The Product Line

THE QUARTERLY NEWSLETTER OF THE PROMOTIONAL PROFESSIONALS ASSOCIATION OF CHICAGO OCTOBER 2010

PPAChicago becomes 28th and Final Regional Affiliate Member of PPAI

PPAChicago in conjunction with PPAI, proudly announces its affiliation into the Regional Affiliate Program with PPAI. By affiliating with PPAI – the only international not-for-profit association devoted to the promotional products industry – PPAChicago will be able to provide member companies with additional benefits, such as:

➔ **FedEx®**
PPAChicago members will have the opportunity to save up to 45 percent on FedEx Freight® services, up to 21 percent on FedEx Express® and up to 15 percent on FedEx Ground® services.

➔ **Legislative Action**
PPAChicago members will have access to the latest information on legislative action that's affecting the promotional products industry, as well as tools for contacting local, state and national officials.

➔ **Leadership Training**
PPAChicago members who volunteer in a leadership role with the association will have the opportunity to receive valuable leadership training provided by PPAI that they can use to serve both the association and their personal career. In addition, the PPAChicago Board of Directors receives support with customized strategic planning facilitation and Executive Director education twice per year.

➔ **PPAI Publications**
PPACHICAGO members will receive complimentary subscriptions to PPB magazine and Promotional Consultant Today – two top trade publications dedicated to covering the promotional products industry.

continued >

In this issue

Features

Association Related

In Every Issue

Regional Affiliate
PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL

ppachicago

PPAChicago becomes Affiliate Member of PPAI *continued*

"We want to continue the message that promotional products make an impact on brand and messaging, and have a greater reach and recall rate than traditional advertising," says PPAChicago President Brian Hiner. "By affiliating with PPAI, we still maintain our independent governance of our deep-rooted association, yet our members get access to even more tools and opportunities to grow as professionals, grow their businesses and grow the impact of promotional products."

Currently, there are more than 20 products and services offered in the PPAI Regional Affiliate program and PPAChicago will be taking advantage of the many different offerings, such as advertising savings, comprehensive marketing services, MAS/CAS approved courses and exam proctoring, access to industry databases and more.

"We are very pleased to welcome PPAChicago to the PPAI Regional Affiliate program," says Steve Slagle, CAE, president of PPAI. "We estimate that there are more than 13,200 promotional products industry-related jobs in the state of Illinois alone. If we can support PPAChicago by providing additional support and savings to these professionals, then we can hope to make an even greater impact on the growth of our industry."

"By affiliating with PPAI, we still maintain our independent governance of our deep-rooted association, yet our members get access to even more tools and opportunities to grow as professionals, grow their businesses and grow the impact of promotional products."

— PPAChicago President Brian Hiner

PPAChicago Puts PPEF Challenge Over the Top

The $10,000 goal for the Promotional Products Education Foundation's (PPEF) "I'll Do Anything Challenge" was reached last month. Donations to PPEF will be used to fund college scholarships for industry families.

PPAChicago was pleased to add to the $10,000 goal, by donating $2,500 to push the Challenge over the top.

"A major emphasis for PPAChicago has always been in the area of education," says Brian Hiner, president of PPAChicago. "We feel that taking this enthusiasm to a national level was only a natural progression for our commitment to excellence in our industry."

The conclusion of the challenge came when PPEF Chair, Roni Wright, MAS, Vice President of The Book Company, faced her fear of heights by parasailing. Way to go Roni!

Regional Affiliate
PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL

ppachicago

Dear Members,

I am extremely pleased and honored to be writing my first "President's Line" as the 29th President of PPAChicago. I must thank our Immediate Past President, Kevin Flynn, CAS, for his exceptional dedication to our association and his many contributions not only as President, but for his unselfish support of the many committees that he served. Likewise, Shari Garvalia will be missed as our outgoing Vice President. Shari was the most organized individual that I have ever been associated with and I am glad that she will continue to support PPAChicago with her volunteer roles. Also, please join me in welcoming our two newest Directors to the PPAChicago Board of Directors, Dustin Wickes and Jennifer Savor.

Perhaps our most recent change, and certainly the most talked about, has been the unanimous decision of our association to become an affiliate member of PPAI/RAC. The greatest challenge of any association is most certainly finding the benefits that will help insure a solid future for its membership. I believe that PPAChicago has begun to meet this challenge with our newest endeavor. We have received so many complimentary e-mails, texts, notes, etc from our membership in this regard and I welcome any additional input or comments that you may have.

I look forward to serving PPAChicago to the best of my ability during my tenure and I would like for everyone who wants to become part of a special organization to do so. Here's to a wonderful new beginning.

