

PPAM
Promotional Products Association Midwest

May-June 2011

PPAM Charity Golf Tournament

Take Your Pick: Play in Kansas City or St. Louis...or BOTH!

**JUNE 9: Falcon Ridge,
20200 Prairie Star Parkway,
Lenexa, KS**

**JUNE 15: The Landings At
Spirit, 180 N. Eatherton
Road, Chesterfield, MO**

**8:00 a.m. start
at BOTH locations.**

Included with your Player Fee:

Golf, Breakfast, Lunch, and 2 Drinks

Proceeds will benefit the Kids In Need Foundation (www.kinf.org)

This event is open to ALL current PPAM Members, prospective Members, your customers, friends, and family.

Inside this issue:

Executive Director's Letter 2

Board of Directors 3

L.E.A.D. 4

Fall Showcase 5

New Members 7

RAC 7

Softball Game 7

Member News 9





Lisa Bibb, MAS

I apologize if I seem to be sending "Too Many Emails". But I promise I wouldn't be sending them if they weren't important (to me).

"Too Many Emails."

Word for word, that was the exact reply I received, to one of the several...okay, MANY emails that I send out to make sure that PPAM members and non-members alike know what's going on.

I'm pretty sure you all DON'T want to be in the dark as to what you're getting for your membership, what we're planning, and all the fun and networking opportunities you don't want to miss! PPAM's communicating with you is important and, let's face it, email is much less expensive than snail mail (though I will be using that in the future, as well). I have to be on my toes when it comes to spending your money!

Events that require payment with your registration will be sent to you ALL (via email) using a program called CVENT. Don't let it scare you: you CAN click through/poke around without committing to anything. I try to anticipate questions you may have about the events – cost, times, what is and is not required, and looking around in that invitation should have the answers. The only time you have think

Executive Director's Letter Lisa Bibb, MAS

about the \$\$ part is at the very end, when you are *absolutely sure you just **have** to participate*, and wouldn't miss it for anything.

So...I apologize if I seem to be sending "Too Many Emails". But I promise I wouldn't be sending them if they weren't important (to me). Please be sure to add my email address to your "safe sender"!

FALL SHOWCASE UP-DATE: I will be sending the Distributor's registration form for the Fall Showcase (**September 28 in St. Louis, and September 29 in KC**) that will be an INTERACTIVE PDF form.

Interactive PDF form!? Yay! Distributors, all you'll have to do is type in your info, save it to your hard drive, and then send to me as an attachment! Whoo Hoo! What could be simpler? **AND PAPERLESS?**

All this said, I would prefer that you NOT fax your information / registration, etc. It's not that I'm a tree-hugging granola

girl – it just makes for even more paper to file and store, toner to buy, translation of handwriting, and, well, you understand. You can if you HAVE to, though, to 770 982 4673.

IF, by chance, you're reading this, only to discover that you are NOT on the PPAM distribution list (and we just can't have that!), please drop me a note at admin@ppam.org or give me a call at 404-218-2689, and I will be more than happy to add you.

Now for the shocker: you'll see from that phone number that I am in Atlanta, on Eastern time, but don't hesitate to call me "after" hours. I promise I won't call YOU "before hours".

See you on the Golf Course at Falcon Ridge in KC, and/or at The Landings at Spirit, St. Louis next month! You got that email, right?



Good News!

Getting married?
Have a new baby?
Child graduating?
Share your news with other members! Send it to admin@ppam.org

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**L. E. A. D. 2011
Oh what a day!
Margie Price, M.A.S.**

Imagine if you will a group of pumped up volunteers filled with passion for the industry and a fire in their belly to protect it. This pretty much describes the group of volunteers who headed to Washington, D. C. to participate in PPAI's L.E.A.D: Legislative Education and Action Day, March 30-31, 2011. This was the second annual fly-in for our industry and it was exciting!

I was lucky to have been a part of this wonderful group of people from around the country. Twenty-six states were represented by 55 individuals who had 120 appointments with their senators, members of Congress and their staffs. We knew what we were supposed to discuss; and were prepared



by PPAI staff so we would be fluent in our conversations. The points were:

Repeal of expanded 1099 reporting requirements

Independent contractor status and the importance of the safe harbor exception

Exceptions for and clarifications of the Consumer Product Safety Improvement Act

Incentives for employees to participate in qualified wellness programs.

I was proud to represent the state of Missouri and along with my partner, Kim Tucci, we visited with Senator Clair McCaskill, Congressman Lacy Clay, Congressman Russ Carnahan and a staff person of Congressman Sam Graves. We told our story so they would understand the value of what we do. We shared with them that more than 26,000 people are employed in our state alone and that we generated more than \$666 million in revenue last year. At the end of the day, we were very tired, our feet hurt, my hair didn't look too good due to the almost constant rain but it was well worth it. At times it was hard to



see all those beautiful cherry blossoms throughout the Capitol but we caught a glimpse every now and then and realized if that



little flower could withstand the wind and rain, we could too. Through it all we felt good because we were successful! We learned a lot about how that mighty machine called politics works and hopefully we taught some people things they didn't know about how our wonderful industry, the promotional products industry works.

