

PROMOTIONAL MARKETEER

Promotional Marketing Association of Northern California



October | November 2010

You're Invited!

PMANC HOLIDAY PARTY & BOARD INSTALLATION

Thursday, December 2, 2010

11:30 am - 2:00 pm

Scott's Seafood Restaurant, Walnut Creek

The PMANC Holiday Party and Board Installation is just around the corner! Please join us for an afternoon of great food, great people and a great networking opportunity.

The Holiday Party is a long-standing tradition for PMANC. We'll celebrate the passing year, look forward to the new year and new leadership while relaxing with friends—old and new.

Another long-standing tradition is to raise funds for a worthy cause. Each year, a charity is chosen and this year we are supporting Albie Aware.

The Holiday Party cost is just \$55 for members and \$65 non-members. Parking is FREE and the company will be delightful! Online registration coming soon!

"Your mother, your sister, your daughter, your best friend...Who Cares?"
Albie Aware

This Foundation was created in memory of Albie Carson who succumbed to breast cancer on July 4, 2002. We find it only fitting that her legacy continues to be one of selfless giving. In honor of Albie, it is our goal to raise money to help others in the community who face their own battles with this disease.

"Albie Aware" sounds like "I'll be aware" and that's our purpose: To make people aware of cancer PREVENTION methods through nutrition and exercise, to encourage self-examination and a follow-up doctor's appointment for early DETECTION, to be aware of the diagnostic testing available to determine the best TREATMENT for breast cancer and the early detection of a recurrence, and to provide financial assistance when these tests are not covered by the insurance provider. For more information and to get involved, please visit www.albieaware.org.



950 Glenn Drive, Suite 150
Folsom, CA 95630

Tel: 888.762.6200

Fax: 916.451.9150

info@pmanc.org

www.pmanc.org

PRESIDENT'S MESSAGE

NINA DAVI, POLYCONCEPT NORTH AMERICA



It's hard to believe the Fall is upon us, and we are already talking about holiday gifts and even the PPAI Show. The general consensus seems to be that business is picking up, and I am hoping that we are going to have a great fourth quarter. Are you doing everything you can to build your pipeline? Now is the time.

PMANC has some great fourth quarter events planned for you and we would love to see you in attendance! October 3rd PMANC will be heading out to the races. Please join us at Golden Gates Fields for Dollar Days. November 10th will be our next Conversation Café regional luncheons in various locations. And don't forget about our annual holiday party luncheon--December 2nd at Scott's Seafood in Walnut Creek. Mark your calendars now!

I would like to welcome aboard our newest board member. Jon Pierce, a multi-line rep with Specialty Marketing Group Northwest, joins PMANC as a Director. Jon has great experience from serving on the board up north at NWPMA and has also been involved at the national level with RAC and PPAI. He brings a great deal of knowledge and expertise and we are excited to have Jon on board.

**do your
part
and vote**

This October you will also see your ballots in the mail. We have a great slate in place for 2011, so make sure you do your part and vote. If you are interested in getting involved, we are in need of committee members for the coming year. We need your expertise in social media, PR, professional development, membership and even social events. Have a great idea for the Showcase? Want to contribute to the newsletter? There is something for everyone and we would love to have your help. Want to get involved? Simply shoot me an e-mail or give me a call! I promise we will find a great spot for you.

Nina Davi

PMANC Mission Statement

The Promotional Marketing Association of Northern California, a not for profit organization, provides opportunities for members to achieve a higher level of personal and professional enrichment by promoting education, communication and the sharing of ideas for the mutual benefit of members in the promotional marketing industry.

PMANC

PROMOTIONAL MARKETING ASSOCIATION
of NORTHERN CALIFORNIA

2010 BOARD OF DIRECTORS

PRESIDENT

Nina Davi

Polyconcept North America
925.817.8170 • ndavi@polyconceptna.com

VICE PRESIDENT

Jodi Spangrud

Incentives West
925.785.8375 • jspangrud@incentiveswest.com

TREASURER

Gene Coughlin

Graphic Promotions
916.988.1867 • gene@graphic-promotions.com

SECRETARY

Open

IMMEDIATE PAST PRESIDENT

Jeff Thomas, CAS

The Vernon Company
707.586.1182 • jtpromos@pacbell.net

DIRECTORS

Diana Fay

Rivers End Trading Company
415.328.5492 • diana@golftoystore.com

Darrell Fronczek

Lanco Corporation
916.365.5996
darrell.fronczek@lancopromo.com

Doreen Hardy

Geiger West
510.740.2442 • dhardy@geiger.com

Rob Headlee

Cutter And Buck
650.722-7039 • rob.headlee@cuttersales.com

John Oda

Onyx
510.338-0338 • john@onyxworldwide.com

Jon Pierce

Specialty Marketing Group Northwest
503.314.4683 • jpierce@smgnw.com

Otis Veteto

Veteto Enterprises
916.396.3009 • olveteto@gmail.com

BOARD ASSOCIATES

Lynn Kostow

Six Degrees Marketing
408.395-5090 • lynn@sixdegreesmarketing.com

Amanda Nannini

Hit Promotional Products
619.884-7070 • anannini@hitpromo.net

PMANC Toll Free: 888.762.6200

PMANC Fax: 916.451 9150

info@pmanc.org

www.pmanc.org

JUST GOOD NEWS...



WELCOME HARPER LONG!



Proud daddy, Gavin Long with newborn Harper

At 2:44 pm on August 20, 2010, Harper June Masako Long was born! Gavin reports that his wife Kara and baby Harper are doing great. Harper entered the world at 6 pounds, 6 ounces and 19” long.

Congratulations Gavin and Kara!

Ahhhhh... isn't she cute!

ADVENTURES IN ADVERTISING HONORS BODEK AND RHODES WITH SUPPLIER EXCELLENCE AWARD

Bodek and Rhodes, a leading wholesaler of imprintable activewear, was recently honored by Adventures in Advertising (AIA) in their annual Supplier Excellence awards, which recognize outstanding customer service, top-quality products and sales aids, on-time delivery and satisfactory problem resolution.

Lee Feinstein, who is the team leader at Bodek and Rhodes for their dedicated AIA service team, says, “We’re so grateful to recapture this honor. It’s been a pleasure for all of us to partner so closely with AIA, and I hope we can continue to grow our relationship.”

According to Krissy Preuss, Supplier Relations Coordinator for the AIA Corporation, “The supplier excellence awards recognize those MVP suppliers who consistently demonstrate their willingness to support our Owners ... The award is selected by our network of over 300 Owners.”

Marc Held, National Sales Manager for Bodek and Rhodes, says, “Lee and his dedicated AIA service team really go out of their way to give the most personal, responsive service they can. I’m proud to see that their efforts are being recognized, not just with this award, but by the difference they’re making in helping AIA Owners’ businesses.”



RAC REGIONAL DELEGATES ELECTED

RAC NEWS



Please join us in congratulating Michele Jennrich, MAS (District 1), Roger Burnett (District 3), Ted Fuehr, MAS (District 4) on their election to the 2011 RAC Board of Directors. And one more round of congratulations to Mike Irwin, MAS (District 1), Dan Jenne (District 2) and Jeff Thomas, MAS (District 5) on their re-election to the RAC Board. They will begin their board terms immediately following the 2011 RAC Delegate Assembly in Las Vegas.

As a representatives of their Districts and RAC, we want to share with you a little bit of intel about your newly elected and re-elected board members:



District 1 Representatives **MIKE IRWIN, MAS**

Mike Irwin, MAS, is national director of sales for Top 40 distributor Adventures in Advertising. Based in Glen Allen, Virginia, he is in his eleventh year with AIA and his 21st year in the promotional products industry. Irwin is currently President of MAPPA and has been a board member for more than seven years. He was their 2009 RAC delegate. Mike is the former chairman of PPAI's MAS/CAS Certification Board. He is also a founding faculty member of PPAI's Promotional Consultant Academy. And Mike was elected to the RAC Board in 2009 and currently is serving his second year on the board.



MICHELE JENNRICH, MAS

Michele Jennrich, MAS is a current board member and RAC delegate for SACDV, entering her second two year term as a director. She also serves as the legislative chair for SAAGNY and SACDV. Michele is a past president of SAAGNY and inducted in the Hall of Fame for SAAGNY and the SAAGNY Foundation. She is also a Past President of PPMN. During her time on the SAAGNY board, she was on the planning committee that met in Chicago 10-11 years ago when the "new" RAC was born. As a PPAI supplier member, Michele currently serves on the membership services action group, as well as other committees within PPAI, such as education, leadership advisory, CAS/MAS, etc.



District 2 Representative **DAN JENNE**

Dan Jenne has been in the promotional advertising industry for 14 years and is the principal owner of CMG Promos Inc. and Liquid Anvil Inc., a pair of promotional marketing and design companies based in Myrtle Beach, SC. Beginning in 1997 to 2005 as a New Hampshire native, Dan worked with Discover Marketing Associates and then until February 2009, worked as the southeast regional manager of Bullet Line. Dan has been active in Carolinas Association of Advertising and Marketing Professionals (CAAMP) since joining five years ago. His volunteer leadership service includes the Show Committee Chair, Board Member (2006 - 2008) and Chairman in 2008. He was elected to the RAC Board in 2009 and is currently serving as the 2010 RAC Vice President.



District 3 Representative **ROGER BURNETT**

Roger Burnett has been co-owner of Competitive Edge Promotions in Brighton, MI for the past 2 years. Active in MiPPA since 2008, he is currently serving as the RAC Delegate and President-Elect. Roger also participated as a fundraiser for LACASA, a charity that assists physically abused women and children, as well as for Little Caesars Youth Hockey Association, which annually raises \$10,000+ for underprivileged Detroit-area youth. Roger continually challenges MiPPA to look beyond the traditional thought processes associated with membership and has brought new and very interesting opportunities to the association. Roger says, "Attending RAC LDW for the last two years, I've come to realize there is a tremendous opportunity to give back to the industry and share new ideas."