Best wishes,

Brian Hiner
President

PAST PRESIDENTS

John Finney, CAS
Don Atcheson
Ted Davidson
Rick Klompus, CAS
Herman Seidenberg
Carl Walters
Jules Jaffe
Erv Holzman, CAS
Larry Stern, CAS
Joe Morys, CAS
Hannah L. Silton, CAS
Richard Coldren
Bernice V. Etska
Pat Drinkwine, MAS
Barbara LaSpesa, CAS
Randy Silton, CAS
Braden J. Adolph, CAS
Ken Buck, MAS
Dona Blunt, MAS
Richard Lollar, MAS
Braden J. Adolph, CAS
Martin Mendelsohn, CAS
Joe Canepari, MAS
Nancy McCue, CAS
Lew O'Donnell, MAS
Jay Donlin
Hilary Dolphin, CAS
Kevin Flynn, CAS

If You are an Independent Contractor *Beware*

HR 3408 Would Limit The Use Of Independent Contractors

H.R. 3408 Would Eliminate "Safe Harbor" Provision

➔ Independent contractors status

Representative Jim McDermott (D-WA) has introduced H.R. 3408, The Taxpayer Responsibility, Accountability, and Consistency Act. Senator John Kerry (D-MA) has introduced S. 2882, a similar bill, in the Senate. The bill is co-sponsored by Senators Dick Durbin (D-IL), Tom Harkin (D-IA), Chuck Schumer (D-NY), Sherrod Brown (D-OH), Bob Menendez (D-NJ), and Paul Kirk (D-MA). The Internal Revenue Service (IRS) employment classification audit activity has increased.

➔ Background

As long as there have been employment taxes, tax administrators and taxpayers have been engaged in a dialogue to answer the question "Who is an employee?"

The IRS, faced with the responsibility to make determinations of the status of individuals, uses a "facts and circumstances" approach appropriate with its statutory authority. Thus it has largely fallen to the courts to determine whether various facts and factors are relevant to the determination of "who is an employee." Over time, that body of cases and rulings under our system of jurisprudence is what is referred to as the "common law." In 1987, in Revenue Ruling 87-41, the IRS distilled the "common law" into 20 factors.

To deal with the unique circumstances of industries whose practices do not fit within the common law factors, Section 530 of the Revenue Act of 1978 provided a "safe harbor" which is generally stated in the negative: "Section 530 allows a taxpayer to treat a worker as not being an employee for employment tax purposes (but not income tax purposes), regardless of the worker's actual status under the common law test, unless the taxpayer has no reasonable basis for such treatment or fails to meet certain requirements." One of the "reasonable bases" is a long-standing recognized practice in the industry. This has been a particularly important safe harbor for the promotional products industry.

An important provision of Section 530, that has had an influence on the determination process over the last 30 years, states "No regulation or Revenue Ruling shall be published on or after the date of the enactment of this Act and before the effective date of any law hereafter enacted clarifying the employment status of individuals for purposes of the employment taxes by the Department of the Treasury (including the IRS) with respect to the employment status of any individual for purposes of the employment taxes."

➔ Legislation

H.R. 3408/S. 2882 would repeal section 530 and replace it with one new safe harbor. The industry practice safe harbor would be repealed.

In order to qualify for the new safe harbor, taxpayers would need a written determination from the Department of Treasury that the individual (or individuals holding a substantially similar position) was not considered an employee. Taxpayers could also rely on the safe harbor if the IRS concluded an examination of the individual (or individual holding a substantially similar position) and did not determine that such individual was an employee. Taxpayers could rely on a letter ruling or an examination that was completed up to seven years prior to the tax period in question. It requires that taxpayers must have consistently treated workers as independent contractors in order to qualify for the safe harbor.

The current-law section 530 safe harbor would remain in effect for up to one year after the date of enactment of the legislation.

The bill provides individuals (or a designated representative) the ability to petition the IRS for a review of their classification status. If an individual is reclassified as an employee, the IRS must report that fact to the Department of Labor.

H.R. 3408 makes one significant change that will have an impact on ALL businesses. Currently, a business must issue a Form 1099 to any other business (service provider) that provides a service to the first business and the service provider receives more than $600 annually from that business. However, the business is required to issue the Form 1099 only when the service provider is a sole proprietor or partnership. A Form 1099 does not have to be issued to a corporation. H.R. 3408 would eliminate the corporation exclusion. The bill would require any business that receives services from any other business (service provider) and pays the service provider more than $600 annually for those services, to issue a Form 1099 information return to that service provider. With that comes the responsibility of the first business to obtain and verify the Taxpayer Identification Number from the service provider, including corporations, whether small or large. If the business does not obtain a correct number from the service provider, the business must institute back-up withholding of 28 percent.

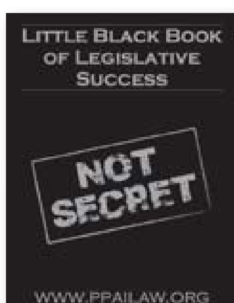
The range of corporations that provide services to the typical small business is vast and could include such services as financial services, shipping and delivery services, technical services, and computer services

S. 2882 takes this change to information reporting one step further. All business taxpayers would be required to issue the Form 1099 to any vendor that provides services AND/OR GOODS to the business and the business pays more than $600 annually to the vendor for these services and/or goods.

