

Promotional Marketing Association of Northern California



PMANC

PROMOTIONAL MARKETING ASSOCIATION
of NORTHERN CALIFORNIA

JULY-AUGUST 2011

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Save the Date!

**Fall Professional
Development and Holiday
TableTop Trade Show
9/21/11—Palo Alto, CA
9/22/11—Walnut Creek, CA**

**Holiday Party
Kingfish Restaurant
San Mateo, CA
December 8, 2011**

Birdies Fly at the Summer Scramble

Under sunny skies and a slight breeze, a great group of distributors and suppliers teed it up for the third annual PMANC Summer Scramble golf tournament on July 15, 2011 at Dublin Ranch Golf Course.



The competition was fantastic and birdies were being bagged all around the course. There were reports of several eagles being sighted, but no confirmations that any were nabbed. The winning team was Scott McCaskill, Bryan Grannes, Gary Medeiros, and Rod Buck. This is the second year in a row the team from Sanmar and their guests have won the Summer Scramble. For their great day of golf, they received beautiful trophies provided by AITG and gift cards to the pro shop at Dublin Ranch. Our thanks to AITG and Steve Alegria, Awesome

Lines for the trophies.

Three shots back was the second place team of Blake Dugger, Darrell Fronczek, Jon Henrickson, and Howard Berman. They received beautiful trophies provided by Victory Awards and Otis Veteto, Veteto Enterprises.

The winners of the Closest to the Pin contests were Matt Traverse (6' 1" on hole #4), Scott McCaskill (5' 8" on hole #7), Mike Maurice (21' 2" on hole #17), and Diana Fay (31' 5" on hole #17). Our thanks to HIT Promo (Amanda Nannini), Crystal World (Otis Veteto) and Design Your Recognition (Will & Jodi Beasley) for sponsoring the Closest to the Pin contests and to Studio Blue for the tee signs.



**The 2011 Winning Team: Scott McCaskill,
Bryan Grannes, Gary Medeiros, and
Rod Buck**

We would like to thank the fantastic sponsors who donated tee prizes for all the golfers and raffle prizes for the awards reception. Their generous support of the Summer Scramble helped make it so successful.

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President's Message

Jon Pierce, Specialty Marketing Group NW



PMANC Growth Cycle Continues!

Associations like PMANC need continual growth and revitalization, opportunities for which are fresh every year. This year we have undertaken both in a variety of areas, including stabilizing our tradeshow in Monterey for the next several years, and in a much needed and recently approved revision of our Bylaws. I am pleased to announce that PMANC is expanding in another area as well; that of geography.

Some time ago, the PMANC Board approved incorporating the Northern Nevada community into our membership, and since that time we have been awaiting action from the RAC Board to ratify that expansion. We have been working closely for some time now with SAAC leaders and one of our District 5 delegates to the RAC Board, Jeff Thomas (a past PMANC President). Those efforts have now become reality, and I am pleased to welcome Northern Nevada to PMANC's service region!



Our cooperative effort to effect the right geographic distribution and provide a home for industry professionals from the state of Nevada is complete, and we are now able to offer membership to qualified Distributors (and Suppliers) in Nevada zip codes 89301 and higher. The state of Nevada has not previously been served by any industry Regional Association, and the opportunity to offer PMANC services and benefits to our colleagues from Northern Nevada to participate strengthens their businesses and our Association. SAAC will serve the rest of Nevada.

This type of growth is rare in the life of an Association, and it is unlikely PMANC will have another like opportunity.

Within our new boundaries however, opportunities to increase levels of service and benefits, and encourage the success of all our members are unlimited! We continually are seeking

those opportunities and volunteers to help us put them into effect. I encourage you to consider becoming a part of PMANC if you are not currently a member; or expanding your involvement with us through volunteering for committee membership, service in the Board or by simply sharing your ideas with me or another member of our great leadership team.