District 4 Representative **TED FUEHR, MAS**

Ted Fuehr has been in the promotional products industry for 36 years. He is a third generation PPAI member and has owned Incentives International, Inc. for 20 years, a distributorship located in Overland Park, Kansas. His grandfather

Continued on page 5

RAC DELEGATES - CONTINUED FROM PAGE 4

was a jobber; his father was a supplier and distributor. Ted has served on board in various positions, such as marketing, finance, publicity, advertising, membership and social - as well as president, treasurer and chairs of leadership, education and membership committees. Ted has also volunteered for 3 PPAI committees: Distributor, Education and CAS/MAS. In his home association, PPAM, he has served on the board for 5 years, currently as past president. And in 2011 and 2012, he is appointed as the RAC Representative. Ted has a BA from the University of Missouri and an MBA from UMKC.



District 5 Representative JEFF THOMAS, MAS

Jeff Thomas, MAS, started in the promotional products industry in 1987 at a California promotional products company and worked there 14 years. In August 2001, he joined The Vernon Company and is based in Rohnert Park, California, as an account executive. Thomas served as the PMANC president in 2009 and has served on the PMANC Board since July 2005. He was the 2008 PMANC X-Treme Promo Showcase chairperson as well as their 2008 RAC delegate. He has served on the RAC Board for District 5 since January 2009, and has worked closely with the District's four regional associations for the past 2 years to assist them in achieving their own goals.

Many thanks to everyone for your quick replies as we moved through a very interesting district election process this year. The next step involves the Nominating Committee (Garth Huettl, MAS, Phil Baker, CAS and Lori Dollar, CAS) and their presentation of an Executive Committee/Officers slate to the RAC Board. The results will be shared with you, as soon as it is official.

As your board, we look forward to your input and ideas ... click here to find the contact information for your current RAC Board. We see, hear and know of the hard-work that is going on at the regional level and we foresee powerful, busy and productive years ahead for all 28 associations, as well as for the RAC Board.

powerful promotional products

From Prime Line®

Please contact me today
for more information!

Gabriel Jordan
Prime Regional Manager
gjordan@primeline.com
Cell: 714-277-9208



...and ask me about

- Leeman New York, now part of the Prime Line® family
- 24 Hour or 3-Day Rush at no additional charge
- No Minimums – Price Match Guarantee
- Quality and Safety – QCA Accredited
- Image Bonding® 4-Color Process
- **Prime Express** – Upgraded Freight Program



FREE Upgrade to FedEx 3-Day Shipping**

Free FedEx UPGRADE from ground to 3-Day shipping for all shipments delivering to states west of the Mississippi on all items except sample orders, custom overseas items and overseas direct items. No third party accounts. Orders must specify **Prime Express to receive this upgrade.

**where applicable

Now part of the Prime Line® family
LEEMAN
NEW YORK



ASI 79530

prime LINE®
primeline.com form. function. fun.

Save **hundreds** when you order from
Bullet and Leed's – your favorite East Coast suppliers.



33% off standard,
ground shipping rates.

3-day shipping.
Automatically.

 **LEED'S**
make it yours

 **bullet**
right on target

Visit www.leedsworld.com/westcoastfreight for complete details,
including order lead time parameters.

Valid only for distributors in CA, AZ, OR, WA, NV, and UT on orders shipping
to those same states. Third-party shipping is excluded.



PMANC-LAW WORKING FOR YOU!

DOREEN HARDY - GEIGER, PMANC BOARD
RAC REP & LEGISLATIVE CHAIR



Starting in 2012, businesses will be required to submit Form 1099 to the Internal Revenue Service, reporting the payments made to vendors for all goods and services worth more than \$600. This burdensome new tax paperwork requirement was included in the Patient Protection and Affordable Care Act (PPACA).

Under the existing law, businesses issue the Form 1099 only to individuals who provide services to a business. The new law makes two changes:

1. The Form 1099 must be issued to corporations of all sizes and shapes as well as to individuals.
2. A Form 1099 must also be issued to individuals and corporations that provide property to a business.

We are in the business of selling and distributing goods and all of our suppliers of products are vendors under the new law. For example, if you, as a business, buy more than \$600.00 of goods or services (baseball caps) on behalf of "Your Customer" from "Factory X" you will be required to get the Tax I.D. number from "Factory X" and send them AND the IRS a Form 1099.

Purchases included are not only those made directly by check but also those made by other means such as credit cards...for example UPS, FedEx, airlines, hotels, rental cars and restaurants.

And, of course, any business that pays you more than \$600 will be sending you a Form 1099.

The efforts to repeal have not been without challenges. Take ten minutes to protect your valuable time and resources. Log on to www.ppailaw.org, scroll down to "Featured Federal Alerts" and "Voice Your Support for H.R.5141 and S.3578." These bills REPEAL the new law that takes effect in 2012. There is a map at the bottom of the PPAI page and you can select California to find the Senators and Representatives to contact. E-mail and phone text is there all you have to do is personalize it in the opening statement.

This site can also be found at www.pmanc.org.

Questions?

Please e-mail one of your PMANC-LAW Committee members:

Doreen Hardy: dhardy@geiger.com

Jane Carmen: jane@firstplaceinc.com

Jon Henrickson: jhenrickson@sbcglobal.net.



**all of our
suppliers
are vendors
under the
new law**

**protect
your
valuable
time and
resources**

NOBODY CARES

BILL LEONARD IS THE COPY WRITING SPECIALIST



It's frustrating but true. Many people don't care about you. They care about themselves first.

**we are
business
builders**

When it comes to advertising, the same holds true.

New and creative promotional products have a way of exciting all of us in this industry. After all, we are business builders. You may even wax eloquently to your customer about the features of a unique product. But...your prospects and customers really care about what a selected imprinted product will do for *them*. They care about how *their* lives, business or otherwise, will be better and happier.

If you fail to address your buyer's cares, needs, and wants in your marketing copy, you will remain disappointed with your sales results.

And that is where compelling and persuasive copy that moves people to *act now* comes into

play. It's action that makes advertising work. It's action by your clients that makes you money.

Take a moment to review your sales collateral and web content. Does your copy simply list features and other data that put your readers to sleep or does it address WIIFM (What's In It For Me)? That "Me" is your prospect or customer.

Don't just talk about your company or how cool a logo-ready product looks. Tell your prospects what's in it for THEM...what's in it for THEIR customers...how THEIR lives, operation, sales, or visibility will improve...and say it in as many ways as you can. Then...ask them to take action!

Make certain your ads, brochures, sales letters, eBlasts, and web site are always written with a strong dose of WIIFM.

**what's
in it
for me?**

Featured Suppliers on the PMANC Website

Did you know that the PMANC website has a 'featured suppliers' page?

Use our clout to get your message to our distributor members. Our distributors are selective and they know PMANC adds value to their work.

Now you can use PMANC's visibility and reputation to reach over 500 distributors with this fabulous marketing opportunity!

PMANC

PROMOTIONAL MARKETING ASSOCIATION
of NORTHERN CALIFORNIA



www.PMANC.org

We've reached the start of autumn and even though the weather is still warm, you can smell the freshness in the morning and evening air that signals that a change in weather is coming. This weekend I'll be headed to a tomato ranch and pick bushels of Roma tomatoes from a friend's ranch. About ten of my friends and family will come over on Saturday to make canned tomato sauce. There is no way you can duplicate the incredible flavor of this sauce. Store bought sauces or even whole canned tomatoes can't compare. If you ever have this opportunity, take it. One stormy winter night, you will go to the pantry for a jar of this sauce and create the smells of summer.



Boun Appetito

Doug Carson, CAS - Proforma Albrecht

SIRLOIN CUTLETS IN A FRESH TOMATO WINE SAUCE

INGREDIENTS

6 sirloin steaks; about 8 oz each 1 Tsp. salt/1 Tsp. pepper

SAUCE INGREDIENTS

½ cup loosely packed Italian parsley	6 large sage leaves
1 Tbls. of fresh rosemary	1 Tsp. fresh oregano
1 Tsp. of fresh thyme	2 large garlic cloves
1 Tsp. salt (preferably sea salt)	pinch of chili flakes
½ cup extra virgin olive oil	2 cups fresh tomato sauce
2 cups of finely chopped onions	8 oz can of chicken stock/broth
2/3 cups of dry red wine	2 Tbls. of butter

PREPARATION

Place garlic in a food processor and puree. Add all the fresh herbs, salt and pepper. When blended add 2 Tbls. of the olive oil and mix thoroughly. Set aside.

Pound sirloin steaks until they have increased in size by half. Season with salt and pepper. Heat large skillet and add about 1/8 cup of the Olive Oil, sear sirloin on high heat for about 45 seconds per side. Add the butter when you turn the meat to second side. Remove the sirloin to a warm platter.

Add remaining olive oil and onions to the skillet and season with salt, pepper and chili flakes. Sauté for two minutes on medium low heat. Add fresh tomato sauce, stock and wine, fresh herb mixture and turn heat to medium high. Simmer sauce for 20 minutes. Add sirloin to the sauce, cover the skillet and turn the heat to simmer and cook for 10 minutes. Place sirloin steaks on a warm platter. Turn heat to high and reduce sauce by a third. Pour sauce over sirloin and serve.

If you are not using fresh tomato sauce, buy whole skinned Roma tomatoes in a can and puree.

Please see the following page for Doug's wine recommendation!



FROM THE VINE CAME THE GRAPE

BY THE GAYLORDS

From the vine came the grape
From the grape came the wine
From the wine came a dream to a lover
He was back with Marie on the Isle of Capri
With a million stars shining above her
Once again he romanced as they kissed and they danced
And even her wedding bells chimed

With a song in his heart
He would sip another little glass of wine
With each sip he would cry
My bella Maria you are mine.

