

# AdNotes

The Official Newsletter for The Rocky Mountain Region Promotional Products Association

September/October 2011

VOLUME 24 NUMBER 5

## 2011 Holiday Party - Thursday, December 1st!

By: Lindsey Whitney & Kristine Ferraro  
2011 Marketing/Communications  
Chair

drive on teenagers. A great way to do that is to collect gift cards.

Please join us in collecting gifts for disadvantaged teen agers! If you would like to donate, please bring a gift card to the holiday party. We are asking that the gift cards not be over \$25.00. They suggested cards to Wal-Mart and Target are best. We will also take monetary donations at the party. (We will purchase the cards to donate.) Please visit A Precious Child on line to see all of the amazing things that they do. [www.apreciouschild.org](http://www.apreciouschild.org).

Thank you for your help in putting a smile on a face!

We hope to see everyone there and don't forget to RSVP to the RMRPPA Office at [info@rmrppa.org](mailto:info@rmrppa.org) or click here!

Please join us to celebrate the end of another year and the beginning of the Holiday Season at a casual get together with your friends at RMRPPA.

The Rocky Mountain Regional Promotional Products Association will be hosting a Holiday Party on the evening (5:30 – 8:30) of December 1st at the new Braun's Bar & Grill in Downtown Denver. The party will be in the new Back Bar. Braun's is now just two blocks North of Coors Field at 2401 Blake Street. They still have a large selection of Colorado craft beers and imports on tap or by the bottle, a full bar and a menu that is mostly scratch made.

There will food, drinks, games, prizes and plenty of good times to be had. During the party the new RMRPPA Board of Directors will be announced and we will be debuting the 2011 RMRPPA Recap Video, looking back at the last year of association happenings. Jeff and Tee at VideoFarm have offered to put this together for us – so it will definitely be a must see!

This year for the holiday party we would like to have a gift drive for A Precious Child. A Precious Child is a Broomfield -based organization that operates in the Denver North Metro area of Colorado helping children in need. We would like to focus this gift



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## Mission Statement

*This Association is organized to provide a vehicle by which members of the Promotional products industry, all personnel interested therein, whether as a Supplier or a Distributor, executives, management or sales representatives can benefit and learn by association through meetings, seminars and special projects.*



# MESSAGE FROM THE PRESIDENT.....



What a change Fall has brought this year! It seems to have come all at once followed by the first snow fall, could this be a sign? I want to take this opportunity

to personally thank Mary Keener, Sandy Dodson, and Mike Malinowski for doing such a great job on our RMR EXPO. I think they put on a great show and it was good to see many new vendors show in Denver this year. Thank you guys for a job very well done!

Your board met with a group of both distributors and vendors on October the 11th to discuss the Expo, how it has been going and what kind of changes both groups would like to see. Everything was on the table for the Panel discussion. We had 7 members of RMR attend both large and small distributor companies as well as vendors as well as the board of Directors for RMR. We had good healthy discussions with very constructive ideas that have strong possibilities for implementation. I am really looking forward to this fresh approach. While there was sentiment for returning the show to the Mountains, our distributor attendance would drop back and our vendor number of participants would also drop back down. The reality was that although we all loved the mountains, in the "new" economy things are different and costs are a very strong part of the equation. Stay tuned for further developments.

It is time to think about the Holiday Party this year. Invitations are going out to all members. I would really like to encourage you to come to this event. Not only is it a party, but a great way to meet new people that you may not know and to also network with each other. The newly elected Board members will be formally announced that night and kept secret

until that event. We are only as strong as our membership. And speaking of membership, we hope to also hear back from you on a survey that we will be putting out there asking for your input on that as well. What you like, what you dislike, what we can change and make better and more relevant for you, the members.

I still want to encourage volunteerism in RMRPPA. You personally get to grow when you work with others. Without our volunteers we would be a very small group and we hope that all of you that do volunteer feel appreciated for all that you do for us. We could not hold any events without you. You are the life blood of our organization and we have taken the additional step of recognition for your hard work. This year we have been recognizing the Volunteer of the Month in AdNotes as well as on our website. We are giving certificates of appreciation to these individuals. We will also be giving the Vendor of the Year award to two deserving individual/companies. Please watch for that as well. It would be a good time to nominate someone that you might know that has done an outstanding job for RMRPPA.