Jon Pierce, 2011 President

PMANC

PROMOTIONAL MARKETING ASSOCIATION
of NORTHERN CALIFORNIA

2011 BOARD OF DIRECTORS

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Website: www.pmanc.org

Birdies Fly at the Summer Scramble

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Tee Prizes (in alphabetical order of the suppliers):

***The Book Company and Jon
Henrickson***

101 Essential Golf Tips book

Castelli and Cheri Partridge

Golf score card cases

Digispec and Amanda Luukinen

Mouse pads

Encore and Otis Veteto

Ball markers

Goldstar and Blake Dugger

Hand sanitizers

Headwear USA and Jon Henrickson

Embroidered hats

***Humphrey Line and Will & Jodi
Beasley***

Lip balm

Lanco and Darrell Fronczek

DriveVelo tee packs

Liqui-Mark and Will & Jodi Beasley

Golf ball marking pens

Neely and Daniel Sachs

Golf pouches

Pro Towels Etc. and Chris Piper

Golf towels

Safehaven and Cheri Partridge

Mini Bahama Sun Kits

Sweda and Diana Fay

Drawstring backpacks

Visstun and Amanda Luukinen

High Res Graphics Cups

Fantastic raffle prizes were donated by, and our thanks go to, Cutter & Buck (Nate Rodriguez), Fossa (Michelle Chen), Gemline (Melanie Laidlaw), Polyconcept North America (Nina Davi), Sanmar (Scott McCaskill and Bryan Grannes), Shedrain (Blake Dugger), Sweda (Diana Fay), TRG Group (Janet Jones), Via for Travel (Will & Jodi Beasley) and Victorinox Swiss Army (Susan Shaw). And also a special thank you to Showdown



2011 Second place team of Blake Dugger, Darrell Fronczek, Jon Henrickson, and Howard Berman.



PMANC's 2011 Registration Team — Melanie Laidlaw (not pictured), Loretta Mingram, and Tonia Ho.

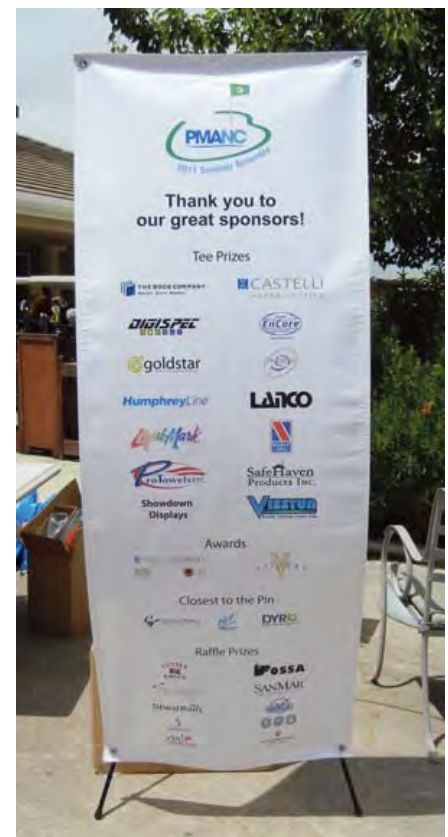


2011 SGolf Chair John Oda and Teammates Tim, Diana and Matt.

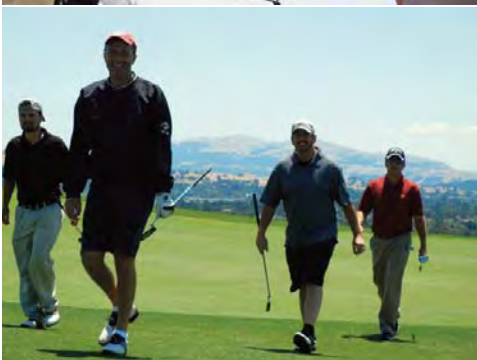
Displays and Jon Henrickson for donating the Summer Scramble table cover for the registration desk.

And finally, our thanks to Amanda Nannini, Melanie Laidlaw, Loretta Mingram and Tonia Ho for their help on the day of the tournament to make everything run smoothly. And last, but not least, our thanks to Brad Braden and his staff at Dublin Ranch Golf Course for the excellent job they did to make our Third Annual Summer Scramble a huge success.

If you are interested in being a sponsor or playing in the 2012 Summer Scramble, please email your contact information to John Oda (john@onyxworldwide.com).