I encourage you all to get involved. There are many ways you can without leaving home. Phone calls and letter writing are



the easiest things you can do. We need everyone to step up to the plate and take a swing at making a difference. One of the things I propose is a visit to our state capitol. I close my eyes and imagine just how cool that would be with the movers and shakers we have in our regional. We could really make our voices heard.

This year L. E. A. D. was bigger than in 2010 and I suspect it was more successful. I know 2012 is going to be better yet. If anyone has any questions or comments feel free to give me a call. This is our industry and, I, like the rest of you, love to talk about it.



Be sure to mark your calendars for September 28th (St. Louis) and September 29th (Kansas City) for our new Fall Showcase.

- September 28 St. Louis at the St. Charles Convention Center
- September 29 Kansas City at the Overland Park Convention Center

⇒ Hundreds of lines will be represented

⇒ great 4th quarter selling ideas

⇒ network with other industry professionals.

SUPPLIERS: SPACE IS LIMITED

Why you should exhibit with PPAM in 2011:

- ◇ Great Value - 10' x 10' booth, includes 1- 8' table, carpeted booth and aisles, pipe and drape, sign
- ◇ Quality Distributor sales people ready to write orders with your company - HEAVY TRAFFIC IN YOUR BOOTH!
- ◇ Courtesy help for set-up and tear down, including carrying boxes, providing a dolly, and water
- ◇ Supplier Forum opportunity to give selling ideas to all attending the Continental Breakfast, from 9 - 10 a.m.
- ◇ Free New Product Pavilion if registered BEFORE JUNE 15TH.
- ◇ FREE "booth" transportation between St. Louis and Kansas City!! Space is limited!
- ◇ Convenient online registration!

Register to exhibit at <http://bit.ly/PPAMFallShowcase>



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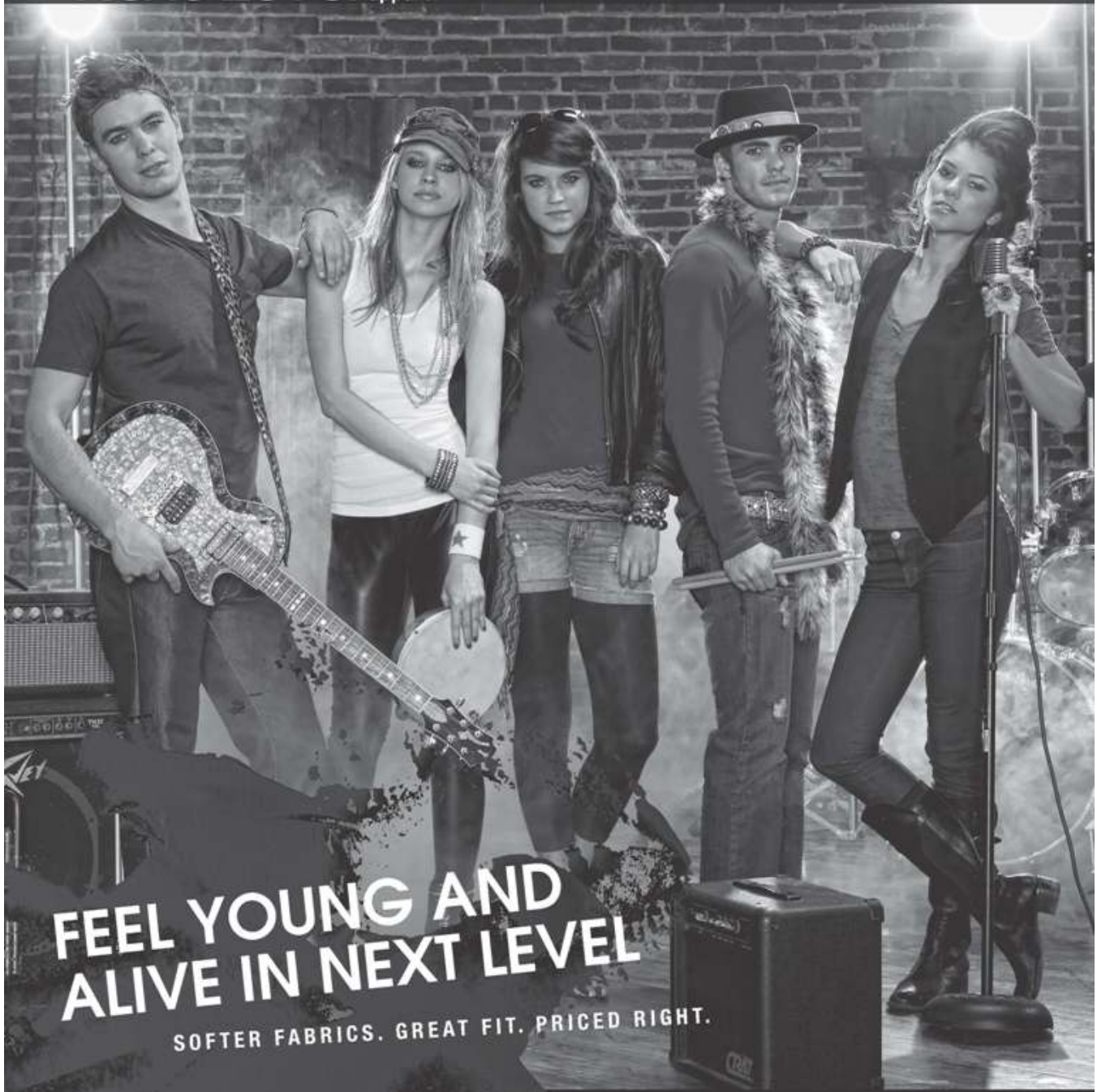
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The Regional Association Council (RAC) exists to foster cooperation and positive relationships among the regional and national not-for-profit trade associations engaged in the promotional products industry; provide a governance and administrative structure for the participating regional associations; coordinate planning and support for meetings, cooperative projects and services; and to develop and implement strategic programs and services that meet the common interests and needs of the industry.