We are looking at a new format for our annual general membership meeting. So, if you have program ideas, or suggestions on locations we are interested in hearing from you!

We are also looking at next year's calendar and we are open to suggestions for continuing education classes that you might be interested in. Please send us your suggestions and ideas on how we can help you navigate our "new" economy and help you become successful in your business. We look forward to hearing from you.

Remember to plan on attending the Holiday party. I hope to see all of you there and getting to hear from you about how we are doing. There is no better time than a holiday party to have a great time and meet new people!

**Ken Glaeser, MAS**  
RMRPPA President

## 2011 Board of Directors

### President

**Ken Glaeser, MAS**  
Bing Promotional Products  
Phone: 719-538-0040  
ken@bingpromo.com

### Vice President

**Heidi Forsythe**  
Incentive Agency  
Phone: 720-962-0620  
heidiforsythe@incentiveagency.net

### Treasurer

**Lou Iantorno (2010-2012)**  
Imprints Wholesale  
Phone: 303-370-5925  
lou@imprintswholesale.com

### Secretary

**Jan Wolff (2011-2013)**  
ProCorp Images, Inc.  
Phone: 303-781-9300  
jan@logostuff.com

### Chairman of the Board

**Belinda Hooks, MAS**  
PromoLinks LLC  
Phone: 303-979-3405  
bhooks@go2promolinks.com

### Kristine Ferraro (2011-2013)

Motivational Kicks  
Phone: N/A  
kristine@motivationalkicks.com

### Chris Hanway (2010-2012)

Logo On  
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chris@logo-on.net

### Donna Harr (2010-2012)

Personally Yours by Ideas from the Harrt  
Phone: 970-351-6261  
ideas@ideasfromtheharrt.com

### Chris Law (2010-2012)

Elliot-Barry, Co.  
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chris@ebarry.com

### Christy Muckey (2010-2012)

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Phone: 719-590-6074  
christy.muckey@advinadv.com

### Craig Muller (2011-2013)

Logos Your Way, Inc.  
Phone: 303-225-4600  
craig@logosyourway.com

### Lindsey Whitney (2011 - 2013)

Solar Advertising  
Phone: 303-814-6022  
lindsey@solaradvertising.com

### RAC Delegate

Chris Hanway  
Logo On  
Phone: 303-369-0704  
chris@logo-on.net

## 2011 Committee Chairs

### Membership Committee

Chris Hanway (Co-Chair)  
Logo On  
Phone: 303-369-0704  
chris@logo-on.net

Larry Willis (Co-Chair)  
WesCo Marketing  
Phone: 480-585-0986  
larry@wescomarketing.com

Brad Langton (Co-Chair)  
Langton Promotional Sales  
Phone: 801-628-2545  
GPBrad01@yahoo.com

### Supplier Forum Committee

Laura Harris, MAS  
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Phone: 720-210-1095  
laura@specialtyinc.com

### Professional Development Committee

Missy Mitro, MAS  
Geiger  
Phone: 303-722-1113  
missym@geiger.com

### Government Affairs Committee

Scott Schoenbauer  
Alumicolor  
Phone: 800-624-9379  
scott@alumicolor.com

### EXPO Committee

Mary Keener (Co-Chair)  
Logos Your Way, Inc.  
Phone: 303-225-4600  
mary@logosyourway.com

Sandy Dodson (Co-Chair)  
Gemline  
Phone: 303-988-1558  
sdodson@thegemgroup.com

Mike Malinowski (Co-Chair)  
Gill Studios  
Phone: 888-455-4422  
mikem@gill-line.com

### Marketing/Communications Committee

Donna Harr  
Ideas from the Hartt  
Phone: 970-785-6261  
ideas@ideasfromthehartt.com

### Scholarship Award Committee

Melinda Gleghorn  
Victorinox Swiss Army  
Phone: 713-667-2444  
melinda.gleghorn@swissarmy.com

### Nominations/Elections Committee

Belinda Hooks, MAS  
PromoLinks LLC  
Phone: 303-979-3405  
bhooks@go2promolinks.com

# SCHEDULE OF EVENTS.....

## RMRPPA CALENDAR OF EVENTS - BOOKMARK IT!

To learn more or register for the events listed below, go to:

<http://rmrppa.affiniscape.com/calendar.cfm>

### Tuesday, November 15, 2011

8:00 a.m. - 11:00 a.m.