Birdies Fly at the Summer Scramble



Swirl, Slurp and Sip

By: Craig Hughes, MAS

ZAP pays off...big time.

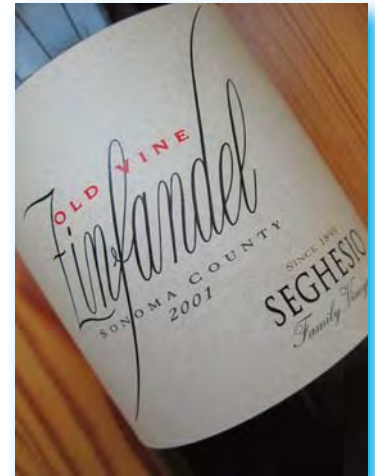
I have to admit, the annual Z.A.P. Festival (Zinfandel Advocates & Producers) held each year up in San Francisco has lost some of its charm. When I first started going in 1992, the room was chock full of fabulous Zinfandels at reasonable prices. It was a treasure trove of tasty red wines at a time when Zinfandel was



renaissance-ing and the whole concept of 'mailing list only' had yet to be invented outside of those Rafanelli dudes out of Sonoma County.

Over the years, as Robert Parker told everyone it was cool to pay \$50 for Zin and the whole Turley-envy thing started to happen to Zin makers, this major event lost some of its charm.

Now you had folks that, five years earlier were desperate to sell wine, begging out of the show because they were 'all that' and their wine was too expensive or too rare to pour.



But some stalwarts have remained. Folks like Seghesio, Carlisle (discovered at the 1999 show!), Turley and others still pour their wines because they understand the event is actually about promoting Zinfandel and its wealth of historic old vine vineyards. They feel an obligation to appear.

Also appearing every year is Rosenblum Cellars, one of the genre's true pioneers. And even though Kent sold (in 2008), the winery is moving (moved?), and the whole thing has gotten a little 'corporate', they still have a stranglehold on much of the finest Zin fruit in the state. So, big brand or not, we always head to their table to get a feel for the different regions. Two years ago I attended the tasting and bumped into their 2007 Harris-Kratka Zin, from a 50+ year old vineyard in the Alexander Valley. It was a revelation, easily one of the Top 10 wines in the



room that day. Full of berries, plums, chocolate, it was a Zin lovers Zin that captured the charm of Rosenblum's past combined with the richer style that the winery had recently been leaning towards. What was even more amazing is that the room that day was packed with great 2007's and this wine still stood above the vast majority.

But it took Rosenblum's spirit-centric distributor almost a year to bring the wine to market, and the momentum from Zinfandel's epic vintage was lost. On top of that, one of Kent Rosenblum's biggest 'Advocates' through the years, Robert Parker, did not review it. The wine was (is) fantastic.



Being a Team

By: Betty Pinkston

In our world of promotional products there are so many ideas to choose from. Knowing your clients and what they are trying to accomplish is key. You know, it's the whole ROI thing!



Sales people are busy and often times we're juggling various clients and projects from diverse industries. Add to that so many different options and suppliers to choose from and you get the idea. Where do you find relief? This question got me thinking and in a lot of cases I don't think we as distributors let our factory reps help us enough. We need to utilize their expertise more.

Vendors/factory reps are constantly trying to get us to do specs, do virtuals, get samples, etc. Letting vendors help pushes us to see more clients, more often, and there by gaining more business. We are in this together...a team. End User shows are a good example and a good way of gaining business not only for us as distributors but our vendors as well. Vendors put out a lot of time and effort (and money) to do end user shows.

Acknowledging our partners helps solidify our relationship as a team so let's soak up as much of this expertise as we can. After all it is a "team" effort. Sell sell sell.

The Value of LDW

In late June, PMANC President Jon Pierce, Treasurer, Loretta Mingram, RAC Delegate/Board Member Jon Henrickson, Board Member/Newsletter Chair Darrell Fronczek, and Executive Director MaryAnne Bobrow traveled to Dallas, Texas (Grapevine, actually) for the annual Regional Association Council's Leadership Development Workshop (LDW).



