 71870 - PPAI 113668 - UPIC: Anchor - SAGE: 55960

ADVERTISING RATES

Full Page \$250.00
 (artwork fits within 1 pt. border 7.84" wide x 10" tall)

One Half Page \$125.00
 (artwork fits within 1 pt. border 7.84" wide x 4.875" tall)

One Fourth Page \$75.00
 (artwork fits within 1 pt. border 3.8" wide x 4.75" tall)

One Eighth Page \$40.00
 (artwork fits within 1 pt. border 3.8" wide x 2.25" tall)

Inserts \$250.00
 (one sheet, both sides may be printed)
 For Inserts: Consult office to advise how many inserts to send with your check.
 Ad space must be committed to one month prior to artwork deadline.

Issue Deadlines: January 1, May 1, August 1, November 1

Artwork for ads must be black and white ONLY (no spot colors) in correct size. Preferred format is hi-resolution PDF, EPS or TIF.

Email artwork to buckie@oppagroup.com
 Check payable to OPPA.
 Mail to: OPPA Newsletter
 3116 S. Main St.
 Akron, OH 44319



Ohio Promotional Professionals Association
 3116 S. Main St., Akron, Oh 44319
 Phone: 330-245-0524 * Fax: 330-245-0525
 Toll Free: 866-265-4287 * Web: www.oppagroup.com

Dues Rates

Distributor Dues:

1—10 Sales Persons.....	\$100.00
11—25 Sales Persons.....	\$125.00
26 & Above Sales Persons.....	\$150.00

Supplier, Supplier Representative, & Business Services
\$100.00

MEMBERSHIP APPLICATION (All applications are subject to Board approval.)

Please fill out the following and return to the above address with your check made out to OPPA:

Today's Date: _____ Referred By: _____

Category: (please check one): Distributor Supplier Supplier Representative Business Services

Number of years in the promotional products industry: ____ ASI#: _____ PPAI#: _____ UPIC#: _____

Company Name: _____ Line Name: _____

Your Name: _____ Add'l Rep: _____

Mailing Address: _____

Web Site Address: _____

Phone #: _____ Fax #: _____ Email: _____

Would you be interested in serving on a committee? Yes No

If you are a distributor and do not have an ASI or PPAI number, please list the names of 10 supplier firms and their phone numbers that you are currently doing business with:

COMPANY NAME:	PHONE NUMBER:
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____

If you are a supplier or multi-line rep, please list a brief description of your product(s) or line(s) (required):

Signature: _____ Date: _____

Dues may not be deducted as a charitable expense, but may be deducted as a business expense according to the IRS.

Promotional Product Industry Trivia

by Carol Goebelt, MAS

PPAI in History Part 7:
 The First Logo is adopted
 From the very beginning members believed the industry's prosperity depended on acceptance of Specialty advertising as a legitimate and effective form of advertising. The Association had to convince small businesses, corporate advertising departments and the few advertising agencies then in existence of this fact. The NAANM board asked Bunting to represent the Association at the Kansas City convention of Associate Advertising Clubs of American, forerunner of the American Advertising Federation. At the 1908 spring meeting, Bunting reported on his speech to this group.

"The argument I presented was, in a nutshell, to the effect that no campaign of general publicity was ever complete, which did not include the use of advertising specialties in some form...I believe that this is the platform for us all to stand on, and that if every house in the Association will continue to educate the public along that line of thought, that the consumption of the products of the members of this Association, will very largely increase."

Gaining visibility of and acceptance by the advertising community was a priority then and would remain so for most of the Association's history. And when the Association adopted its first logo in 1910, it made sure the symbol clearly expressed what the medium was all about. The slogan, "The Direct Method of Advertising" appeared in reverse on an arrow pointing to a target labeled "Results".

Next newsletter, The Debut of Trade Shows