*Ahh yes, A wonderful meal, a fine glass of wine
and a beautiful lady...life is good. – Otis*



from the Wine Cellar

DOUG CARSON, CAS - PROFORMA ALBRECHT

Hartwell Estate Merlot

Stags Leap Napa Valley 2005

Rich and concentrated aromas of sweet cherry, plum, baking spices opening with mocha and coffee notes leading to a beautifully balanced elegant Merlot. The texture of the wine is polished and silky; making the wine accessible and enjoyable now, but it will gain complexity and evolve with seven to eight years of bottle age.

Appellation: Stags Leap District

Release Date: Spring 2008

Blend: 86% Merlot 14% Cab

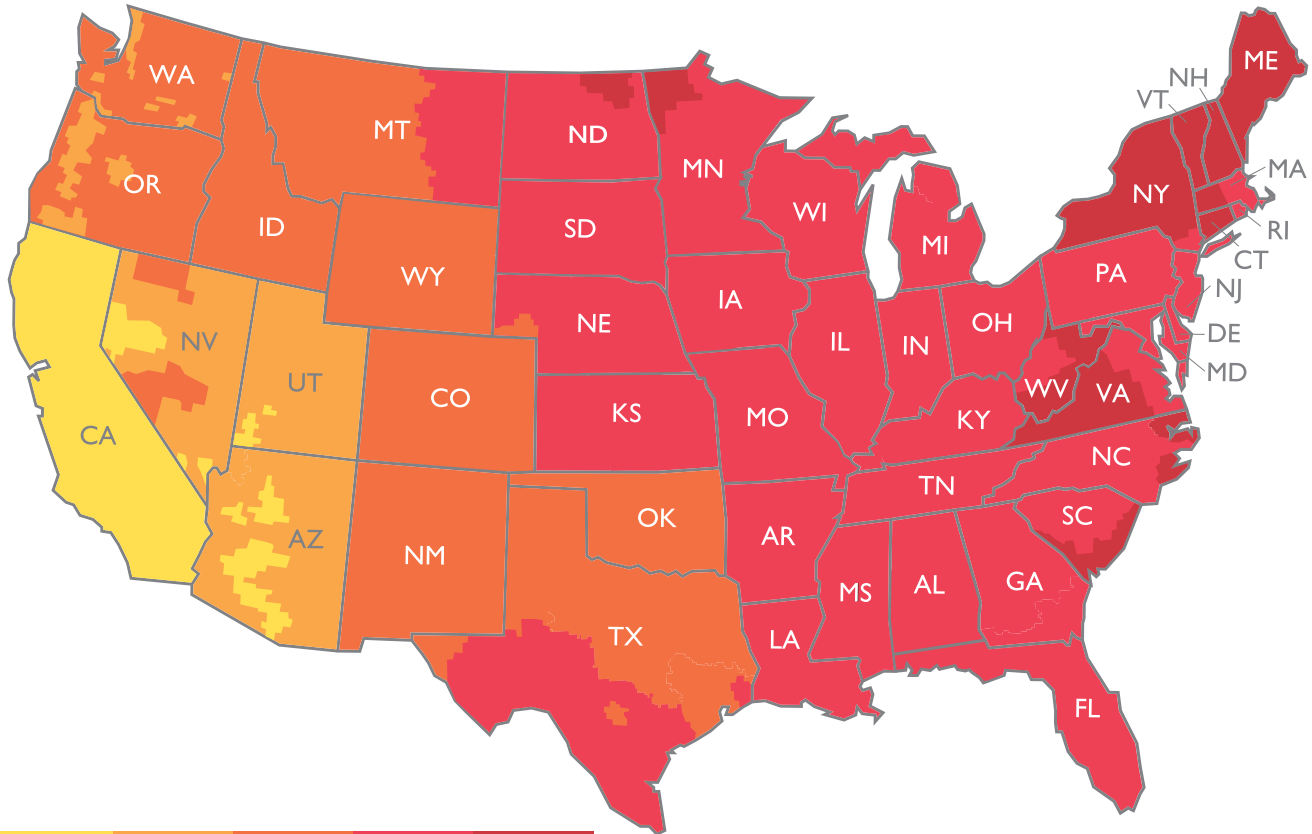
Aging: Aged for 20 months in French oak barrels

Suggested Retail: \$75



THINGS ARE HAPPENING
AT AMERICANA SPORTSWEAR

20 GREAT BRANDS, CLOSER THAN YOU THINK!



1 DAY 2 DAYS 3 DAYS 4 DAYS 5 DAYS

Now our enhanced brand collection is just **one day away from Las Vegas, Reno, Phoenix, Tucson and ALL of California.** (Order by 4:00 p.m. Pacific.) Choose from over 20 brands of imprintable apparel and accessories in stock like Hanes, Gildan, Anvil, and bella, as well as brands that are new to Americana; Canvas, adidas Golf, Champion and lots more. Bolder, brighter and more colorful than ever – that's today's Americana Sportswear.

FREE FREIGHT!
ON ALL ONLINE ORDERS OVER \$150*

www.americanasportswear.com



*Does not apply to white T-shirts, sale items or COD orders.

Question Man

What is your favorite Halloween costume and why?

Now that the fall season has started and the days are getting shorter and cooler, it's time for one of our favorite holidays - Halloween! So the Question Man question for this issue is, "What is your favorite Halloween costume and why?"



Diana Fay, River's End Trading Company and Sweda USA

My favorite should be the one I have been working on for this year, Wilma Flintstone. She is wearing this 'sassy' one shoulder drop animal print cocktail length dress and this fabulous ping-pong ball necklace and earrings and an animal print handbag. Only need the red wig. My hope is to accessorize enough so I'm not mistaken for "Jane of the Jungle."

Only need the red wig. My hope is to accessorize enough so I'm not mistaken for "Jane of the Jungle."



Gavin Long, Tugboat

I'd probably have to say anything with a hockey mask. I love horror movies and I grew up watching Jason terrorize people on "Friday the 13th." To this day, I always get a little freaked out when I see a 6-foot tall guy wearing coveralls and a hockey mask...especially when it's not Halloween!!



Dick Stein, HJ Promotional Products

In my previous life, I was the VP/GM of Radio Stations in SF, Tucson, St. Louis and Chico. It was always my policy to make the sales staff dress up in Halloween costumes on Halloween and visit clients with candy and stuff. I got

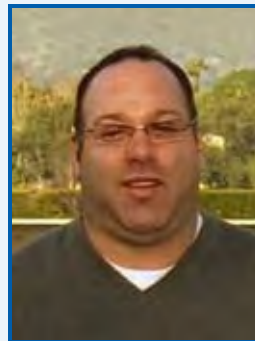
into the office in Tucson a number of years ago, and there on the chair of one of my AE's was a sign saying, "My costume is that of the Invisible Man...enjoy your day." He ended up playing golf.



John Oda, Onyx

The town where I live has an annual Halloween parade. Kids from the nearby elementary school, toddlers and their parents and even dogs show up in great costumes and walk through the downtown business district. My favorite

costume is the bumble bee costume that my dog Zeke wears.



Howard Berman, HB Sales and Associates

My best Halloween costume was when I was around 14 and I dressed up as Fred Flintstone. To this day, people who knew me still make reference to that Halloween.



Regina Munroe, InProma

When I was about 16 years old, my sister was in our cousin's wedding—a "Gone with the Wind" theme. The big joke was that the dresses looked like Little Bow Peep. So that Halloween, I cut the dress short, got a staff and a stuffed lamb from a friend. I was Little Bow Peep. Talk about recycling.

Boo!



TRANSPROMO TAKES OFF FOR B2B COMMUNICATIONS

Take your documents to the next level and realize the full potential of TransPromo

Reprinted with permission from Pitney Bowes

Summary

For the last few years TransPromo—the practice of adding marketing messages to bills and statements and other transactional documents—has been talked up in business circles and the media without much hard evidence of the technique being applied. Now, new research from Pitney Bowes reveals that the potential of TransPromo is finally being realized.

Pitney Bowes assesses the research findings and reports on widespread enthusiasm for a technique that, with the emergence of new technology, is taking printed communications to the next level. Our recent survey of business-to-business (B2B) companies across the UK, France, Germany and the USA reveals that TransPromo is moving from a much-talked-about projection to a widely implemented reality. Businesses of every type and every size are looking to maximize the benefits of adding marketing messages to transactional communications.

The numbers show that an average 34 percent of B2B companies in the UK, France and Germany have put personalized messages on their bills, statements and customer service communications. The USA records a similar figure of 31 percent.

These figures provide hard evidence that TransPromo is taking off across the board, with over a third of all B2B businesses across the five regions now adopting a TransPromo strategy. Certainly, previous forecasts for TransPromo growth have been bullish—with InfoTrends1 predicting the production of 21.72 billion images in 2010 in North America alone. InfoTrends2 also forecasts a robust 68 percent CAGR for TransPromo documents culminating in the output of 22.8 billion TransPromo impressions (again in North America) in 2012.

To date, much of the analysis of TransPromo has centered on businesses communicating with consumers. The focus has been on businesses such as banks and insurance companies that produce large volumes of transactional documents. This

latest Pitney Bowes survey provides evidence that the technique is proving to be just as compelling for businesses looking to sell to other businesses.

So what is driving this uptake? And how is business-to-business communication developing?

Analysts estimate that every consumer is exposed to around 3,000 advertising messages each day. In the midst of this information overload, we are now far more selective about what reaches us and what doesn't. And we are far less tolerant of messages that are lazy, unprofessional and poorly targeted.

This is as true for the B2B environment. Indeed, respondents surveyed were all from B2B firms. In truth, B2B marketing isn't directed at a faceless brand or corporation; it is still aiming to attract the attention of individuals. The busy executive is every bit as bombarded with messages and offers as the retail-happy consumer. Whether targeting business buyers or consumers, the landscape has changed from a push to a pull model, with the buyer dictating the frequency of information and how that information is delivered. Businesses can no longer afford to do things "the old way." So, it takes relevance to break through the marketing clutter. Demonstrating relevance—not once, but time and time again—leads to trust. And customer trust is gold dust. Nurturing existing customers not only provides stability but can also lead to impressive growth. Take this statistic from InfoTrends: Just a 5 percent growth in current customer business can equate to as much as a 50 percent profit in bottom-line profits.