### Professional Development Session

Houston Hale, HALO Branded Solutions  
Successful Habits of Our Industry's Top Producers  
University of Denver / Ritchie Center / \*Multi-Purpose Room  
2201 E. Asbury Avenue, Denver, CO 80208  
Parking Lot #401 / Code: 7476\* (**Click here** for parking permit)

### Thursday, December 1, 2011

5:30 p.m. - 8:30 p.m.

### Holiday Party

Braun's Bar & Grill  
(Back Bar Room)  
(2401 Blake Street, Denver, CO 80205)  
Donate a gift card to this year's Broomfield-based charity, A Precious Child  
RSVP to [info@rmrppa.org](mailto:info@rmrppa.org) by Tuesday, November 29th!  
**Click here** to RSVP / **Click here** to sponsor this event

# REMINDERS!.....

Nominate a Volunteer of the Month! - [Click here](#)

2012 Board of Director Election Ballot will be mailed out in October

2012 Membership Dues will be sent out in late October

# NEW MEMBERS.....

Please welcome the new RMRPPA members when you see them at future events!

### Suppliers:

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Phoenix, AZ 85040  
Phone: 800-541-1141

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## Volunteer of the Month - September Tomas Cohan, Logos Your Way, Inc.

Congratulations to Tomas Cohan, Logos Your Way, Inc. for being nominated as RMRPPA's September Volunteer of the Month!

Tomas was nominated as an RMRPPA Volunteer of the Month for his dedication and record-breaking efforts recruiting show sponsors for the 2011 Mile High EXPO. Tomas's hard work and business relationships have allowed RMRPPA to be fortunate enough to lock in five Show Sponsors in 2011, who each have contributed over \$1,500! These sponsors include: Alpha/Broder/NES, Hit Promotional Products, Solar Advertising, Incentive Solutions, and PPAI. Tomas has also worked to recruit sponsors for the Professional Development Seminar, Opening Reception, and Hard Rock Closing Party events as well as various donation sponsors.

RMRPPA was able to surpass previous years in sponsorship contributions with \$9,925. These contributions will more than cover the cost of parking for the first 80 professional development attendees on September 21st as well as the expenses incurred during the Hard Rock Café Closing Party and all of the exciting door prizes being offered throughout the 2-day event. Thank you Tomas for your astounding work this year! The EXPO Committee, RMRPPA Board of Directors and membership appreciate everything you have done to make this event as successful as possible in a difficult economic time.

If you haven't met Tomas, don't miss your opportunity to introduce yourself at the 2011 Mile High Expo! RMRPPA is lucky to have such a supportive and generous member.

Thank you again to all of the wonderful sponsors! With your generosity, the RMRPPA 2011 Mile High EXPO will be a continued success yet again! Registration is available at [www.rmrppa.org](http://www.rmrppa.org)! Register now and be a part of the fun!

## Volunteer of the Month - October Scott Eaton & Steve Harlin, Attention Getters

Congratulations to Scott Eaton & Steve Harlin, Attention Getters for being nominated as RMRPPA's October Volunteers of the Month!

Scott & Steve were nominated for their willingness to volunteer during the 2011 Mile High EXPO. They coordinated all of the balloons and decorations at the Opening Reception as well as throughout the event. They were always there to step in and help with vital tasks such as exhibitor move-in, tear-down as well as lunch distribution to vendors during the show. They put together a small team of volunteers and delegated projects to others in order to get things done in a timely and efficient manner.

The show would not be as successful as it is without volunteers like Scott and Steve. Their positive attitudes were truly a privilege to work with and their efforts did not go unnoticed. The 2011 EXPO Committee thanks them for their vital role in this year's event!