In addition to expanding the Form 1099 requirement, the bill would increase the penalties on the first business for failing to issue Forms 1099. The penalty for each Form not issued would increase from $50 to $250 and the maximum total penalties in a year would increase from $250,000 to $3,000,000. Under current law, there are lower limits for businesses under $5 million in gross receipts that have to issue the Forms 1099. The bill would increase their penalties. The maximum penalty would increase from $100,000 per year to $1,000,000.

➔ What you can do!

1. **Voice your opposition to H.R. 3408, which would limit the use of independent contractors:**
   - Send an e-mail to your Senators
     http://www.capwiz.com/ppa/issues/alert/?alertid=14488151
   - Send an e-mail to your Representative
     http://www.capwiz.com/ppa/issues/alert/?alertid=13894661

2. 

Learn more.
Review the PPAI Little Black Book of Legislative Success.

http://www.ppa.org/NR/rdonlyres/D0CBDD3B-6ED2-4FE6-BB76-94725C954D30/0/illinois.pdf

Upcoming Events

October

10/11	Board Meeting
10/15	Webinar: LinkedIn

September

9/1	Mini But Might Show – Bloomington
9/13	4th Quarter Ads Due
9/23 – 24	NPS Show

November

11/8	Board Meeting
11/11	WinterFest at Danada House, Naperville

January 2011

1/10 – 14	PPAI Expo, Las Vegas, NV
1/17	Board Meeting
1/25 – 27	NPS Show

February 2011

2/9	Pre-Show Professional Development & Party
2/10	NPI Show Arlington Park Racetrack 9am – 2 pm

The Product Line

Newsletter Committee

Nancy Paolucci
630-983-7722
PO Box 220076
Chicago, IL 60622
staff@ppachicago.org

Deborah Mann
Dmannding Results

Jennifer Windemuth
Evans Manufacturing

Advertising Index

2011 NPI Show - Start Planning Today!

It's that time of year again, time to start thinking about attending the 2011 NPI Show at Arlington Park! It's time for distributors to think about which clients to invite. It's time for suppliers to think "this is a show I can't afford to not attend". It is time!!!

The show will be Thursday, February 10. Our traditional pre-show party will be the night before on the 9th, at the hotel Indigo. Please mark your calendars and planners now for those dates as you won't want to miss one of the best Regional Shows in the country!

Attendance from distributors and their clients has topped 1300 people each of the two years - so suppliers - don't miss out on this opportunity to reach this great number of decision makers in one location! Distributors - did you know that the NPI show offers over 200 lines to review? We promise to have new lines added for 2011!

If you don't attend the national shows in January, or if you want to expose your clients to the best regional show around, see our website (www.ppachicago.org). One new enhancement this year is that you will register online using CVENT. CVENT is a leading software for event management, and will make your experience signing up for the show that much better.

➔ **Register online: http://guest.cvent.com/d/cdqvt4/1Q**

If you have any questions, please contact Executive Director Nancy Paolucci at PPAChicago, or contact show chairs Jenny Ott at jenny.ott@bluegrassltd.com or Chris Sinatra at c.sinatra@sbcglobal.net

NPI
New Product ideas Show

Save the Date!
February 10, 2011
9am - 2pm
Arlington Race Track

awards ■ donor recognition ■ corporate gifts ■ membership identification

etched brass MEDALLION PLATES

Simply elegant, highly polished gold plated bronze plate with custom etched imprint. NO DIE OR SETUP CHARGES! Stock circular shape in choice of five sizes from 5" to 12". Incl. satin-lined presentation box & wood display stand. Production time: 4 weeks. Rush service available.

Item No.	Size	10	25	50	100	250
Etched Brass Medallion Plates						
EMP-5	5"	49.50	43.50	37.98	35.98	33.88
EMP-6	6"	65.00	55.00	49.50	46.80	43.98
EMP-8	8"	85.00	75.00	67.98	65.50	61.98
EMP-10	10"	125.00	111.50	99.50	96.98	92.50
EMP-12	12"	155.00	140.00	125.00	119.50	113.50

Personalization $9.60 (p) per piece 5P

GIVE YOUR BUSINESS a LIFT! EMT

'09 A+ Supplier in SAGE

ASI 5-STAR SUPPLIER

www.EMTeasy.com 800-289-2911

email: amanda@EMTeasy.com

asi/52263 ■ UPIC: EMTEASY ■ SAGE: 50054

Scholarships

2010-2011 Professional Development Scholarships Awarded

PPAChicago would like to congratulate all of our scholarship winners for 2010 – 2011.

Jeff Schmitt, CAS (D) – Cedric Spring and Associates
Carol Coram (D) – Boundless Network
Diane Sakowicz.(D) – Service With A Smile
Mike Hennessy (D) – Integrity Sourcing

There were many great applicants this year for the PPAChicago continuing education scholarship. Thank you to everyone for applying. Please continue to turn in your CAS/MAS number at all education events and of course be sure to apply for the scholarship next year.