The day prior to LDW, Executive Directors from the regional associations gather for an Executive Director Leadership Forum, where they learn, collaborate, and share ideas for the betterment of the regional associations. Leadership, board/staff relationships, the latest trends in meetings, membership and other hot topics were discussed.

Treasurer Mingram and RAC Delegate Henrickson were both kind enough to share their thoughts on LDW.

Loretta Mingram

During the last week of June, I with three other members of the board and the Executive Director attended the leadership development workshop (LDW) in Grapevine, Texas put on by PPAI. Boy was it hot, I think the temperature was over 100° but the energy in the conference center was even hotter. It was two days and nights of meeting other board members from across the country, attending sessions and socializing.

What I learned was invaluable. Sessions on how to tweet, how to create fun volunteer activities and how to create selling messages for members. After all we are all in it "saving money, getting better values, maximizing our time and

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The Value of LDW

(Continued from Page 6)

developing our associations". The first session I attended showed me it isn't about the size of the project in is about inclusion. Making members feel part of the organization helps bring more members to the group. It is something that PMANC has struggled with in the past. The next session we talked about creating that powerful message on your website and the strategy to keep your web offering attractive and interactive. There are several ways to develop the website such as: keeping it fresh with articles and activities and having customer buy in. Several other sessions dealt with board information, how to be a better board member, understanding the fundamentals of board service and the commitment of the PPAI board to the membership. I found these sessions presented by Paul Bellatone, president of PPAI, and other members of the board to be very informative and demonstrated the commitment the PPAI organization has to its members. (I walked away feeling that PPAI offers members much more than they realize.) It is hard to absorb all that the organization is providing by looking at the website. PPAI is very personal, you can call any staff person for help and they are willing to provide it. This is part of PPAI commitment to membership.

The socializing opportunities were great but district dinner was the highlight for all. This event require each regional association to create a ----- which symbolizes their region. In our case, we tried to include examples of the all parts of our region, a hard feat with limited materials at hand.

Although we didn't place in the competition we still made a good show. The end of the evening was spent in fierce competition shooting pig poppers. This reduced otherwise dignified adults into competitive 8 year olds. With much laughter and fun, we concluded LDW. We all went home full of ideas to help make PMANC a better organization to serve its members.



Jon Henrickson

On June 22, 2011 I flew from Sacramento to Dallas Ft Worth for my first Leadership Development workshop. Twelve years ago, the Regional Association Council, or RAC, developed this two-day non-stop workshop of sharing ideas and perspectives amongst all of the regional associations in a solutions-based environment. As the newly appointed RAC delegate from PMANC, I was one of five people chosen from our local board to attend. Our Executive Director, MaryAnne Bobrow, President Jon Pierce, Treasurer Loretta Mingram, and board member Darrell Fronczek. PMANC has two members that sit on the current PPAI board. PPAI board members, Rod Brown and Jeff Thomas, were also in attendance at LDW '11.

As a PMANC group we were all able to attend five different breakout sessions over the two days. Some of the topics included: Web Strategies, Membership, Product Safety Compliance, Tradeshows, and Social Media.

I last served on our board in the early 80's when we were called the Golden Gate Advertising Specialty Association or GGASA. For me to witness how far out local association has developed, and how professionally our board of directors, and staff, are being trained is a revelation.

We are an industry of small businesses with a regional and national trade association network that is sophisticated, educated, and extremely well run. It's all there for any individual from any organization to better their business, better themselves, and to better the industry through membership involvement and industry participation.



Available District 5 Members from AzPPA, NWMPA, and PMANC gathered for a fun-filled dinner on Friday evening before heading home

Cooking with Carson

By Doug Carson

BREADED PRAWNS and SCALLOPS

The last issue's recipe was for Stuffed Radichio Rolls with Pancetta. These rolls, along with this issue's recipe for Breaded Prawns & Scallops was the third course in one of my six course Italian Dinners. This course is a great combo of flavors and eye appeal and you know what food critics always say, "We eat with our eyes". If you would like to make this an entrée, just increase the quantity. If you do, use a soup course to start your meal instead of a salad.