If you would like to volunteer during the 2012 EXPO, please contact the RMRPPA office at 303-433-4446 or email [info@rmrppa.org](mailto:info@rmrppa.org).



## 2012 Committee Leadership - CALL FOR NOMINATIONS!

Don't have the time to dedicate to serving on the Board, but still want to take on a leadership role?

RMRPPA wants energetic, self-starters willing to commit to the requirements of a committee leadership position! If you are interested in serving on an RMRPPA committee go to [www.rmrppa.org](http://www.rmrppa.org) or click on the live link below! Self nominations are welcome and encouraged!

[2012 Committee Leadership Nomination Form - Click here](#)

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# 2011 Mile High EXPO - Re-Cap of Events

By: Mike Malinowski  
2011 EXPO Co-Chair

Thank you to those of you who attended the 2011 Mile High EXPO! The event was a great success and we appreciate your support. Many amazing prizes were given out during the Opening Reception and Hard Rock Cafe Closing Party.

Over 100 vendors were present this year with over 300 local distributors in attendance. Thanks again to Dana Zezzo, Pro Towels, Etc. for an amazing professional development seminar on social media as well as his afternoon panelists, Bryony Zasman, ZOOMcatalog and Matt Kaspari, Kaspo Inc. The event received raving reviews and we appreciate all that you did to educate the RMRPPA membership.

We always appreciate your feedback and strongly encourage you to email [info@rmrppa.org](mailto:info@rmrppa.org) with your thoughts and recommendations on how to improve the EXPO. If the EXPO Committee does not know then we cannot change! All comments are welcome and we look forward to planning in 2012.

The 2012 Mile High EXPO dates and location have not yet been determined. An email will be sent out once more information is available later this year.



Click on the icon below to view the 2011 Mile High EXPO Sponsors!



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## **GOLD BOND'S KARI MORAVEC EARNS CERTIFIED ADVERTISING SPECIALIST CERTIFICATION**

Gold Bond Strategic Account Manager, Kari Moravec, became a Certified Advertising Specialist through Promotional Products Association International (PPAI). PPAI is a not-for-profit association for more than 8,500 member companies in the \$16.5 billion promotional products industry. The Master Advertising Specialist (MAS) and Certified Advertising Specialist (CAS) certifications are the promotional products industry's premier professional designations. CAS/MAS industry certification is acquired through a combination of years of industry service, education, and the successful completion of a comprehensive examination. Kari Moravec joins Lisa Newell, VP of National Accounts, as the latest member of Gold Bond's team to earn the CAS certification. "I am proud of Kari for her dedication to the industry and Gold Bond," said Chase Thompson, Vice President of Sales. "Her desire to grow and better serve her customers is truly what makes her a valued part of the Gold Bond team. I am honored to have both Kari and Lisa on my sales team."

## **HUB PEN RECEIVES PROFORMA CENTURION AWARD**

Hub Pen Company has received the Proforma Centurion Award, which was presented to the company at the Vendor Awards Luncheon on July 26 during the 2011 Proforma Convention and Family Reunion. Recipients are members of Proforma's Preferred Limited Partner (PLP) program that grow sales more than \$100,000 from one year to the next. This is the second year the Centurion Award has been given and the first time for Hub Pen to be honored. The award was instituted to recognize Proforma PLPs for their significant contributions and to let Proforma owners know which partners are working hard to grow with the company. "Growing more than \$100,000 with any company is a challenge, and doing so well with Proforma owners, who all run their businesses differently, is a significant accomplishment," said Joe Fleming, Hub Pen president. "We are humbled to be honored and feel extremely privileged to be able to serve such great customers. We look forward to our continued relationship and growing our respective businesses together."