Workshop

Members become Social with Social Media Seminar

Despite horrendous traffic (would you expect less from Chicago in the summer?), PPAChicago members filled the room to hear from industry expert Dana Zezzo, Pro Towels, Etc, on August 12th. Dana firmly believes that "Social Media can be your Rolodex" and he proved his point. As Dana explains, Social Media is about branding YOU. And isn't Branding what we do best? Society today does not trust a company, but they will trust a person. And if they can learn about you using a tool like social media, then they are more likely to buy from you.

Dana's view on using Social Media in a professional setting is that our on-line profiles should be treated as our "Life Page." Use your profiles to let your friends and family know what is going on in your life, but do it in a way that your clients can learn about your interests. This allows your client to connect with you on a more personal level.

Dana showed how he uses Facebook and LinkedIn to expand his network and grow his sales. Our sleepy breakfast crowd took time warming up to Dana's exuberance, but once the coffee kicked in, questions came fast. Dana provided great information and taught the group about etiquette in using Social Media as well as how to best set up your pages.

Based on the rave reviews to our Social Media session, we have begun a series of Webinars focusing on the basics of the 3 main Social Media sites: Facebook, LinkedIn and Twitter. If you have been slow to join the trend, and are uncertain how to set up and use your own pages, now is your time to learn. Look for details in your Inbox.

Webinar

Successful Social Media Workshop leads to additional Webinars

PPAChicago's first Webinar on Social Networking was held on September 10, 2010. Sitting on the expert panel were Dana Zezzo, Vice President of Sales at Pro Towels, Etc, Mark Graham, founder of rightsleeve.com, Bobby Lehew, Director of Operations for ROBYN, a promotional products distributor based in Oklahoma City and Charley Johnson, Part Owner and Executive VP of Snugz and the creator of Promo 35 on Facebook.

The Webinar focused on starting a Facebook page, loading content and best practices in using Facebook to reach your client base. All the panelists stressed that the content of your page should be relevant to your clients. It should not be focused on you. Your clients will not visit your page to find out about you, they will visit to see how it can help them.

Mark Graham pointed out that how you maintain the content on your Facebook page and how you respond to posted comments will demonstrate your professionalism and integrity (or lack of it) to your clients. We are all looking for a way to differentiate ourselves in our market. Social Media, and specifically Facebook, is a valuable tool.

In summary, our panelists shared a few tips:

- Use mashable.com and readwriteweb.com for content you can post on your Facebook page. Check it out daily.
- Walk before you Run. Take it slow. It can consume you, but it does not have to.
- Read the book Spacebook Effect about how Facebook got started.
- 50% of the world is under the age of 30. This age group needs instant answers. In order to communicate with your buyers, you need to use their platform which is Social Media.
- Be smart. When websites started, we did a lot of work to advertise them and we continue to drive our buyers to our websites. The situation with Social Media is the same. You cannot build it and expect it to suddenly be successful. You must invite your clients and buyers to visit and then post good content.

Dana Zezzo summed up our session by pointing out that the fundamentals of a good sales person become crystal clear when using Social Media.

Webinar

Mark Your Calendars

Upcoming LinkedIn Webinar

Continuing on with the Social Media theme, PPAChicago presents LinkedIn 101 Webinar on Friday, October 15th. Watch for more information and get in on this great opportunity to learn how LinkedIn can help expand your social network and your bottom line!

PPAChicago is on Facebook! Be sure to join our Fan Page today to get immediate up to date information on the association and industry news.

Do you have ideas for Professional Development sessions that would benefit you or your team? Contact Nancy Paolucci or Dawn Gould, CAS to put your ideas in motion.

WinterFest 2010

SAVE the DATE
Thursday, November 11, 2010
6:30 - 9:30 pm
All Members, Family & Friends are Welcome

Come Celebrate the Season and Toast to the end of 2010 with PPAChicago as we sip Cocktails and enjoy a tasty Dinner overlooking the beautiful grounds of Danada House.

Danada House is located at 3S501 Naperville Rd, Wheaton, IL 60189
To view the beautiful Atrium and get directions, visit
www.danadahouse.com

More information and registration will be available shortly. Watch your email and www.ppachicago.org for updated event info.

The Entrance to Danada House

www.ppachicago.org 630-983-7722 630-839-9190(f) staff@ppachicago.org
PO Box 220076 Chicago, IL 60622


S&S
ACTIVEWEAR
Great apparel for
the great outdoors.
Style shown:
Outlaw Boulder
Cloth Jacket – 5087
DRI·DUCK
Dri Duck is fast becoming one of America's favorite brands for those whose lives are lived outdoors. From FLEX FLEECE soft shells to rugged Boulder Cloth jackets, Dri Duck offers a full line of outerwear tailored to fit life's adventures.
S&S Activewear is the natural habitat for virtually every species of Dri Duck. Our centrally located warehouse means you'll receive your entire order quickly in one shipment. Plus you get the added convenience of a single invoice.
If it's hot, it's here.
For a copy of our exciting new 2010 Forerunner catalog, contact us at 800.523.2155 or ssactivewear.com