Trust in TransPromo

Transactional mail is already a highly trusted medium, and great strides have been made in recent years to enhance the accuracy and integrity of these mandatory communications.

The fact that transactional mail is trusted results in an extremely high open rate. Further, once the mail is opened, the recipient concentrates on the

Continued on page 14

TRANSPROMO - CONTINUED FROM PAGE 13

content for an average of two to three minutes, with 20 percent reviewing the document for five minutes or more.³ This time frame takes on more significance when realizing the sheer number of messages to which we are all exposed.

Additionally, transactional documents are retained for longer than direct mail, meaning that any marketing message added to a statement, for example, has the dual advantage of gaining more immediate attention and of registering again when the statement is reviewed.

The regular, cyclical nature of transactional communications makes them an ideal vehicle on which to carry promotional messages. Marketers can plan campaigns around when transactional communications hit. And resources can be planned in terms of handling the responses that are generated by these campaigns.

Whether targeting business buyers or consumers, the landscape has changed from a push to a pull model, with the buyer dictating the frequency of information and how that information is delivered.

Traditionally, transactional documents were viewed as a necessary cost burden, but TransPromo turns this outlook on its head. In the past, focus was on cost per mailpiece: How can I get this essential customer information out of the

door at the best possible price? Today, managers are seeking to measure cost per response as well as customer loyalty and retention. Adding marketing messages to transactional documents that are already being dispatched transforms these documents into communications with the potential to generate significant revenue over the lifetime of a satisfied customer. And because these documents are being dispatched already, transactional documents represent a highly cost-effective marketing vehicle.

Businesses face a dilemma. The target is to strengthen one-to-one customer relationships and grow revenue. But managing the continually increasing volume of individual transactions with growing numbers of customers can make it difficult for businesses to hold the line on costs. TransPromo is enabling organizations to reach this level of “mass personalization” while meeting the dual goals of revenue enhancement and cost reduction.

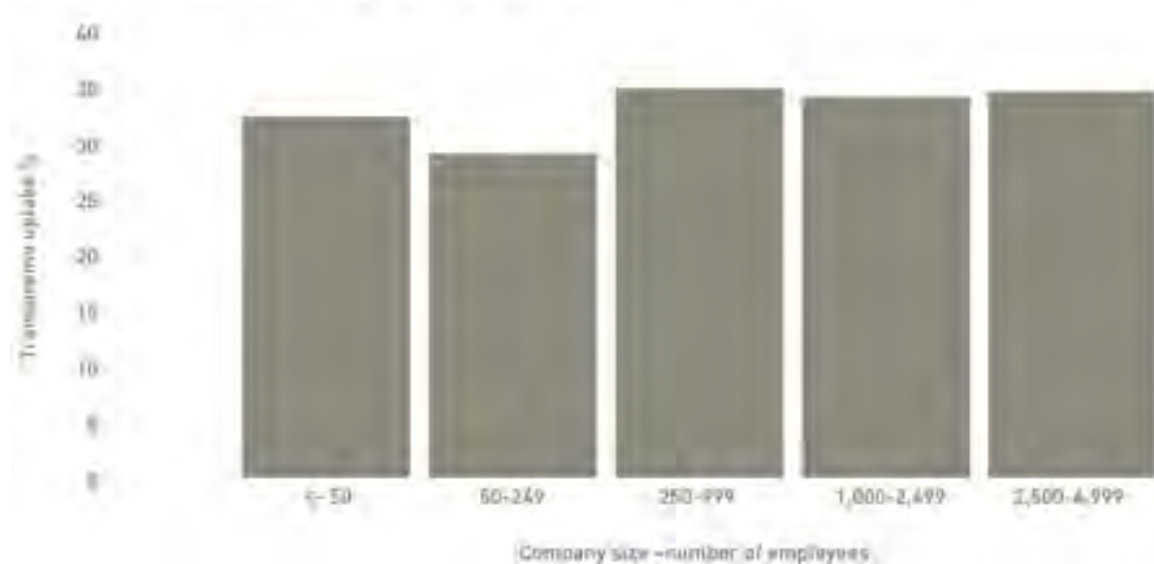
A technique for businesses of every size

Interestingly, uptake of TransPromo is not limited to larger organizations dispatching high volumes of mail. As the graph below shows, businesses of every size are embracing the TransPromo concept.

Any business sending regular transactional documents to customers can benefit from a TransPromo strategy. For smaller businesses,

Continued on page 15

Transpromo uptake by company size



TRANSPROMO - CONTINUED FROM PAGE 14

the marketing messages accompanying these documents can be included as inserts within the envelope. This practice is made quick and efficient by desktop technology that automates the folding and insertion of communications.

The software also exists to enable businesses to embed their offers and messages within the transactional document. Any white space on the page is effectively treated as “document real estate,” transforming a single-purpose communication into a document that performs two vital tasks.

TransPromo is enabling organizations to reach this level of “mass personalization” while meeting the dual goals of revenue enhancement and cost reduction.

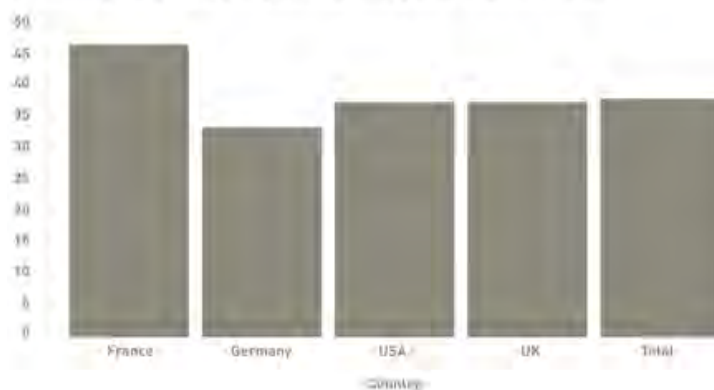
TransPromo and beyond

The competition for customer attention is intense, and marketers are looking seriously at any opportunity to increase selling time with the audience.

Now the document doesn't even have to be opened to begin capturing the recipient's attention. Full-color envelope printers have been introduced that effectively give marketers a sizable new canvas—the envelope itself—on which to cross-sell and up-sell. Envelopes can be personalized and tailored to the same level as the document within.

Survey results show that the B2B community is already excited by the possibilities that this technology affords.

If personalized messages and images could be put on the outside of envelopes, it would improve opening and response rates



Full color plays an important role and has been shown to drive significantly improved response rates. The combination of this eye-catching color with messages tailored to the recipient—positioned on the envelope—is regarded as a powerful addition to the marketing armory.

TransPromo hits the B2B mainstream

Few businesses choose to communicate by mail alone, recognizing that today's client or customer appreciates the convenience of choice. However, there has been no mass replacement of mailed communications with digital, with many recipients preferring a hard-copy record of transactions.⁴ Indeed, there are certain documents that businesses are duty-bound to send as mail. Now, businesses are getting wise to extracting maximum value from each and every mailed communication.

This latest Pitney Bowes survey reveals that TransPromo has now been fully embraced by the B2B community. Much of the comment to date has been around TransPromo working with a consumer audience. But this B2B survey base also sees value for B2B communication in a technique that is driving added value from existing documents at a time when every communication cost is minutely scrutinized.

Neither is business size determining who can and can't benefit from TransPromo. Even the smallest businesses are aware of the advantages to be gained from using their existing, mandatory transactional communications as vehicles for marketing cross-selling and up-selling. New technology is aiding this process, automating previously time-consuming tasks such as document insertion and folding to bring further efficiency to the communication process.

TransPromo has moved from an ideal to a reality for a number of businesses. With new technology such as digital envelope printers emerging, the technique is set to further develop, delivering customer communications that get noticed, get read and drive significant response.

¹ TransPromo Summit, 2008.

² Ibid.

³ InfoTrends - “TransPromo: An Idea Whose Time Has Come,” 2008.

PERSONALIZED VS. PROMOTIONAL

MIKE NEER, REPRINTED WITH PERMISSION FROM AUGUST 2010 ISSUE OF CORELDRAWHELP MAGAZINE, WWW.CORELDRAWHELP.COM



Over the years, I've run into many people in the public - and even in the industry - who confuse personalized products with promotional products. It's a natural mis-identification because both types of products appear similar in look (graphics on a product), and often serve the same need (recognition and identification), and can be produced by the same company. BUT, they are distinctly different!

The difference is in how they are used

Okay, so you're a CorelDRAW user and you want to put graphics onto a product. How do you know whether it's going to be a personalized product or a promotional product? And does it matter? Maybe it comes down to the purpose or use of the product.

Generally, promotional products are designed to promote a company, usually with their logo or contact info on the product (such as a pen or shirt). Personalized products are designed to recognize or identify the recipient or company (such as with an award or a sign). The gray area? Logoed apparel can be used to promote and also be given as a gift to employees. Awards can be used for promotional purposes as well as gifts, and signs clearly promote a company. Confused?

The difference is in the quantity!

Okay, so now you say it really depends on how many are made of each item. Promotional products typically are made in large quantities and given away (think pens), while personalized products are typically made in short runs and sold to a company who then gives them as gifts (think company awards). Okay, so what about a short run of a dozen decorated apparel items such as caps or shirts for a company to wear at work? Is that promotional or personalized?

The difference is in the imprint!

Oh, so you say, if it has the person's name on it, then it's personalized, and if it's just the company name, then it's promotional, no matter the quantity. Maybe so, but ...

The difference is in who sells it!

What if a promotional product distributor sells 24 awards? Does that make them promotional products? Or what if an awards retailer sells 24 logoed shirts with a company name and personal name? Does that make them personalized products?

The difference is in the marketing!

Of course, then there are manufacturing companies who insist they are promotional products manufacturers, and yet sell 90% awards. Or there are large awards "retailers" who do screenprinting and embroidery for companies, but insist they will "personalize" the products for you.

The difference is....