## **CLEGGPROMO ANNOUNCES 2nd QUARTER NUMBERS**

At CleggPromo's 2nd Quarter board meeting Michael Bistocchi, Sr. Vice President, announced a revenue jump of 22% over the same period in 2010. Bistocchi attributed the sales increase to several new management hires, a marketing team infusion, and a strong product development plan from 2010 carried

out in 2011. "It is tough to get 70+ people aligned, but with our new management structure and the addition of some key people, we are on track for an outstanding year" says Bistocchi. "Distributors are getting back to the basics and looking for trust in their suppliers. Clegg is at the top of that list. We take care of our client base and they have been taking care of us," says Bistocchi. "We have added some Marketing programs that have been getting tremendous results." Bistocchi commented, "One of the most encouraging trends over the past 6 months was the growth we've seen in all three of our product categories: sound, light and fun."

## **R.S. OWENS EMPLOYEES GET INVOLVED IN THE COMMUNITY!**

For R.S. Owens, community involvement is just as serious as recognition. On August 12, the R.S.Owens gang participated in the American Cancer Society Relay for Life held in Norridge, IL. Besides participating in the relay, Team RSO raised over \$1,000 for the American Cancer Society. Trina Winn, John Colbert, Brian Birkan, Kathy Wemlinger, Sandra Thomas, Alicia Thomas, Milka Ahlstrand and Tomi Monova made the hour plus trek from R.S.Owens headquarters to Norridge as R.S.Owens' delegation last Friday evening. Scott Siegel, president of R.S.Owens declares, "I am proud of this team who went out of their way to not only raise an incredible donation but took time from their busy schedules to make this commitment to our community. What a great group of dedicated people!" As a leader in recognition, R.S.Owens believes that becoming involved in the community you live and work in helps to create a culture of excellence. It's this excellence that keeps R.S. Owens on the cutting edge of the awards and recognition business.

## **PRIME LINE® LANDS EXCLUSIVE INDUSTRY DISTRIBUTION DEAL WITH BUILT ADDS MARQUEE BRAND TO ITS GIFT CATEGORY**

Prime Line® (Prime Resources Corp.) announced today that the company has signed a deal with Built NY, Inc., making it the exclusive supplier of BUILT merchandise to the promotional products industry in North America. The deal bolsters Prime Line's gift category, which includes Leeman New York, the premium leather line that Prime Line® acquired in 2010. BUILT is a New York City-based design company that creates stylish bags, totes and cases for tech and food and drink products. Founded in 2003 by industrial designers Aaron Lown and John Roscoe Swartz, the company has expanded from its signature wine bottle totes into reusable lunch bags, laptop sleeves, iPad® and iPhone® cases, and other tech accesso-

ries. Today, BUILT products are sold at leading retail outlets in more than 50 countries worldwide. "The BUILT line, in combination with Leeman New York, gives us even more strength in the gift category," says Jeff Lederer, President of Prime Line®. "BUILT is an established retail brand that carries a certain cachet with both distributors and end buyers. We believe both groups will be excited by the prospect of using customized BUILT products as gifts, program rewards and in company stores. Distributors will be pleased that BUILT products are now available with free rush service, no minimums, four color process printing and the other great service benefits we offer."

## JOURNALBOOKS & TIMEPLANNER CALENDARS MAKE TIME TO GIVE BACK

Leading promotional products supplier JournalBooks and Timeplanner Calendars recently donated a number of journals to children in need through Operation Christmas Child. JournalBooks has maintained several such charitable traditions since its inception 40 years ago, including philanthropic work with local and national charities. Every year, the company participates in a program called Operation Christmas Child through charity organization Samaritan's Purse by providing special notebook gifts for children

in need around the world. Tim Putnam, Corporate Relations and Domestic Logistics Coordinator at Operation Christmas Child, has worked with JournalBooks each year to ensure the notebooks arrive safely to their recipients. Putnam states that in the two companies' ten-year partnership, "JournalBooks has graciously donated thousands of journals and other items to be put into shoeboxes reaching children overseas. Through valued partnerships with companies like JournalBooks, Operation Christmas Child has been able to reach more than 85 million needy children worldwide." Tim O'Boyle, general manager of JournalBooks/TimePlanner Calendars, states that the company "is thrilled to contribute journals and support Operation Christmas Child" and feels that the books are "fun gifts as well as therapeutic tools for children who need such an outlet." The annual work with Samaritan's Purse is part of a larger effort by JournalBooks and Timeplanner Calendars aimed at inspiring others in the industry to "Make Time to Give Back."

