

AdNotes

The Official Newsletter for The Rocky Mountain Region Promotional Products Association

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VOLUME 24 NUMBER 2



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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.

www.rmrppa.org

2011 Mile High EXPO: Registration Information & Call for Sponsors!

By: Mary Keener
2011 EXPO Co-Chair

The 2011 Mile High EXPO Committee has begun planning efforts for yet another successful show! Please mark your calendar for September 21-22, 2011 at the Colorado Convention Center, Four Seasons Ballroom.

Exhibitor registration is currently available at www.rmrppa.org. Note that RMRPPA now accepts AMEX! Sign up for a booth online early and SAVE!

Distributor registration will be available in late May. Several mailings regarding registration and events will be sent out in the next few months in addition to emails announcing registration.

The Professional Development seminar has been selected and will include an open forum highlighting social media for both beginners and advanced users. Dana Zezzo, Pro Towels, Etc. and Charley Johnson, SnugZUSA, will be presenting on this very timely subject. Additionally, the first 70 people to register will receive complimentary parking the day of the event at the Colorado Convention Center. Once registration opens be one of the first to register to receive this special offer!

The Closing Party at the Hard Rock Cafe will return in 2011! This year

there will be much more space for attendees, and even more fabulous prizes! We encourage you to attend this event. Last year there were over 100 people present, several who walked away with prizes such as cameras, jackets, a flat screen television, etc.

Thank you to those companies who have offered to sponsor already this year. Your contributions are appreciated and RMRPPA looks forward to working with you!

2011 EXPO Sponsors THANK YOU!

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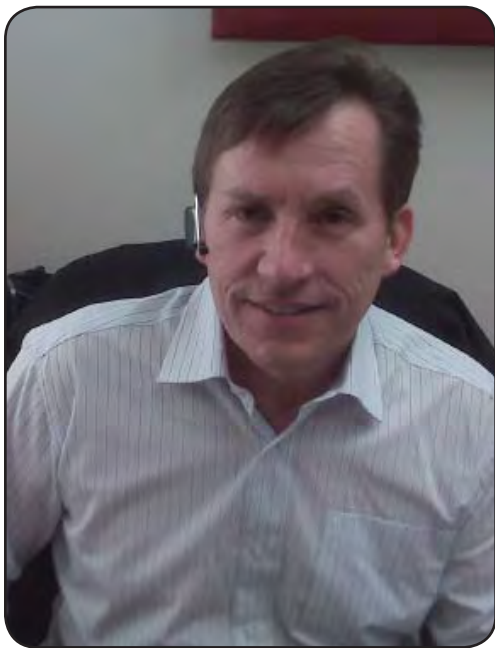
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The AdMore Line - Attendee folders

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Specialty Incentives, Inc.
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MESSAGE FROM THE PRESIDENT.....



As Spring has finally sprung, so has RMRPPA! We are in the midst of major changes for our membership. We have several new things happening this year. First a group of us will be attending a fact finding mission in Salt Lake City on May 10th, put together by one of our Membership Committee Co-Chairs, Brad Langton, CAS, in the attempt to see if we can fill a need for fellow Ad Specialty colleagues that may want to hang their hat with us. The Board has been having discussions as to how to treat the concept of additional "City Centers", as I like to call them right now. In an attempt to grow our membership, we have come the realization that not all of our members are going to come to Denver for meetings, professional development and other collaborations. We are therefore pursuing the concept that other regions have used and that is holding meetings in other cities. This will take us time to develop and to implement, but with patience and perseverance we will accomplish this lofty goal. RMRPPA will come out stronger and better with the new growth potential.

We are doing the same thing with our Professional Development. We

have rolled back prices, listened to members as to topics that they want to have presented and Missy Mitro, MAS, Professional Development Chair, has done a tremendous job developing a new program for this year including the possibilities of providing professional development sessions in cities outside of Denver. The target date for this is July. Missy submitted an article for AdNotes stating that plans are being made to do so. Tee Hamilton from VideoFarm attended the March session, which had 20+ attendees (great increase over last year) to see the layout and she is confident that it can be accomplished. Now we need meeting locations for the sessions in Colorado Springs, Ft. Collins, and possibly Grand Junction and Salt Lake City.

Our Membership committee has developed a whole new campaign that we hope will get our message out to our region, and that our members will get excited about. Chris Hanway, one of the Co-Chairs of the committee has been working closely with PPAI to develop a 3-part approach to this campaign which will run until the end of the year. Watch for further developments on that front as well. We are partnering with other organizations to offer additional benefits for all of our members in RMRPPA.

I am excited about the amount of work we have accomplished in a short period of time and the potential for our drive to make and keep RMRPPA relative and vital!!! I look forward to your feedback and input if you have any ideas that would help us in our endeavors. I wish you all the best in the 2011 selling season.

Respectfully in your service.

Regards,

Ken Glaeser, MAS
RMRPPA President

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Nominations/Elections Committee

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SCHEDULE OF EVENTS.....

Tuesday, May 17, 2011
Time: 11:30 a.m. - 1:30 p.m.