The PPAChicago Board

Board of Directors

Officers

President
Brian Hiner
Vitronic
847-224-2036
brhiner@aol.com

Vice President
Lisa Shayne
HIT Promotional
630-386-1224
lshayne@hitpromo.net

Secretary
Jenny Ott
Bluegrass Promotional Mktg
(630) 420-1040
jenny.ott@bluegrassltd.com

Treasurer
Karen Prusinowski
Sanford B 2 B
773-486-2418
Karen.prusinowski@sanford.com

Directors

Dean Salit
Dard Products, Inc.
847-425-6825
dean@tagmaster.net

Jennifer Windemuth
Evans
815-527-7292
jwindemuth@evans-mfg.com

Chris Sinatra
Sinatra Enterprises
847-769-2066
c.sinatra@sbcglobal.net

Jennifer Savor
Linjen Promotions
708-478-8222
jennifer@linjen.com

Dustin Wicks
Norwood
630-391-1289
dwicks@norwood.com

Executive Director

Nancy Paolucci
PPAChicago
630-983-7722
staff@ppachicago.org

PPAChicago Mission

PPAChicago is dedicated to achieving the highest level of professionalism in the promotional products industry and to foster growth within our membership through trade shows, networking, idea exchange and professional development.

Board Member Spotlight

Getting to know Dustin Wicks, Norwood

Time on Board: 2 months

Responsibility: Events Chair

Strengths: Honest and competitive with a desire to keep learning and challenging myself.

Faults: I expect a lot from myself and others and can overreact when expectations aren't met.

Favorite Activities: I like projects on and around the house for better or worse. I also like to golf, read, Bar-B-Q and smoke cigars.

Favorite Movie: Scarface…Al Pacino, guns, cigars, Miami, Drug Trafficking…does it get better??

At my house... you'll find me sitting on the patio, grilling meat, reading Smart Money and smoking a cigar.

Everything I know… I learned from four very important mentors in my life – they know who they are.

November 6 declared the day for promotional products industry professionals to join together and volunteer for their favorite charities.

November 6, 2010, has been selected as the date for Promotional Professionals Pay It Forward Day, an annual event where industry professionals from all across the country volunteer for their favorite charities all on the same day.

The intent of Promotional Professionals Pay It Forward Day (aka PromoProsPIFDay) is for all facets of the industry—from suppliers, distributors, service providers and regional, national and international associations—to come together through volunteerism to build a sense of community within the industry and to make an positive impact in the process.

The idea that has since turned into PromoProsPIFDay happened when a group of promotional professionals were talking about volunteerism during an industry event. "We were talking about how cool it would be if all industry professionals could come together on one day to all help our own communities," said Mark Shinn, MAS, president of Newcastle, Washington-based Incentives West. "As the idea was shared, more and more people got on board, and PromoProsPIFDay was created."

Participating is easy. Individuals, companies or groups simply select a charity that is meaningful to them (can be local, national or global organizations) and perform a needed service on November 6.

A Facebook Page has been created for participants to connect volunteers with organizations, get ideas on things to do and share their success stories. Visit it at http://tinyurl.com/PromoProsPIFDay.

Additional resources to support the event, a logo contest, as well as sponsorship opportunities will be announced as soon as details are finalized.

About Promotional Professionals Pay It Forward Day:

Promotional Professionals Pay It Forward Day was created by a group of promotional products professionals to commemorate the volunteer efforts of individuals within the industry while positively impacting charitable causes on a local, national or global level. For more information, visit http://tinyurl.com/PromoProsPIFDay.

FeatherLite®
by SIERRA PACIFIC
WOW!
5.0 oz Mesh Sport Shirt That Wicks Moisture Away
Available in 12 Colors!
Contact association member Tom Hughes to sample this NEW item!
PH: 608.295.9805
EMAIL: tomh@herspw.com
H469
H5469
Moisture Wicking
$19.98(a)
Prices listed are S-XL.
HERITAGE
Sportswear
ONE WAREHOUSE | ONE PURCHASE ORDER | ONE INVOICE | ONE SHIPMENT
102 Reliance Drive • P.O. Box 760 • Hebron, OH 43025
Phone: 1.800.537.2222 • Fax: 740.928.3223
www.heritagesportswear.com
ASI 60582 | PPAI 177353
PPAI
The Mark of a Professional
177353
ASI
5-STAR SUPPLIER
60582

2011 Dues Renewal Coming Soon

Watch your mail in October, your dues invoices will be arriving shortly! Be sure to pay your dues by 1/1/11 and take advantage of the following benefits:

- Educational Events
- Continuing Education Scholarships
- Webinar Sessions
- Distributor Entrance to the NPI Show February 10, 2011 at Arlington Park Racetrack
- Social and Networking Events
- 2011 NPI Show Pre-Show Professional Development and Party
- Product Line Newsletter
- Important Legislative Updates that affect YOU!

➔ And new this year extra benefits from being part of a PPAI Regional Affiliate. Watch your PPAChicago newsletter for information on all the new benefits being added on a regular basis.