No wonder the public is confused! So are many people in the industry... oh, what industry is it, anyway? Is it the promotional products industry? Or the personalized products industry? Or awards? Or signs? Or decorated apparel? Yikes! Maybe it's just a graphic products industry! - made up of companies that put graphics onto products - no matter whether they're sold for promotional or personal reasons.

What do you think? Let me know at mikeneer@coreldrawhelp.com

Comparison	Personalized	Promotional
How used?	To recognize or identify	To promote
Quantity?	Short run	Long run
How imprinted?	Individual names	Company names
Who sells?	Retailers with equipment	Distributors who source production
How marketed?	We personalize it for you	We promote you to public

ARE YOU RELINQUISHING YOUR RELATIONSHIPS TO THE WORST DOCTOR?

CLIFF QUICKSELL, MAS - CLIFF QUICKSELL & ASSOCIATES



The late, great funnyman George Carlin—like him or not, he was funny; he spoke in realities—was once quoted as saying, “Somewhere in the world, by process of elimination, is the world’s *worst* doctor...has to be! The problem is someone has an appointment with him tomorrow!” Same holds true for us, somewhere in the promotions industry is the industry’s worst supplier—and distributor, depending on who’s reading this article—and yet we will send and accept orders from these individuals without doing our needed due diligence.

what
about
loyalty

Suppliers do a better job of this by checking the various resources to ensure the client or potential client (distributor) is a good financial risk, but what about the personality? What about loyalty? What about being that true strategic partner?

As a rule, business owners on the distributor’s side do a less than average job on two fronts. They often will take an order from a client without doing the proper research on that client and then they haphazardly send the order to a vendor without checking their viability on several fronts: financial stability, dispute resolution, inventory, loyalty (do they sell direct), technology, customer service...no, we just send the order in and cross our fingers. Why?

We have managed to commoditize this great industry, relegating ourselves to nothing more than order takers for the most part... How tragic. We allow the client to control the process and the direction of our business and we throw our hands skyward, complain, seek change and yet do nothing. So what do we do? Take charge!

It’s your business. Manage it properly. If you can’t go work for someone else, you’ll be saving yourself much heartache in the long run.

The sales cycle is much longer now; clients take longer to make decisions and have more tools to check your pricing (internet and competitors). You work so hard to gain the value and trust of a relationship and then you cast it to the wind and send it to someone perhaps that you have never worked with in the past...so today, start this process.

Do your due diligence with your clients first. Just because someone gives you an order doesn’t mean you will get paid. The sale is not over until the check clears the bank—remember that. Having a client that gives you a ten-thousand dollar order and pays you in 120 days, well, that’s just not a good customer. It’s a good business practice to ask for references, do a financial check and allot the client a certain amount of open credit based on your findings. Or use a resource that can help protect your receivables such as factoring or using a financial company like Euler-Hermes.

When it comes to working with suppliers and before relinquishing that order and the relationship with your client, take the following steps:

1. **Check Resources:** For instance, if you belong to ASI they have a service that does an overall report of each supplier. Those suppliers are rates in various categories by your peers. The scaling is 1-100, so if someone scores a 60 in dispute resolution, be wary. In all fairness to the suppliers, oftentimes these ratings are skewed by a disgruntled distributor. Remember there are two sides to every issue. Suppliers check this rating **OFTEN**, you have the ability to counter and put notes in here as well. Remember the service is only as good as the data that is being input.

it’s your
business
manage it
properly

Continued on page 18

THE WORST DOCTOR - CONTINUED FROM PAGE 17

2. **Network:** If you belong to a regional association, ask your peers who they use, who is helpful and who isn't. Have them site examples of good work vs. bad and remember the "Two Sides to Every Issue" policy. Networking extends to the major shows like ASI and PPAI as well, these shows are rich with networking opportunities...use them wisely.
3. **ASK and Interview:** Remember too, that YOU must be comfortable with the vendors you work with. It's not JUST the best price. It's about an attitude, getting along and creating a mutually beneficial, long term, strategic relationship. That said; would you just get engaged to someone without really knowing that person? Hopefully not. Same holds true here, so here is a short list on inquiries questions, add as many as you'd like in order to gain your own comfort level.
 - a. How long have you been in business?
 - b. Where are you located? This helps with shipping logistics.
 - c. Do you have dedicated customer service representatives, and can I deal with the same person each time?
 - d. What is your policy on handling dispute resolution? Scenario: I send you a PO for an event, the PO strictly states, MUST SHIP on 12/01/2010 UPS BLUE for arrival on 12/03/2010 and the imprint color is RED; however you've imprinted it in BLUE and shipped it UPS RED...how would this be handled?
 - e. How deep is your inventory?
 - f. Do you decorate in house?
 - g. Do you manufacturer domestically or offshore or both?
 - h. What's the latest you can ship goods on a given day?
 - i. How do you handle your quality control internally?
 - j. If I send you goods to decorate, when do you count the goods? When they arrive? At the time of decorating?
 - k. Do you sell direct?
 - l. Do you have a subsidiary that sells direct?
 - m. Do you have a division that sells retail?
 - n. If I *create* a custom project and another distributor calls wanting a quote on that project, (knowing that the client is shopping) what would you do?
 - o. What MAKES YOU DIFFERENT from your competition?

Remember, somewhere out there is the world's worst supplier...take precautions to ensure that your order—your RELATIONSHIP with your client—is protected.

Until next time, continued good selling - CQ

it's not
just the
best price

ASI SHOW HOLIDAY PREVIEW SEPTEMBER 2010... ANOTHER SHOW???

CITLALLI ZEPEDA - ALFA PROMOTIONS



If you think going to tradeshow is a waste of time and money, think twice. When economic times are difficult and the year is almost over, your sales are below what you projected and you feel discouraged, with not much money in your bank account to go to *another show*; it's actually the perfect time to make a stretch and do everything you can to go.

the
training
was
great

You have two days... which one is most important? Both! Usually the first day is filled with training and the second day is filled with meeting vendors and collecting samples and catalogs.

Talking specifically about the ASI show; I can tell you that the training we received was great! David Blaise, an expert in this industry, shared some great tips and advice to take our businesses to the next level. I will share some of it with you.

TARGET YOUR MARKET

Since Christmas is coming, I want to give you a gift: I want you to imagine I am a genie and I will grant you the wish to sell to at least three of the companies you write down on a list. So, think carefully and decide what kind of customers you want. Write a list of at least 100 companies you would like to sell to. When you are done, think of a strategy to reach the decision-makers in those companies. Then qualify the companies to see if they are in need of your services.

Having a clear idea of who you are going after is going to help you to be more effective and to focus your energy in the right activities. If getting at least one or two of the companies that you wrote down is worth the time and energy, don't delay and start acting now!

PROSPECTING

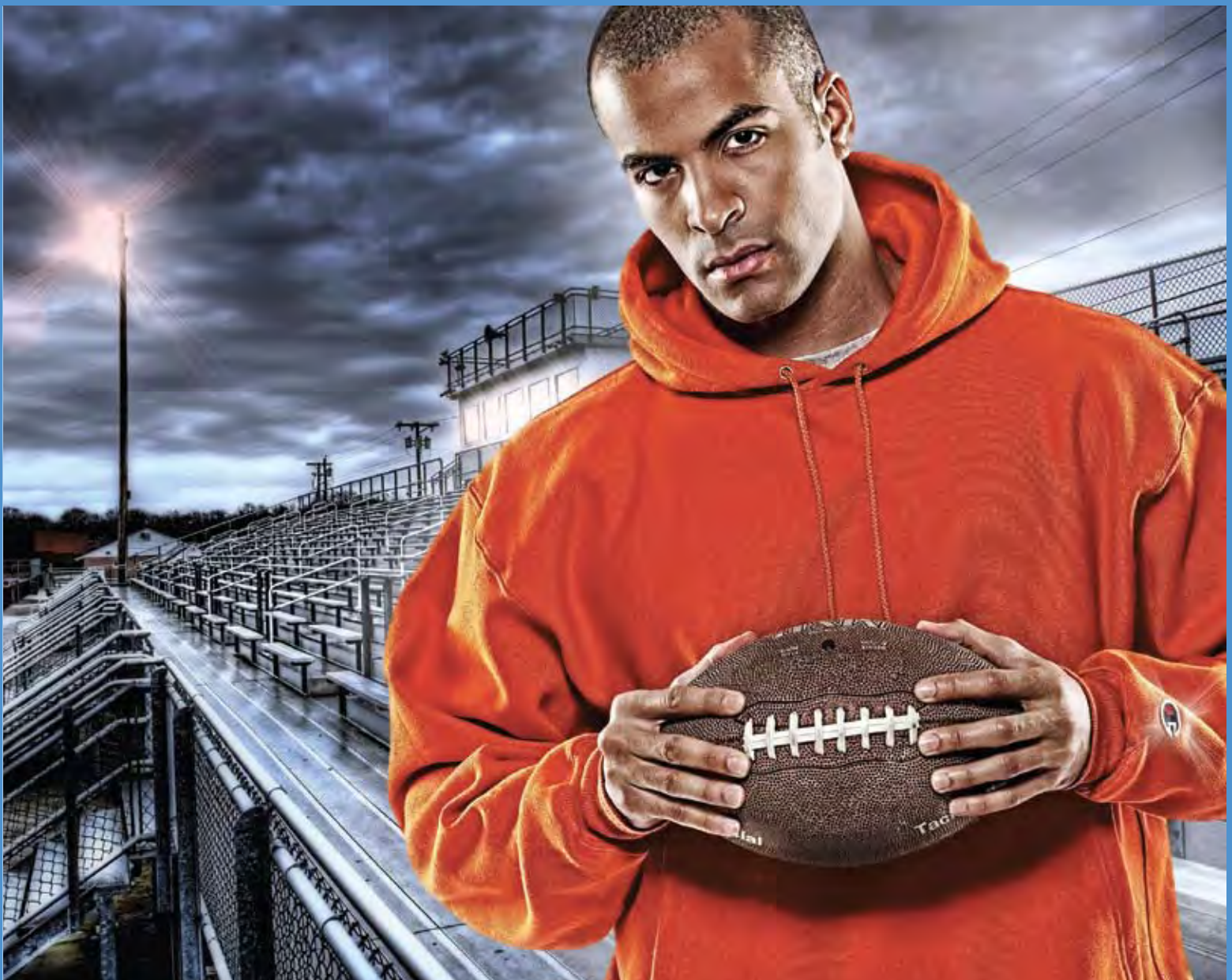
What are your feelings about prospecting: frustration, anxiety, fear? Well... if you go with the right mentality, you won't have to worry about it too much. Think about prospecting as if you are on a journey to find gold: You have to dig, get your hands in the dirt and find out if there is any gold in it. If you don't see any gold, you don't try to convert that dirt into gold, you just throw it away and continue looking for it, right?