Professional Development Seminar
University of Denver / Ritchie Center
*Multi-Purpose Room / 3rd Floor
(West Elevators)
"Embracing the Digital Catalog Revolution" / Noleen Zasman, ZOOMcatalog
Featured Supplier: Gemline

Tuesday, July 19, 2011
Time: 8:00 a.m. - 10:00 a.m.

Professional Development Seminar
Location/Topic: TBD

Wednesday, September 21, 2011

2011 Mile High EXPO:
Professional Development
Colorado Convention Center

Thursday, September 22, 2011

2011 Mile High EXPO
Colorado Convention Center
*Four Seasons Ballroom



September 21-22, 2011
Colorado Convention Center / Four Seasons Ballroom



DID YOU KNOW?

The RMRPPA website now offers online advertising? If you have an ad you would like to place on the homepage of the website please go to: <http://rmrppa.af-finiscape.com/displaycommon.cfm?an=1&subarticlenbr=19> and complete the online advertising contract or you can also print it! Be one of the first companies to try out this new and exciting feature!

Book Mark RMRPPA!
www.rmrppa.org

NEW MEMBERS.....

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

*Business Services

Jeff Anderton
Videofarm TV / Masstransit Corp
8768 Rose Blvd Place
Parker, CO 80134
Phone: 303-693-3018

*At Large Distributor

Sandra Nichols, CAS
Office Depot
1105 Xenium Lane
Plymouth, MN 55441
Phone: 612-412-7941

Professional Development 2011 - Taking You to the Next Level

By: Missy Mitro

2011 Professional Development Chair

On March 22nd about 20 RMRPPA members gathered at DU for a delicious breakfast - and the March Professional Development session. Mary Kilburn, President of DinoMar, Inc., showed us research that is available to us on the PPAI website for FREE. There are charts that show the different product and program categories and what volume of the industry each holds. PPAI polls advertising buyers on a regular basis and compiles the information for our use. They tell us who the buyers are, why they buy, and how they spend their ad budgets. The figures shown indicate the importance and effectiveness of promotional products in advertising. There are publications and videos available to share with our clients to show them the value of using promotional products. Take some time to browse through the website - www.ppai.org/research - and see these valuable tools available to you.

Mark your calendar for the May 17th session. This will be a lunch program from 11:30 a.m. – 1:30 p.m. Noleen Zasman, founder of ZOOMcatalog will present “Embracing the Digital Catalog Revolution.” Learn how you can utilize digital catalogs to their fullest potential and create client presentations, dynamic emails, social media content and branded company promotions. See, how to increase business and expose your customers to more products than ever before using this new digital information medium.

Plans are being made to broadcast the May session to locations in Colorado Springs and Fort Collins. Each city will have a gathering location where attendees can view the session live. Look for more details about the locations coming to you via email and on the RMRPPA website.

Prior to each session we have a featured supplier. The featured supplier in March was Red Jordan from Oralabs/Leashables. Red shared information about the products available from this local factory. The featured supplier in May will be Sandy Dodson with Gemline.

More details and registration information will be posted on www.rmrppa.org prior to each event. You don't want to miss out as RMRPPA takes you to the next level.

Earn Your MAS/CAS Designation!

Obtaining your MAS/CAS certification demonstrates you are up-to-date on industry best practices, an expert in the industry and committed to delivering the best service possible to your customers. MAS/CAS is an investment in yourself and your career. MAS/CAS certification designations are highly respected and the recognized credentials in the promotional products industry. As the industry benchmarks, they establish your professional credibility to colleagues, clients, employers and peers.

Go to www.rmrppa.org to learn more!

Contact PPAI to get started:

For more information on how to get started call 888-426-7724 or email certification@ppai.org.

Thank you to the March
Professional Development Sponsor!




Above: Mary Kilburn, President of DinoMar Inc.



Above: RMRPPA Members attended the March Professional Development with Mary Kilburn at the University Denver's Ritchie Center in effort to learn and earn MAS CEUs.






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A LA CARTE SUPPLIER ACHIEVEMENT AWARD

A La Carte, leading supplier of food and candy promotional and gift products, is proud to announce winning the PPAI 2011 Suppliers Achievement Award in the category for the Most Creative New Entry Designed Primarily for Promotional Product Use. A La Carte's new Hang-Itz product line was introduced in 2010 designed for use with water bottles or similar bottles. The line includes drink mixes, granola bars and a variety of snacks and candies. The award was announced at The PPAI Expo in Las Vegas in January 2011.

VISSTUN INTRODUCES REUSABLE LIDS

Visstun has added injection-molded lids, both with and without straw slots, to complement its line of reusable, visually stunning cups. The lids are offered in black, red and white and are available for all six cup sizes—9-, 12-, 17-, 20-, 32- and 44-ounces—as well as the 8- and 16-ounce containers. "Previously, we were only able to procure disposable lids, but this didn't align with our desire to provide a completely reusable product," said Paula Piano, Visstun director of sales. "Based on the initial success of the reusable plastic cups, we invested \$350,000 in specialized tooling to create a selection of injection-molded lids that perfectly complement the look, tone and feel of our cups—completing the package. Now we can provide a one-of-a-kind, reusable cup/lid combo unlike anything else available in the promotional products industry."