Boun Appetito

INGREDIENTS:

8 Large Scallops

1 ½ cup Panko bread Crumbs

¼ cup Parsley, chopped

¼ Cup Parmesan Regiano Cheese, grated

8 Large Prawns

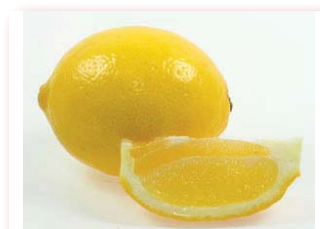
3 Garlic Cloves

½ cup Extra Virgin Olive Oil

PREPARATION:

Peel and devein Shrimp. Wash scallops and pat dry. Combine all other ingredients in a mixing bowl, then add the shrimp and scallops. Mix until well coated; you can marinate them for several hours, if desired. Remove shrimp and scallops from marinade and gently press some extra bread crump mixture on them to insure a good coating. Place the shrimp and scallops on skewers and either broil or grill them for approximately for 2 minutes per side or until golden brown.

To serve, place one shrimp, one scallop and one stuffed radichio roll on a small plate. Garnish with a lemon wedge



Learn the Secret that Every Top Money-Making Sales Rep Knows Leveraging the Power of Referrals to Build Sales and Profits

By: John Oda, Chair, Professional Development Committee

How would you like to build a red-hot sales lead generating system without having to make those dreaded cold calls? PMANC is excited to present Joanne Black's proven **No More Cold Calling Referral-Selling System** that will help boost your sales and grow your bottom line. This power packed session will benefit both distributor and supplier sales reps.

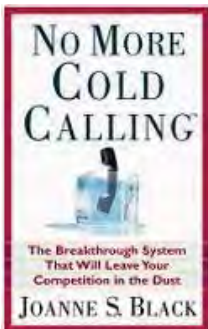
Joanne Black is the founder of No More Cold Calling and is the leading authority on referral selling. She is the author of **No More Cold Calling: The Breakthrough System That Will Leave Your Competition in the Dust**. Joanne has spoken at PPAI Expo, ASI events, and recently to two sold-out seminars sponsored by the San Francisco Business Times.



In this fast paced, information packed 90 minute seminar, you will learn how to leverage the power of your referral network and exceed your sales numbers.

- Get HOT sales leads at the level that counts
- Convert more than 50% of your prospects into clients
- Use referrals to impact your bottom line
- Double your sales footprint without adding to your sales budget
- Learn the five steps to build your successful referral business

Following Joanne's proven breakthrough system, you will discover how to turn current customers and contacts into a rich source of referrals and qualified prospects who are ready to do business!



We have two power packed sessions: Wednesday, September 21 at the Sheraton Palo Alto and Thursday, September 22 at the Marriott Walnut Creek. Both sessions are from 10:00 to 11:30 and include a copy of Joanne's book, "No More Cold Calling". The ProD seminar is followed by lunch (included with your registration for the ProD seminar) and then a Holiday TableTop Show.

Start laying the foundation to build your sales lead generating program by registering right now for either of these great sessions. Go to <http://www.pmanc.org/Education.htm> to learn more and register.

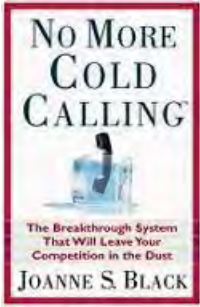
Follow Joanne on LinkedIn at <http://www.linkedin.com/in/joanneblackreferralsales>.

Follow Joanne on Facebook at <http://www.facebook.com/referralsales?ref=ts>.

Follow Joanne on Twitter at <http://twitter.com/#!/ReferralSales>.

Visit Joanne's website at <http://www.nomorecoldcalling.com/>.





**Fall Professional Development
and Holiday TableTop Show
September 21, 2011 (South Bay)
September 22, 2011 (East Bay)
Exhibitor Registration Form**



PROMOTIONAL MARKETING ASSOCIATION
of NORTHERN CALIFORNIA

PMANC is pleased to announce the scheduling of its **Fall Professional Development** session and **Holiday TableTop Show**—coming to the Sheraton Palo Alto on September 21, 2011 and to the Marriott Walnut Creek on September 22, 2011.