➔ Also available:

- Advertising (special rates)
- Special Room Rates at the Show Hotel
- Holiday Party
- Charity Golf Outing
- And many other great events

➔ Please contact Nancy at PPAChicago at staff@ppachicago.org or Lisa Shayne at lshayne@hitpromo.net

ASI/68680 • PPAI:144165 • SAGE:57654 • UPIC: MAPLE

How to compete with the giant food gift companies.

A "Must Read" if you want to make more money!

Provided by Tom Riordan

MAPLE RIDGE FARMS™
Your Most Trusted Food Gift Supplier
Est. 1979

During the 4th quarter, your clients receive catalogs from giant food gift companies almost daily. With businesses spending over $5 billion on holiday food gifts, and the average order being over $2000(c), it's easy to understand why. As a result of their efforts, these mail-order companies sell more food gifts to American businesses each year than the entire promotional products industry does!

Your key to competing with these Goliath-like companies is discovering their weaknesses. It's critical, if you want to increase your sales with your **existing clients**. ***Remember, nearly 50% of all businesses purchase holiday food gifts.***

Case History #1

While presenting holiday ideas, a Bay-area distributor discovered her client was going to order 200 food gift towers at about $50 apiece (a potential $10,000 order!) from one of the giant food gift companies (you'd recognize their name). She quickly explained that she could provide food gifts with far greater value. Her client was interested and wanted to know more.

She offered to bring in the food gift tower they were considering, and a similarly priced Maple Ridge Farms gift for a real-life, side-by-side comparison. Her client liked that idea. When the two gifts arrived she scheduled an appointment.

Together they opened the box from the mail-order company. The client was disappointed in the appearance of the gift compared to what it looked like in the catalog. While the cookies were pretty good, the rest of the food was very disappointing. In many of the tower boxes, there was more "air" than food. The box of mixed nuts contained a tiny "airline type" bag. The caramel corn filled about ½ the box. The boxes of hard candy and the gummy-like fruit jells were extremely unimpressive.

Next, the gift from Maple Ridge Farms… while not quite as large as the other tower, it looked better in real life than it did in the catalog. Each box was filled to the brim with premium chocolates and fresh roasted nuts.

Together they taste-tested the food from each gift and the Maple Ridge Farms tower won hands down. This distributor was rewarded with a $10,000 (c) order for going the extra mile to demonstrate difference in quality.

Case History #2

An Illinois distributor learned that his client was planning to order their holiday food gifts from one of the food gift giants. They had selected a $50 cheese package that included a mediocre cutting board with some tiny, rather useless, serving accessories. To dramatically show the difference between the two gifts, he ordered the $50 cheese package from their website and a spec sample of the Party Starter ($50 c) from Maple Ridge Farms. When both gifts arrived he headed over to see his client. After tasting the food from both gifts, seeing the difference in the quality of the cutting boards, and how impressive their logo looked on the cutting board from Maple Ridge Farms, his client gave him a $7500 (c) order for 150 holiday food gifts!

Case History #3

A distributor from Ohio was competing with a large cookie company for an order of 250 boxes of cookies at $30 each. The cookies from the large cookie manufacturer were just as delicious as those from Maple Ridge Farms. The retail prices of the two gifts were practically identical. It would come down to the gift's presentation and the personal service provided by the distributor.

The gift from the large cookie company had ***their*** logo all over it… on the shipping carton, on the gift box, and even on the cello wrappers that were on each cookie! It was hard to tell whether the gift was from the client, or from the large cookie company!

The gift from Maple Ridge Farms came in a blind shipping carton, the ***client's logo*** was richly foil-stamped on the gift box, and there were clear cello wrappers protecting the cookies. When recipients opened these gifts, the first thing they would see was the ***client's logo*** on the gift box, not the Maple Ridge Farms logo.

When it came to service, the distributor made the gift program easy and convenient by handling all the details including the shipping list, gift cards, and proofs.

Once again, the distributor was able to prevail by providing better service and a more appropriate gift.

The moral of these three case histories:

- Ask your clients if they are planning a food gift program for the holidays (if so, who would they be likely to order from).
- Do a little homework to discover your competitor's weaknesses. Contact Maple Ridge Farms if you need help.
- Use real-life samples to demonstrate the difference!

www.mapleridge.com

PPAChicago Board Member Completes Maui Marathon 2010
Congratulations to Dawn Gould, Cedric Spring, CAS