PPAM's RAC District 4 representative, Matt Storlien has resigned due to his recent promotion with BIC/Norwood as he felt he would be unable to give 100% to his board position.

The remainder of Matt's term, which ends in January 2012, will be filled by Ted Dennison, CAS of TMJ Enterprises.

As always, the RAC Board looks forward to working for you and with you. This is an exciting time for the RAC community as it continues to foster productive relationships and partnerships among its 5 districts and 28 regional associations.

Congratulations Ted!

Play Ball!



Attention St. Louis Area Members!

Come out and have fun, playing softball and networking at Des Peres Park.

Please mark your calendars for July 18th, from 4 p.m. - 8 p.m.

We'll have refreshments and a great time!



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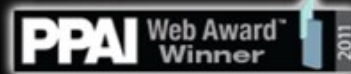
New Feature



Throw me a bone!

Recently named the 2011 Preferred Multi-Line Reps for Harvey-Daco and Flagship Promotional Services.

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Member News



*Dan Jellinek
accepting award
for Largest Percent
Sales Increase
Among Suppliers*

Magnet LLC Receives Award at Premier Promotional Group Annual Meeting

Magnet, LLC, Washington, Missouri received an award at the Premier Promotional Group (PG) Awards Ceremony on May 6. During the event, PG members were recognized for various achievements including outstanding sales performance and high quality service.

The award results were determined using the following sources:

- ◇ Sales numbers reported by PG Supplier members, and
- ◇ Sales numbers reported by PG Distributor members.

The PG Awards Ceremony was held in conjunction with the group's Annual Meeting which took place May 4-7 in Scottsdale, Arizona.



Tina VanHoogstraat and Frank Visconti

Quickpoint's Frank Visconti Retires On May 3, 2011

Quickpoint hosted a Surprise retirement party for Frank Visconti. Frank was honored with a luncheon and special guests from the past and the present. Frank has served in the Promotional Products Industry for 54 years and Quickpoint was blessed to have him as part of their team for 18 years. Frank was known in the Industry as a "Gentleman" and did not know a stranger. If you searched the whole world over you would never find a finer man than Frankie" We wish Frank the very best because he is the best! God Bless you on your Retirement Frank. We will Miss you!

GILL DONATES TO WOUNDED WARRIOR PROJECT, LENEXA, KANSAS



Celebrate pride in America with patriotic products from Gill Studios. Five new stock design bumper stickers and a ribbon magnet along with multiple stock American flags complement recent headline events. Honor those who planned, implemented and accomplished the raid in Pakistan plus pay tribute to those whose lives were changed by the existence of one man. Ten percent of proceeds from these items will be donated to the Wounded Warrior Project.



PPAM Members Save on FedEx Express

Daily pressures and the barrage of information you deal with can make it easy to overlook certain services that may help you run a better business. That's why the PPAM FedEx Advantage® discount program was designed to help your business save time and money.

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- FedEx Express international — Save up to 18% on select services.

Bringing you these FedEx discounts is just one more way PPAM is working hard to offer you additional benefits and savings. There is no cost to enroll and no minimum shipping requirement. Just call 1.800.475.6708 to enroll or to find out more information.

PPAM members also save up to 15% on select FedEx Ground® shipments. You can learn more about FedEx Express, FedEx Ground and all other FedEx® services at fedex.com. Just be sure to use PPAM's passcode P47HBP38

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