It's the same process we have to apply with our prospects. When we go to networking events, in-store visits, phone calls, or whatever method we are using to find prospects (now you have a list of 100 people you want to reach), we have to remember that when we are prospecting, the purpose is only to qualify the companies to see if they are in need of our services, and if they are in need of our services, whether we want to work with them. We don't try to sell to them at that time. We just put them into our "gold" bucket, and depending on their needs and how we meet them, we will put them through our sale process.

I don't want to make this too long, so, I hope you can apply these concepts into your business right away. I wish you the best, and get ready for the PPAI show in January! You may bring home a lot of ideas to apply to your business and also, you might find the right partners that your business needs to grow to the level you want.

Receive my best wishes for success!!

find out
if there is
any gold



WHATEVER IT TAKES

Bodek and Rhodes

Champion[®]

Pennsylvania | California | Florida | Massachusetts | Michigan
800-523-2721 | www.BodekandRhodes.com

asi/40788

IN THE NEWS



JANNEY OF BODEK AND RHODES RECOGNIZED AS FAVORITE SALES REP

Bodek and Rhodes, one of the leading wholesalers of imprintable activewear, is proud to announce that Greg Janney was recognized in *Printwear* magazine as July's outstanding Supplier Sales Rep.

According to the magazine, it highlights sales representatives who are nominated by customers who feel they receive exceptional service. Jesse Muniz, a customer of Bodek and Rhodes who nominated Janney wrote:

"On multiple occasions, Greg has come through for me with same-day shipping on items ordered past cutoff time, free shipping on orders, exclusive pricing on bulk apparel, and outstanding service before, during, and after purchasing. Greg has never let me down ... what more can I say?"

Janney, who's been with Bodek and Rhodes since 2009, is the inside sales representative serving areas of Pennsylvania. Of his recognition, he says, "Everyone here really works to give our customers the kind of service that's even more than is expected. I have a great relationship with my customers, and I'm always happy when I can get that last-minute delivery or savings to make their day a little bit easier because they called Bodek and Rhodes."

BODEK AND RHODES NAMED VENDOR OF THE YEAR 2ND YEAR IN A ROW

Bodek and Rhodes, a leading wholesaler of imprintable activewear, was honored for the second year in a row as EmbroidMe's Vendor of the Year. United Franchise Group, parent company of EmbroidMe, Inc., the world's largest embroidery franchise, chose the company after polling their entire franchise base of 450 members.

"We're honored to be chosen by EmbroidMe as their Vendor of the Year, especially two years running," says Mike Rhodes, President. "We've really focused our efforts on personalized service, and I'm proud to see our dedicated EmbroidMe team is making a difference in our customers' businesses."

Bodek and Rhodes, a family business since 1939, has established a program of apparel experts to serve as dedicated, personal contacts to EmbroidMe franchisees. This team is led by the company's most seasoned apparel veteran, Lee Feinstein, who offers more than twenty-eight years of experience in the apparel and decoration industry.

"My job is to connect and partner with our friends at EmbroidMe," says Feinstein, Director of Special Markets. "I'm flattered by the award, and I'm very glad that we can become part of EmbroidMe's everyday operations to help their businesses succeed."

Bodek and Rhodes is family-owned business headquartered in Philadelphia, PA with distribution centers in Philadelphia; Niles, MI; Fresno, CA; Orlando, FL and Norton, MA. More information on Bodek and Rhodes and their full line of apparel and accessories is available online at www.BodekandRhodes.com.

BULLET DROPS THE PRICE ON FIVE POLYPRO BAGS

Bullet, a member of Polyconcept North America, the fourth largest supplier within the promotional products industry, continues to focus on its aggressive pricing strategy for the industry's most popular items and has dropped the price on 29 PolyPro bag SKUs. The Hercules Grocery Tote and the Little June Grocery Tote are among the five styles of bags included in the price changes. New prices are lower by six to ten percent.

"Bullet is delighted to offer lower prices on the most popular styles on PolyPro shopping bags sold in the industry," explains Bullet's president Bob Herzog. "These price reductions represent the next step in our quest to become THE value leader in the market. Lower prices on these popular items will help our distributor partners become more profitable and provide an even better value to their end-users."

Lower prices take effect immediately. Visit www.bulletline.com and select "New Lower Pricing" to view all five styles and their new prices.

Continued on page 22

About Bullet

For nearly three decades, Bullet has been known for its innovations in the promotional products industry. Located in Miami, FL and serving more than 9,000 distributors worldwide, Bullet covers promotional categories that include insulated thermal mugs, portfolios, writing instruments, tote bags, clocks, flashlights, and Bullet private label headware. Service, reliability, and quality are the most important products, and Bullet strives to accommodate distributors' needs. Their goal is "to find a way to say yes." To read more about Bullet, visit www.bulletline.com.

NICOLE INTERLIGI RETURNS TO THE CHOCOLATE INN

Chocolate Inn (ASI 44900, UPIC chocinn, SAGE #50684) the premier chocolate and confectionary manufacturer in the promotional products industry announced that Nicole Interligi was returning to the Chocolate Inn after a two-year hiatus to fill the role of sales coordinator. President David Miller stated "We are excited that Nicole is available to return. Nicole always felt that the distributor and their customer's needs were a top priority."

CLEGGPROMO ADDS NEW MEMBERS TO ITS INSIDE SALES TEAM

Michael Bistocchi, Vice President of Sales for CleggPromo has announced the following additions to their inside sales team:

Lal Knight, a UCLA alum and former Toronto Argonaut wide receiver, comes to Clegg with a true sense of teamwork and a long sales history. He will handle the territory of Texas, Kansas, Missouri, Louisiana and Tennessee.

Felix Romero comes to the Clegg team with a history in sales dating back to his high school days. He will handle the states of IA, IL, WI and MN.

Sarah Pickett is from Orange County, California and has studied criminal justice and business at Cal State Fullerton. She comes to Clegg with HR experience at Maxim Staffing and will be handling inside sales for Clegg's Northern CA region.

"All new team members show a true dedication to our goals and an incredible work ethic," says Bistocchi. We are expecting top results from our new team members. We are excited to have them aboard.

CRYSTAL D, A LEADING SUPPLIER OF CORPORATE AWARDS AND PLAQUES, NAMES THIRD QUARTER WOW CHAMPS

Crystal D, a leading supplier of corporate awards and plaques, named its third quarter WOW Champs at the monthly company meeting September 9.

The WOW Champs are nominated by their peers for exemplifying one of Crystal D's five core values: Integrity, Quality, Respect, Commitment and Passion. Each quarterly WOW Champ is now in the running to be named one of Crystal D's Value Champions at its annual WOW Day meeting.

The quarterly champions announced were:

- Michael Vitali for Commitment
- Kay Larsen for Respect
- TeriKay Thein for Integrity
- Corey Wilson for Passion
- Kim Kiefat for Quality

Each WOW Champ received a variety of gifts including a commemorative certificate and a gift card to Holiday Station Stores.

About Crystal D

Crystal D (www.crystal-d.com) has been a leading supplier of corporate awards to the promotional products industry for more than 15 years. The company offers a total of 1,000+ awards and plaques, seven imprint processes and eight substrates. Crystal D maximizes technology to communicate with promotional product consultants via a highly functional web site and an online order tracking system.

HUB PEN HIRES NEW NORTHWEST REPS

Ed Osterman and Ed Timmerman of Osterman Sales Associates will represent the company in Alaska, Idaho, Montana, Oregon and Washington.

Hub Pen Company has hired Ed Osterman and Ed Timmerman of Tigard, Oregon-based Osterman Sales Associates to represent the company in the

Continued on page 23

IN THE NEWS - CONTINUED FROM PAGE 22

Pacific Northwest. Osterman covers Alaska, Oregon and Washington, while Timmerman's territory includes Idaho, Montana, Oregon and Washington.

Osterman, who has been an independent multi-line rep for 30 years, came into the promotional products industry in 1995 and is an active member of Northwest Promotional Marketing Association (NWPMA). He has a BA in Liberal Arts from Willamette University. Contact him at 503-887-2328 or LakeOEdO@aol.com.

Prior to joining the Osterman Sales Associates staff nearly three years ago, Timmerman was in sporting goods apparel and accessories sales for nearly 10 years. He has a BS in Science and Business Administration from Clemson University. He can be reached at 503-781-9070 or edtimmerman@aol.com.

"I was initially drawn to Osterman Sales Associates because of its proven track record and great work ethic," said Joe Fleming, Hub Pen general manager. "However, the more I talked to folks, the more I found out how well respected and well liked they are. This made the decision to select them very easy, and we couldn't be happier to have them on board."

Osterman commented, "We pride ourselves on representing quality lines that bring value and ease of process to our distributors, and Hub Pen has a reputation of excelling at this. We are honored to represent Hub Pen with our customers throughout the Pacific Northwest."

About Hub Pen Company:

Founded in 1954 by Frank Fleming, Hub Pen Company takes its name from the famous Oliver Wendell Holmes quote that describes Boston as the "hub of the universe." Today, Hub Pen continues operations under the management of the Fleming family, printing more than 100 million pens annually.