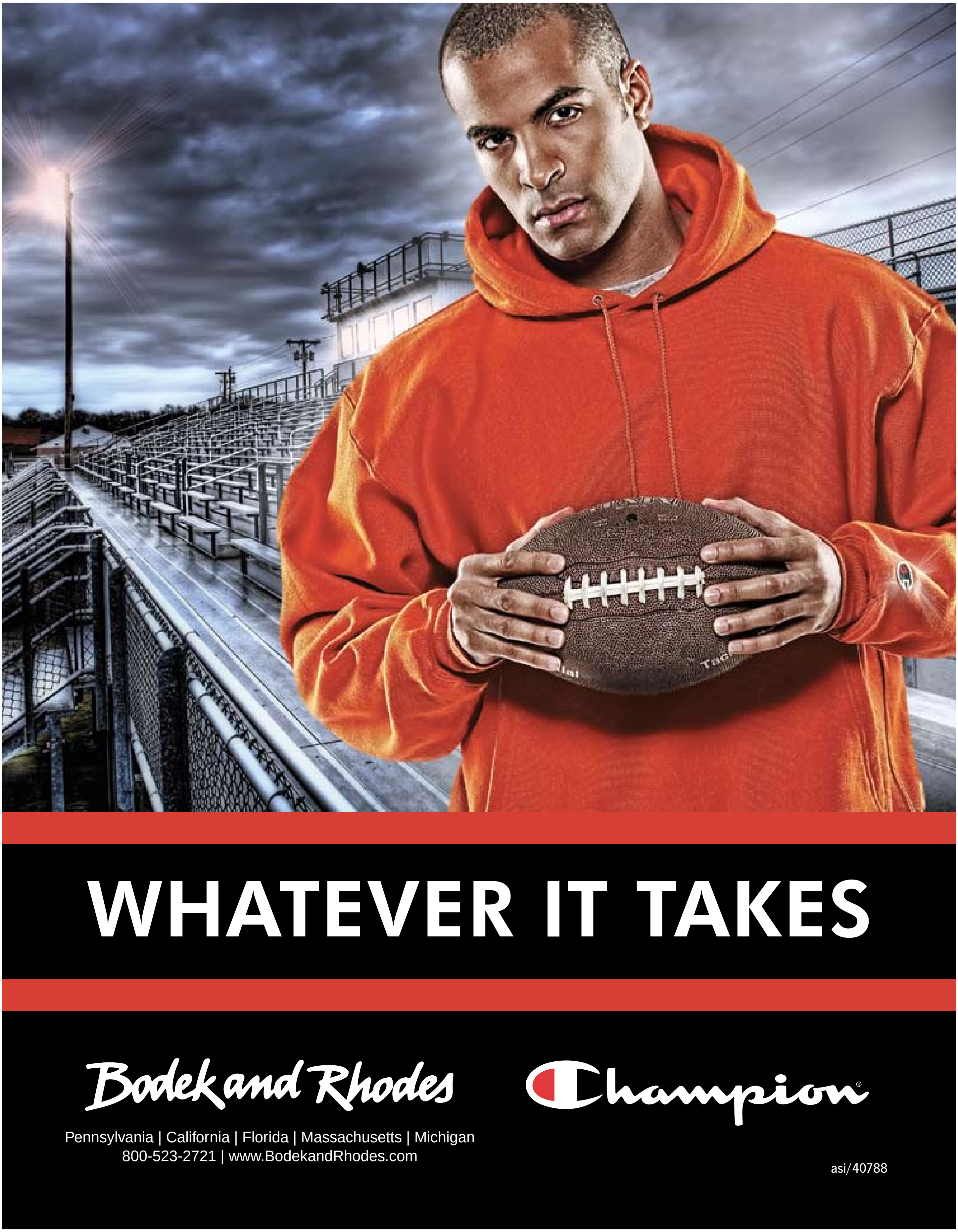
My best friend (and the one who convinced me to do my first marathon in 2004) and I decided we wanted to run an "exotic" marathon to celebrate our 40th birthdays. This was to be my fourth marathon, her second, and our "big" goal was to qualify for Boston. At age 40, the qualification time is only 3:50. Our "little" goal was to beat a 4 hour race time. I have had a great summer of running; the first in a couple years due to some back problems. So, the 3:50 requirement seemed very achievable.

Amy and I both felt great on race day (September 19th). We were excited and ready to run. I started off great with my time at the half at 1:48. However, my finish time was sadly a 4:20. This is still a good finish time in a marathon, just not what I hoped I could run. However, the starting temperature at 5:30 was 75 degrees which increased to 90 degrees by my finish. Between the heat, 4 miles of mountainous hills and a pretty strong headwind, I should feel good about 4:20. I came in 5th in my age group.

This should have been the last marathon for both of us. We were both so glad to be done and to know that we didn't have to run any more 18-20 mile training runs. However, now I feel compelled to prove to myself that I can achieve the 3:50 goal I set if I run a race that is not so warm. So….stay tuned for my next adventure. I am sure I will be running at least one more marathon, two if I can qualify for Boston.

About the Maui Marathon

Maui Marathon is recognized as one of the most scenic courses in world with its point-to-point route starting in Kahului, passes moonlit sugarcane fields and hugs the spectacular Pacific coastline for over 17 breathtaking miles. Feast on views of the cobalt blue ocean water, its rolling surf and Maui's neighboring islands of Kaho'olawe, Lana'i and Moloka'i. The journey's final miles take runners through the historical fishing village of Lahaina before finishing near The Westin Maui Resort & Spa, race headquarters, in the world-famous Ka'anapali Beach Resort home of the Whalers Village.