R.S. OWENS GETS FUNKY

Introducing the class of 2011: Neil Diamond, Alice Cooper, Tom Waits, Darlene Love, Dr. John and Leon Russell. What do they have in common? Every one of these stellar performers is getting an award made by R.S. Owens. This link http://www.cleveland.com/music/index.ssf/2011/03/2011_rock_and_roll_hall_of_fam.html shows the award winners with the actual awards manufactured by R.S.Owens. "This is the first time in the history of R.S.Owens that an award manufactured by our company was received by a real live snake!" says Mark Avenson, V.P. of Marketing about favorite artist Alice Cooper accepting the R&R award with a snake wrapped around his neck. This award is a continuing tradition for R.S.Owens' "Culture of Excellence" and one of the most exciting awards in the music business. You can see the Rock and Roll Hall of Fame awards on TV, March 20 on FUSE channel.

BEACON PROMOTIONS HIRES JOHN GIEFER AS INSIDE SALES MANAGER

Beacon Promotions has hired John Giefer as Inside Manager. John will be managing the inside sales and

custom quoting area at Beacon Promotions. John has been in the promotional products industry for over 12 years and was formerly the General Manager with Canyon Outback Leather Goods in New Ulm, MN. "We are very pleased to add John to our management team and know he will be instrumental in continuing to grow our sales efforts", states Gary Haley, President and COO for Beacon Promotions, Inc. John's responsibilities will be to support the sales efforts for all of the Beacon Promotion, Inc. lines including, Beacon Brand Builders, Beacon Corporate Gift and Beacon Calendar/Planner Line. Distributors may reach John at 800-628-9979 ext. 3257 or jgiefer@beaconpromotions.com.

PRIME LINE'S JEFF LEDERER PRESENTS ON PANELS AT ASI NEW YORK

Prime Line®, headquartered in Bridgeport, announces that President Jeff Lederer was a panelist for sessions at the ASI New York Show last week. The first session, Distributor Networking Lunch: 10 Top-Selling Promo Campaigns, focused on distributor/client relationships, and how distributors can help their clients with their marketing challenges with successful campaigns. The panel showcased some of the industry's top-selling campaigns and what makes them stand out from others. The second session, Partner With Suppliers—and Close Bigger Deals, centered on distributor/supplier relationships. Audience members got to hear industry experts reveal the ins and outs of partnering, how suppliers and distributors are working together and how the relationship can positively affect their bottom line. "It was my pleasure offering advice to new ASI distributors to help them along their way in the industry," said Lederer. "At Prime we love to work with and help our distributors succeed with selling, providing resources like free rush service, free virtuals, no minimum quantities, and our exclusive ESP Live product updates," he added. The ASI Show New York is the promotional product industry's biggest trade show and largest event in New York, featuring hundreds of leading suppliers, dozens of cutting-edge free education sessions, exciting, and around-the-clock networking.

SHOWDOWN DISPLAYS AWARDS SIBINSKI LIFETIME ACHIEVEMENT AWARD

Showdown Displays, a Supplier of Visual Communication and Tradeshow and Event products to the Promotional Products industry, announced recently a special Lifetime Achievement Award to Phil Sibinski of Phillip J. Sibinski and Associates. "This one is long overdue, in our opinion, with all the contributions that Phil makes to our organization, and our industry," said Ed Flaherty," principal of Showdown. "Phil was

INDUSTRY NOTES.....

the one I contacted when we realized we wanted to become a Supplier to the industry. He provided us with all the start-up knowledge and really became our mentor when we were so new. We didn't even know what we didn't know," said Flaherty. "Phil offered key advice in a wide range of areas including product selection, identifying key personnel, marketing, pricing and distribution." Sibinski was also awarded PPAI's prestigious "Rep of the Year" award. Sibinski was twice previously awarded "Rep of the Year" by ASI, making him the only three time winner of these national awards. "Rep of the Year, yes, but more important than anything is Phil's enthusiasm about this industry and his product lines," said John Lundberg, VP of Sales. "Ask Phil to conduct a sales meeting in a Distributor's office and if you're fortunate to be there, it's a joy to behold. And he's been spreading that joy throughout his territory for almost thirty years. We're lucky to have him," added Lundberg. "We have a great rep team in all territories and they've communicated our message effectively, which is that we can be Distributors' one-stop shop for all these products, which their client companies, large and small, need and use to promote their business at tradeshow and events, indoors and out," said Lundberg.

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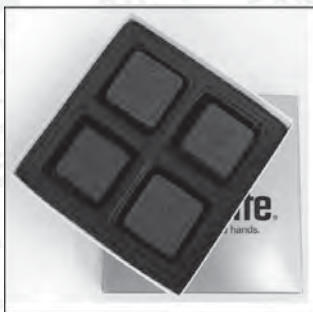
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