Built upon the core values of providing quality writing instruments, superb imprints, excellent customer service and on-time delivery, Hub Pen has been honored by many of its distributor partners. Most recently, the company received the 2010 AIA Supplier Excellence and Velocity Awards, the 2008 and 2009 Kaeser & Blair Top 5 Supplier

Award, and the 2008 Newton Manufacturing Company Top Suppliers Award.

In addition to being a 2010 PPAI Supplier Star Award Nominee, Hub Pen has been the winner of the 2009 and 2010 Supplier Excellence Silver Award for Writing Instruments from *Promo Marketing Magazine*. The company has been honored by *Identity Marketing* magazine as the Number 2 writing instruments supplier for 2010, and Corporate Logo named Hub Pen as the Number 1 writing instruments supplier for 2008.

Like the company on Facebook at www.facebook.com/hubpen and follow it on Twitter at <http://twitter.com/hubpen>.

For more information, visit www.hubpen.com.

LEED'S EMPLOYEES RAISE OVER \$6,700 FOR THE AMERICAN CANCER SOCIETY Year-Long Fund Raising Efforts Culminate With Local, August Relay For Life Event

Leed's, a member of Polyconcept North America, the second largest hard goods supplier within the promotional products industry, is making a donation in excess of \$6,700 to the American Cancer Society's Relay For Life charity. Fund raising efforts were spearheaded by Leed's Wellness Committee, a group of nearly two dozen employees from across the organization, and were wrapped up at the August 7th and 8th Relay For Life event held in New Kensington, PA, the home of Leed's headquarters. Leed's Wellness Committee, with the support of other employees, conducted a variety of fund-raising activities over the past twelve months, including bake sales, the publication and sale of a Leed's cookbook, a warehouse sale of Leed's products, and the Relay For Life event itself.

"The Relay for Life is one of a number of charitable initiatives that our employees have undertaken, with the support of the Wellness Committee," explains Marty Vuono, chief financial officer at Leed's. "I continue to be impressed with the effort and time our employees are willing to invest to help others that may not be as fortunate, especially at a time when many are facing personal and financial challenges of their own."

Continued on page 24

Leed's will send its donation to Relay For Life at the end of the month when fund raising activities officially come to a close. Plans for raising funds next year's Relay For Life donation will be initiated by Leed's Wellness Committee.

LEED'S NEW HOPE COLLECTION TO HELP HABITAT FOR HUMANITY

Ten Percent of the Sales Revenue Will Be Donated to the Well-Known Housing Nonprofit

Leed's Hope Collection will help support Habitat for Humanity's efforts to build simple, decent and affordable housing through December 31, 2011. Ten percent of total sales revenue from the purchase of Hope Collection items will be donated to the well-known housing nonprofit. The seven-item Hope Collection includes two sizes of laminated, non-woven totes; a ceramic tumbler; an aluminum bottle; a pen; a bookmark; and a JournalBook. Hope Collection items share a gray-on-black design, which is distinctive and inspiring, yet subtle so as not to compete with corporate logos decorated on the products.

Leed's is a member of Polyconcept North America, the second largest hard goods supplier within the promotional products industry. The Hope Collection is part of the company's Return to Giving holiday gift launch and helps support the mission of Habitat for Humanity. Through this partnership, Leed's committed to making a minimum donation of \$33,500 by Dec. 31, 2011.

Habitat for Humanity is an international, non-profit housing organization that seeks to eliminate poverty housing and homelessness from the world and to make decent shelter a matter of conscience action. Information about Habitat and its partnership with Leed's will be included with each individual item so that recipients of Hope Collection gifts will know that the product helped support Habitat for Humanity.

According to Leanne Finney, director of marketing at Polyconcept North America, "Our partnership with Habitat for Humanity is an important one for us, as we recognize that companies and individuals are increasingly focused on community efforts and charitable giving. We are honored to be working with an organization as recognized as Habitat and to allow our distributors to offer

promotional products coupled with a charitable donation to a worthy cause."

LEED'S ADDS PRODUCTS, NEW DONATION TO ITS AGREEMENT WITH AMERICAN FORESTS® Ten Percent of the Sales Revenue from the Green Grass Collection to Fund Tree Planting

Leed's, a member of Polyconcept North America, the second largest hard goods supplier within the promotional products industry, has announced an addition to its existing cause marketing agreement with American Forests. Leed's began its partnership with American Forests in 2007 when it launched its EcoSmart® line, committing to plant one tree for each EcoSmart® imprint order. In addition to that ongoing program, Leed's will donate ten percent of the sales revenue collected from its Green Grass Collection, which consists of two laminated totes, two drinkware pieces, a lunch bag, and a JournalBook. The style of the Green Grass products includes a grassy design that incorporates inspirational and eco-conscious words beneath a large decorating area.

The Green Grass Collection originally consisted of just the two totes. Because of the totes' design, their ability to be recycled, and their reusable nature, many customers were choosing the products for eco-friendly promotions. Due to the success of these promotions, Leed's decided to expand the collection to other popular categories and add the donation to American Forests® to enhance the eco-friendly appeal. Individuals who receive Green Grass products as promotional gifts will be aware of the products' role in supporting American Forests®, as the products come with tags or other documentation about the program.

"The feedback on the original two totes in this collection has been overwhelmingly positive, so we are pleased to be able to extend the design into other coordinating products for the holiday season," explains Leanne Finney, marketing director for Polyconcept North America. "The collection's design makes it a natural fit for our existing partnership with American Forests. We're looking forward to making it easy for distributors and their end-user clients to not only give stylish gifts but also to give back to the environment."

Continued on page 25

IN THE NEWS - CONTINUED FROM PAGE 24

Through the second quarter of this year, Leed's has donated a total of \$13,022 to American Forests, an amount which plants at least that number of trees in North American planting projects.

LEED'S EXPANDS CHECKPOINT-FRIENDLY OFFERING WITH "ELLEVEN" BRAND AND OTHER NEW STYLES

Tech-Savvy elleven Addresses 11 Common Needs, Includes Five Styles

Leed's, a member of Polyconcept North America, the second largest hard goods supplier within the promotional products industry, has designed and launched a new line of stationery and bags branded "elleven" for its 11 signature features and unparalleled style. elleven includes two styles of checkpoint-friendly computer bags, two stationery pieces, and a technology organizer case. The most notable of elleven's signature features is its "TechTrap" - an array of elastic bands designed to capture a variety of electronic devices, such as PDAs and electronic readers, as well as other essentials like pens and flash drives. The TechTrap built into the stationery pieces easily accommodates an iPad or small netbook. With the addition of elleven's compu-case and backpack, plus new styles from Alicia Klein® and Case Logic®, Leed's now offers ten styles of checkpoint-friendly computer bags.

"Our distributors and end-users have experienced an increasing demand for both checkpoint-friendly items and products that accommodate the ever-changing nature of our personal computing devices," explains Liz Tracy, senior product designer for Polyconcept North America. "We created elleven to offer our customers products that address those functions, plus respond to other, everyday needs of commuting, traveling, and using technology to stay connected. The vision for the brand was to take the 'perfect 10' and up the ante on features and functionality. The result became elleven."

To learn more about how elleven responds to your needs, follow it and ask it questions on twitter (@ask_elleven) and visit www.leedsworld.com/elleven. To view all of Leed's checkpoint-friendly products, visit www.leedsworld.com/promotions.

LEED'S ENTERS HEALTH AND BEAUTY CATEGORY AS EXCLUSIVE SUPPLIER OF MISSION SKINCARE®

Athlete-Engineered™ MISSION Skincare® Launches With Leed's Holiday Offering

Leed's, a member of Polyconcept North America, the second largest hard goods supplier within the promotional products industry, makes a grand entrance into the health and beauty aids (HBA) category through a partnership with retail brand MISSION Skincare®. In 2008, MISSION Skincare created a new category of skincare at the intersection of sports and personal care, after more than three years of research and development. The brand was co-founded by some of the world's greatest athletes, including Sergio Garcia, Serena Williams, Mia Hamm, and David Wright, and offers an Athlete-Engineered™ line of high-performance skincare and sun care products. Four MISSION Skincare® sets are being offered by Leed's within its *Return To Giving* holiday gift launch. Each set consists of three MISSION Skincare products, packaged in a decorated, durable accessories pouch. The MISSION Skincare products themselves are manufactured in the USA, are certified by the FDA, are animal cruelty free, and support the charities of its athlete co-founders.

"By partnering with the MISSION Skincare brand and its highly recognizable athlete co-founders, Leed's is able to offer our distributors distinctive options for HBA promotions that they won't find anywhere else," enthuses Jeff Brown, chief marketing officer for Polyconcept North America. "The team at MISSION Skincare has taken HBA products to the next level, in terms of quality, durability, and the element of giving back. We're proud to bring their products to the promotional products market and offer the brand's unique combination of benefits to our distributors and end-users for their HBA gifts."

"Playing at my best requires that I'm on top of my game, and protecting and enhancing my skin on the course is as important as using the right clubs. Along with over a dozen other professional athletes like Serena Williams, Mia Hamm and others, I co-founded MISSION to deliver the best

Continued on page 26

IN THE NEWS - CONTINUED FROM PAGE 25

products for anyone and everyone who lives an on-the-go, active lifestyle. Whether on the golf course, traveling for business or being a weekend warrior, MISSION Skincare products have you covered from head to toe. I am excited that the MISSION brand is partnering with Leed's/ Polyconcept North America, one of the strongest suppliers in the promotional products industry, in delivering world-class product innovations to their customers." - Sergio Garcia, MISSION Co-Founder.

With the addition of MISSION Skincare, Leed's now offers products from 22 reputable retail brands. MISSION Skincare for Leed's is available this month. To learn more about the brand and the products offered, visit the MISSION Skincare® brand page on Leed's web site (www.leedsworld.com/mission).