WHATEVER IT TAKES
Bodek and Rhodes
Pennsylvania | California | Florida | Massachusetts | Michigan
800-523-2721 | www.BodekandRhodes.com
Champion
asi/40788

Honor Sales, Service and Safety with the Vivid Jewel Towers!

7240-7246 Jewel Tower $236.65 - $257.23 (r)

www.crystal-d.com

CRYSTAL D
Home of "The WOW Effect"®

UPIC CRYSTALD PPAI 112326 ASI 47759 SAGE 52288

News

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 email them directly to the client with the click of a button..

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.

PPAChicago's 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."

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.

ASI announced the launch of the *Advertising Specialty Institute Certification Program*, the industry's only free certification program, created on a user-friendly digital platform.

BASI (Bachelor of Advertising Specialty Information)
BASI certification courses serve as a solid foundation for all ASI distributors, suppliers and decorators. The BASI curriculum will arm them with the fundamental knowledge they need to thoroughly understand and navigate the promotional products marketplace profitably, and develop solid relationships with their colleagues that will help them prosper in the industry.

MASI (Master of Advertising Specialty Information)
MASI certification courses provide ASI distributors, suppliers and decorators with advanced knowledge of the advertising specialty industry. MASI holders are recognized as the true industry experts who've cultivated profitable and collaborative relationships with distributors and suppliers. This designation is a testament to their contributions to the advertising specialty industry.

Crystal D was named one of the industries' best places to work by Counselor magazine.

Leed's, a member of **Polyconcept North America**, makes a grand entrance into the health and beauty aids (HBA) category through a partnership with retail brand MISSION Skincare®.

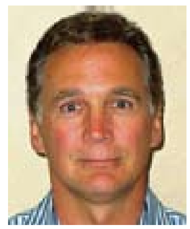
News continued

Visstun® now offers distributors the option of adding their contact information to the underside edge of the cups, effectively turning all cup orders into self-promotions. Up to two lines with 140 total characters can be printed.

Supplier International Merchandise Concepts/IMC and supplier **Ad-Tek Specialties** announce that as of October 1, 2010, International Merchandise Concepts will no longer administer AdTek Specialties' customer service and daily business activities. All inquires after October 1, 2010 should be directed to Ad-Tek Specialties at 800-973-1999, 818-338-3770 or email gloria@adtekspecialties.com

Millennium Leather, LLC/Andrew Philips has successfully completed its Chapter 11 debt reorganization. On August 16 the United States Bankruptcy Court for the District of New Jersey approved the company's plan for reorganization, which takes effect October16.

Movers & Shakers



Gill is pleased to announce that Kevin Burden will be joining the Gill Marketing team effective September 27th.

Dave Willis, President of **Vision/Awardcraft** has announced the promotion of Les Dorfman, CAS to Vice President of Sales/North America. Les last held the position of Vice President of the Sales for the Western United States for the last 2-1/2 years. Les has named Rick Carlson as Regional Sales Manager for the Midwest States which include MN, WI, IL , OH, IN, MI, ND SD, IA KY, and NE. Rick brings 15 years of sales expertise to the Visions/Awardcraft sales team.

Chocolate Inn 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.

River's End Trading Company announces the purchase of an office and warehouse distribution center located on 42 acres in Medina, Minnesota. The company will relocate from Hopkins, Minnesota in January, 2011.

CORRECTION:

The August 2010 Newsletter listed K & R Precision Corp as a 2010 Golf Sponsor, however, that information was incorrect. K & R was the 2010 Golf Sponsor.

2011 PRODUCT LINE NEWSLETTER ADVERTISING CONTRACT

PPAChicago members receive a quarterly email regarding the Product Line newsletter being online and ready to be downloaded to their computer from our website, www.ppachicago.org. What does this mean to you? More exposure! Members can both print out multiple copies and pass it around the office OR forward to co-workers. You will also have a link to your ads on the PPAChicago website.

Size	Single Issue	Full Year	Material Deadlines:
Full Page 7" x 9"	$150	$500	12/13 for January 2011
Half Page 7" x 4 ½"	$80	$300	3/14 for April 2011
Qtr Page 3 ¼" x 4 ½"	$60	$200	6/13 for July 2011
			9/12 for October 2011

ADVERTISING ARTWORK: JPEG or PDF via email, staff@ppachicago.org or regular mail to Nancy Paolucci PO Box 220076 Chicago, IL 60622 p – 630-983-7722 f- 630-839-9190

Please send artwork, payment and this agreement to reserve your space

Please place my ads in the following issue(s):

☐ **January 2011** ☐ **April 2011** ☐ **July 2011** ☐ **October 2011**

Ad Size: ☐ 1 page ☐ ½ page ☐ ¼ page

Company Name: ________________________________ ☐ Please Repeat my Ad

Contact: ______________________________________ ☐ I will submit a New Ad

Address: ______________________________________ Total Due: $______________

Phone: _______________________________________ ☐ Check Payable to PPAChicago enclosed

Email: ____ CC # ______________________________

Exp Date: _____________CVV2: ________

www.ppachicago.org 630-983-7722 630-839-9190(f) staff@ppachicago.org