Schedule of Events

| | |
|-------------------|--|
| 8:00 AM—10:00 AM | Exhibitor Move-in/Setup |
| 10:00 AM—11:30 AM | Professional Development Session— Smart Tactics to Generate Red-Hot Prospects: Leverage the Power of Referrals Joanne S. Black, Presenter |
| 11:30 AM—1:00 PM | Lunch |
| 1:00 PM—2:30 PM | TableTop Show (tables will be in same room as the professional development session session) |
| 2:30 PM—4:00 PM | Exhibitor Teardown/Move-out |






September is THE time when distributors are ramping up their holiday sales efforts with their clients. Jump start your fourth quarter sales by taking advantage of this great opportunity to get in front of dozens of distributors to show them your best holiday gift ideas. Register today! There is a limit of only 20 tabletops at each show. Don't get left out in the cold. Your tabletop registration fee included the ProD session (including Joanne's book), and lunch—a \$50.00 value!

Payment Information:

Please charge my credit card for ___ Sheraton Palo Alto Show 9/21/11: \$199.00 per tabletop x ___ tables = \$ _____
 ___ Marriott Walnut Creek 9/22/11: \$199.00 per tabletop x ___ tables = \$ _____
 ___ Both shows (save \$29.00!): \$369.00/table-both shows x ___ tables = \$ _____
 ___ Additional exhibitor badges @ \$65.00 each = \$ _____

The authorized amount to charge for all items is: \$ _____

___  American Express ___  MasterCard ___  VISA Check # _____ payable to PMANC)

Card Number: _____

Cardholder Name: _____

Expiration Date: _____ Security Code: _____

Company: _____ Name for Badge: _____

Billing Address is the address at which you receive your statement.

Billing Address: _____

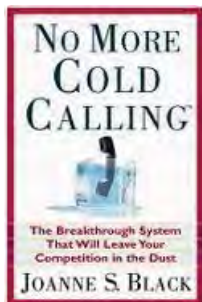
City/State/Postal Code: _____

Signature: _____

Promotional Marketing Association of Northern California

6060 Sunrise Vista Drive, Suite 1300, Citrus Heights, CA 95610

(916) 242-0052 (Phone) 877-500-3752 (Fax) Email: info@pmanc.org Website: www.pmanc.org



**Fall Professional Development
and Holiday TableTop Show
September 21, 2011 (South Bay)
September 22, 2011 (East Bay)
Distributor Registration Form**



PMANC is pleased to announce the scheduling of its **Fall Professional Development** session and **Holiday TableTop Show**—coming to the Sheraton Palo Alto on September 21, 2011 and to the Marriott Walnut Creek on September 22, 2011.

Schedule of Events

10:00 AM—11:30 AM Professional Development Session—**Smart Tactics to Generate Red-Hot Prospects: Leverage the Power of Referrals**
Joanne S. Black, Presenter

11:30 AM—1:00 PM Lunch

1:00 PM—2:30 PM TableTop Show (tables will be in same room as the professional development session session)



September is THE time when distributors ramp up their holiday sales efforts with clients. What better place to do some one-stop shopping than a TableTop Show where you can also pick up some selling tips! Can't make the professional development session? PMANC distributor members may attend the afternoon trade show free-of-charge.




Payment Information: (Professional Development fee includes lunch and a copy of Joanne Black's book)

Please register the following people: 1. _____ 3. _____
2. _____ 4. _____

I/we will attend the ___ 9/21/11 Sheraton Palo Alto session ___ 9/22/11 Marriott Walnut Creek event

for the Professional Development Session, Joanne's book, lunch, and the tabletop trade show at \$50.00 member; \$65.00 nonmember..

The authorized amount to charge for all items is ___ persons @ \$50.00 each = \$ _____

___  American Express ___  MasterCard ___  VISA Check # _____ payable to PMANC)

___ Register us for the Afternoon TableTop show ONLY (no cost to attend the 1:00 PM TableTop Show)

Card Number: _____

Cardholder Name: _____

Expiration Date: _____ Security Code: _____

Billing Address is the address at which you receive your statement.

Billing Address: _____

City/State/Postal Code: _____

Signature: _____

Promotional Marketing Association of Northern California

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