LEED'S NOW OFFERS EIGHT IPHONE® COMPATIBLE CHARGERS AND ACCESSORIES Holiday Launch Includes Hot Technology for Apple Products and Other Mobile Devices

Leed's, a member of Polyconcept North America, the second largest hard goods supplier within the promotional products industry, has launched four, new iPhone® compatible technology products and has updated four additional chargers to work with the iPhone. Chargers that allow users to extend battery life on the go are among the most recently requested products, as many people depend heavily on their mobile devices in their professional and personal lives. The ever increasing popularity of iPhone and other Apple devices has created demand for compatible chargers and accessories within the promotional products market. New iPhone compatible products offered are the SynCharger Charging Station, the Portable Solar Charger, the Wildcharge for iPhone (a wire-free power platform), and the iPhone Battery Extender Power Case. Leed's holiday technology offering also includes the iPod Travel Speaker, as well as items compatible with BlackBerry® and other mobile devices.

"Aggressive growth in the technology segment of our market is expected, so we're continuously working to capture key market trends in a world fascinated by instant mobile connectivity," explains Shannon Malaspina, senior category

manager for Polyconcept North America. "Our distributors can now offer a product line that serves that growing, universal need for portability and mobility with products that will work for end-users whether they have a basic cell phone, iPhone, BlackBerry, or other electronic device."

In addition to the iPhone and BlackBerry accessories, the technology offering from Leed's Return to Giving holiday launch also includes a mouse, a video camera, technology organizers, and more. Visit the "promotions" tab on www.leedsworld.com to view technology and all of the products in the *Return to Giving* launch.

About Leed's

Leed's is a leading supplier in the promotional products industry, and delivers a contemporary retail look to a complete line of corporate accessories including bags, writing instruments, padfolios, drinkware, memory, technology, gift sets, and more. Headquartered in New Kensington, PA and with offices around the globe. Leed's products, programs and services are recognized throughout the United States and Canada. Leed's offers relentless product innovation, energetic customer service, and dynamic client collaboration to the industry. Information about Leed's is available at www.leedsworld.com.

POLYCONCEPT NORTH AMERICA ADDS BLOG TO SOCIAL MEDIA MIX

Promoexcursions.com to Be "The Destination for Product Ideas and Thought Leadership"

Polyconcept North America (PCNA), the second largest hard goods supplier within the promotional products industry, announces it has added a blog its social media efforts. Promoexcursions.com was created to offer distributors a place to gather and spark ideas for promotional projects, as well as a place to share news on industry-related topics, such as trade compliance and trends. The Polyconcept North America companies - Leed's, Bullet, and JournalBooks - currently have social media efforts that include Facebook pages, twitter accounts, and YouTube videos for the individual companies. The blog, on the other hand, will represent all three companies, with

Continued on page 27

IN THE NEWS - CONTINUED FROM PAGE 26

contributions coming from a variety of sources in sales, marketing, and product development across the PCNA organization.

According to Missy Dunkle and Melissa Lehman, PCNA marketers who co-manage the social media initiatives for both Leed's and Bullet: "We've created some successful and fruitful interactions among our companies and our distributor partners through existing social media outlets over the past 14 months, and we intend to continue with and improve what we share through Facebook, twitter, and YouTube. However, we created the blog in order to provide another forum where we could connect with our distributors in an even more meaningful way. The blog format will allow us to provide more timely and detailed information on developments at the Polyconcept North America companies."

Visit Promoexcursions.com to view or subscribe to Polyconcept North America's blog.

About Polyconcept North America

Polyconcept North America, a wholly owned subsidiary of the world's leading promotional products supplier Polyconcept, operates Leed's, Bullet Line and Journalbooks, three of the most successful brands in the USA. The Polyconcept North America companies provide recognized best-in-class services to the industry, ensuring the highest standards of reliability and quality. Highly complementary product ranges enable Polyconcept North America companies to provide the market with a very comprehensive assortment of non-wearable products. Further information is available at www.polyconceptna.com.

PREMIUM PROMO USA ANNOUNCED AN ADDITION TO ITS LINE –E-BOOK READER BY AUGEN

Premium Promo USA which recently purchased New Products International line name is announcing an industry first: the addition of an E- Book reader by Augen. Exclusive to ASI Market.

"As successors of NPI and its tradition of innovation we strive to bring to the industry the most innovative products," says Mr. Jacobs, Premium Promo USA president and CEO "and there are more innovative products slated for release in August."

The E-Book Reader offers many unique features, including a 7" Diagonal Color screen, Web Browser, Wi-Fi, 2 GB internal memory (8GB SD Slot) and more. "It has an amazing Read-Out-loud Feature (text to speech) and it stores up to 1,400 books!" says Mr. Jacobs.

Mr. Jacobs adds, "Having MP3 and Video player in the same unit, with a web browser adds a very unique dimension to the picture."

The product is available for sale now.

PRIME LINE® ATTENDS INTERNATIONAL PROMOTIONAL GROUP MEETING

Prime Line® proudly announced that its Executive Vice President, Jeff Lederer, recently completed and helped lead the International Partnership for Premiums & Gifts (IPPAG) annual summer meetings in Holland. The IPPAG is an international consortium of companies, all specializing in promotional products, from 25 countries worldwide.

"I was honored to participate as a member of the board and discuss issues such as supply chain, partnership with product development, product reviews and safety, and company benchmarking," said Jeff Lederer, Executive Vice President. "Our long-standing partnership with IPPAG has been a valuable asset to our company, giving us a competitive advantage with custom sourcing and helping to enhance our global buying power," he added.

Buying and shipping in tremendous quantities enables Prime Line® to offer exceptional prices and value to its customers. Prime Line® sources, purchases, inventories, warehouses, and handles customs and all the logistics, so that our distributors can focus on ideas and sales. With 30 years of overseas sourcing experience, Prime Line® carefully screens all factories they use to ensure that they are able to meet Prime's high standards for quality, execution and delivery.

Prime Line® is the only North American supplier that is a member of International Partnership for Premiums & Gifts. Prime's partnership with IPPAG helps the company identify the factories that can deliver, and those that can't. It also enhances

Continued on page 28

IN THE NEWS - CONTINUED FROM PAGE 27

Prime's ability to stay on the cutting edge in the promotional products industry and learn about best practices in other countries, group purchasing and more.

PRIME LINE® NOW OFFERING CREATE-YOUR-OWN VIRTUAL SPECS

Prime Line® proudly announces that it is now offering the tools and services that Technologo offers. Distributors now have the ability to create virtual specs and build presentations quickly and easily from each product page on primeline.com. Fast and user-friendly, this free new feature enables distributors to place client logos on any of Prime's products in any color and e-mail them directly to the client with the click of a button..

"We are extremely pleased to offer this free new service to our distributors. They now have the flexibility to create virtual specs for their clients and e-mail them directly to them in minutes," said Jeff Lederer, Executive Vice President. "We are confident this new feature will be beneficial in helping our distributors increase sales," he added.

To use this feature, visit www.primeline.com and click on any product. When the product page loads, on the right hand side there is a link for "Create Virtual Spec". A simple pop up window will appear which allows users to choose what color item they want to put their client logo on. Users can tailor the logo's color and size to the product as well.

Prime Line®, a QCA-certified, ASI 5-Star rated and Top 40 supplier named by *Counselor* magazine, is one of the Promotional Products Industry's most respected suppliers. For 30 years, Prime Line® has focused on great service, a wide variety of innovative and powerful promotional products, safety and a commitment to form, function, and fun.

SWEDA REPRESENTATIVES PRESENT PROFORMA OWNER WITH GRAND PRIZE IN 2010 SWEDA CASE STUDY CHALLENGE

The entire Proforma Support Center staff joined Sweda representatives, Lou Nicolaidis, Director of Marketing and Rob McCabe, Regional Sales Representative as they presented Julie Haar

with the Grand Prize. Haar, Owner of Proforma Strategic Promotions, was named the winner of the second annual 2010 Sweda Case Study Challenge entitling her to the grand prize of \$5,000 and a \$2,500 credit towards future Sweda purchases.

"From the entire Sweda family, we congratulate Julie on this terrific accomplishment," said Jim Hagan, President & CEO of Sweda. "This challenge continues to showcase great creativity and provides innovative marketing solutions of which we can all benefit," he added.

Haar's winning case study garnered over 32% of the thousands of total votes received by the six finalists in this year's challenge. Entitled "Photo Frame Calc = Unlimited Marketing Options," the case study describes a textbook example of how a calculator played a key role in a corporate re-branding campaign.

"At Proforma, we work to help position our Owners as a 'creative agency without the fees,'" said Greg Muzzillo, Founder of Proforma. "This award-winning work by Julie with the great team from Sweda is an excellent example of how distributors can partner with their suppliers and create value beyond price."

About Sweda Company, LLC

Founded in 1976, Sweda Company, LLC is a top-40 integrated supplier of promotional products that provides innovative marketing solutions for the advertising specialties industry. Headquartered in the City of Industry, CA, the privately-owned company, which is accredited by the Quality Certification Alliance (QCA) and is an ASI 5-Star Supplier, offers complete services, competitive pricing, and quality customer care to its distributor customers. In addition to carrying recognized name brands 3M Post-it® Brand products, and Leatherman® multi-tools, Sweda stocks hundreds of products in over 18 categories including bags, drinkware, electronics, computer accessories, writing instruments, stationery, watches, and eco-friendly products.

Visit www.swedausa.com.

professional development • marketing
networking • showcase • membership

PMANC

PROMOTIONAL MARKETING ASSOCIATION
OF NORTHERN CALIFORNIA

THE *PROMOTIONAL MARKETEEER* JUST A CLICK AWAY

An archive of the
Promotional Marketeer
can be found on the
PMANC web site.

[Click here](#) to download
and print past copies
of the PMANC newsletter
at any time - including



COOKING with **CARSON**

event calendar

Conversation Café

Wednesday ~ 11:30 am

November 11, 2010

Various Locations - see the web site

Holiday Party and Board Installation

Thursday ~ 11:30 am

December 2, 2010

Scott's Seafood Restaurant, Walnut Creek

SAVE THE DATE!

2011 PMANC Showcase

*A Sonoma
Wine Country
Experience*

Friday, April 8, 2011

Sonoma County, USA

www.pmanc.org