## ANNOUNCES EXPANDED TEAM PRODUCT LINE STYLISH & AFFORDABLE PRODUCTS TO PROMOTE TEAM BUSINESS

Gemline, a leading supplier of promotional bags, business accessories and gifts, has expanded its team product line. While Gemline has always provided quality product to the team market, the company recently launched its new fall line featuring over 40 team-specific items in 11 popular school and team colors. "The expanded line provides a more comprehensive team offering," said Steve Hettrich, Vice President of Sales for the East Region. "The breadth of color and styles offer a range of options to choose from and will help grow our presence within this market." Stylish and Affordable Team Products: Gemline's core team offering features sport bags, backpacks and totes in popular team and school colors. The category also includes sport-oriented coolers, blanket totes and stadium seats to round out the collection. From team and sport activities to corporate outings and fundraising events, Gemline offers a broad selection of quality products to meet the needs of this market.

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# The top 8 reasons why clients prefer to purchase food gifts from their promotional products distributor.

*A “Must Read” if you want to make more money!*

Provided by Tom Riordan

According to virtually every major business publication, food gifts are the most popular business gift for the holidays. Your clients will be thrilled to purchase their food gift program from you (instead of a retail store or mail-order company) once they’ve learned the major benefits you provide when you team up with Maple Ridge Farms.

- 1 Convenience!** Clients can purchase their food gifts from the same person who provides their promotional products and business gifts.
- 2 Value driven pricing.** Volume purchasing and the absence of certain middlemen allow clients to purchase fine quality Maple Ridge Farms gifts for less than they would have to pay elsewhere for stuffy, overpriced brand names.
- 3 Maple Ridge Farms gifts promote your client’s company and brand, not ours.** When someone opens their gift, the first thing they’ll see is your client’s logo, not ours.
- 4 Fresher gifts taste better (and say something nice about the sender)!** Our gifts are packed-to-order just before the order is shipped; NOT made up many months in advance like so many gifts from the mail-order and retail giants.
- 5 Our gifts are jampacked full of the finest premium chocolates, fresh-roasted nuts and other gourmet treats.** Not filled with fluff, air, and inexpensive fillers like so many other food gifts.

- 6 We can arrange for shipment directly to each recipient, and even enclose a greeting or business card.**
- 7 No catalogs or promotional literature in your client’s gifts.** For the giant food gift companies, including their catalogs and promotional literature is a very common practice. Maple Ridge Farms never puts its catalog or promotional literature in your client’s gifts.
- 8 No risk...because all gifts come with a 100% Money-Back Guarantee.**

**Do you have a benefit not listed above? Email it to us at [marketing@mapleridge.com](mailto:marketing@mapleridge.com) and we’ll send you a coupon good for 50% off EQP on your next Spec Sample. We will also include your name in a drawing for a \$500.00 VISA Gift Card.**



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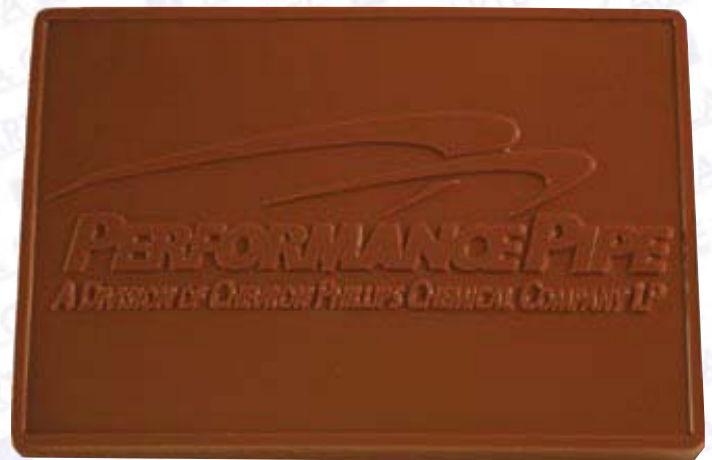




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