



# TRASA NEWS

THREE RIVERS ADVERTISING SPECIALTY ASSOCIATION

FEBRUARY 2011

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## Event Calendar

### February 10, 2011 ..... Business Builder's Breakfast --- FREE for Members

Hosted by Jeff Sheridan, Quality Incentive Company, and Denise Lupinacci, Creekside Springs  
Time: 8:30 to 10 a.m.  
Location: Panera Bread - Cranberry Township, PA

### March 16, 2011 ..... TRASA Expo

Four Points by Sheraton Pittsburgh North  
Hours: 10 a.m. to 3 p.m.

### April 7, 2011 ..... Business Builder's Breakfast --- FREE for Members

Hosted by Multi-Line Rep Mike Valentini, Mike Valentini Promotions  
Time: 8:30 to 9:30 a.m.  
Location: Panera Bread – Cranberry Township, PA

### May 12, 2011 ..... Business Builder's Breakfast --- FREE for Members

Hosted by Tom Leahy, Ball Pro, and Dave Stoll, Choice Recognition  
Time: 8:30 to 10 a.m.  
Location: Panera Bread – Robinson Township

### June 5 – 8, 2011 ..... Promotions East

Atlantic City, NJ

### June 16, 2011 ..... TRASA Golf Outing

Lindenwood Golf Course  
9 a.m.

### September 8, 2011 ..... TRASA Fall Showcase

Monroeville Convention Center, Monroeville, PA  
Hours: 10 to 11 a.m. Members  
11 a.m. to 3 p.m. Members and Clients

## Thank You 2011 Sponsors

PPAI Expo Sponsor - PPAI  
Expo Pre-Event Party - Moderne Glass  
Expo Education Sessions – Evans Manufacturing



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## It's Almost Show Time... Are You Ready?

**Mark your calendars NOW for the TRASA Expo on March 16 at the Four Points by Sheraton Pittsburgh North, Mars, PA**

Show Hours are 10 a.m. to 3 p.m. Education sessions are before the show from 8:30 to 10:00 a.m.

This show has something for everyone. Whether you made it to the PPAI Vegas show or not, the TRASA Expo will provide you with the opportunity to talk with our award-winning suppliers and also re-connect with some exhibitors who haven't attended the TRASA Expo for a couple of years such as Gill Studios, Capco, Notes Inc., The Magnet Group, and Whispering Pines Sportswear, just to name a few. Welcome back suppliers!

All members are welcome to the pre-event festivities on Tuesday, March 15 at the show hotel. Beginning at 5:30 p.m., join us for the Annual Awards Program and Cocktail Reception followed by a buffet dinner and Comedy Club show in the Four Points Hotel. The pre-event package is \$40 per person. For the awards only, the fee is \$15 per person.

### Open Your Mind...

## There's Always Something New to Learn

Plan to join us for two dynamic education sessions on Tuesday, March 16th from 8:30 to 10 a.m.. Bring a staff member so that you can each attend a session! \$15 per person includes breakfast and education session. Education attendees will have a chance to win some great prizes! On line registration opens soon.

SEE PAGE 6 FOR SESSION DESCRIPTIONS

## Get a Jumpstart on your spring cleaning...

As we move toward spring, take some time during these winter snowstorms and begin to clean out your samples, seconds and over abundance of promotional products that need a home.

The Bradley Center would appreciate your donations of certain products. This Center houses and educates disadvantaged kids and they need our help with the following items: plastic water bottles, mouse pads, stress relievers – any shape, back packs, tote bags, t-shirts (any size up to 3X), sweatshirts (any size up to 3X), jackets (any size up to 3X), notepads (no spiral binding on the side), pens (without any metal on them), highlighters, markers, pencils, and post its / sticky notes. If you would like to donate any of these items please bring them to the Expo. **Everyone who donates will have their name entered into a prize drawing at the end of the show. Winner doesn't have to be present.**

## Thank You February Advertisers

Bodek & Rhodes, Digispec, Prime Resources, and S & S Activewear

## PRESIDENT'S MESSAGE



### *Change Brings Opportunity*

The opportunities ahead of us for 2011 are electrifying! Can you feel it?

It's already February and we are ready to roll out some exciting plans for you, our members, as we continue to build momentum, business, and membership in our association.

As you can see on the cover of this newsletter, we have several opportunities for you to partake in FREE Business Builder's Breakfasts. These breakfasts are intended to provide you with time to learn, explore and re-think how you are selling promotional products. The suppliers who are sponsoring these breakfasts are excited to be on our radar. We hope that you take advantage of these breakfasts and provide our suppliers with your support by attending the sessions, and even bringing some of your staff members with you.

In just a few weeks, March 16 to be exact, we hope to see all of you at the TRASA Expo at the Four Points by Sheraton Pittsburgh North. See page 6 to see who is exhibiting and for more details about the show.

Something new this year is the location of the fall client show. This change will bring many opportunities for our members and your clients. You may wonder "why" we are making this change and I would like to explain. Due to a new required food and beverage minimum of \$5,000 at Heinz Field, members of the TRASA Board visited other venues and found the NEW Monroeville Convention Center to be a nice fit for this year's show without having to increase expenses. The show is scheduled for September 8 and we are the first fall show in the east. This is HUGE for us as we normally were one of the last shows of the year. This show will kick off the fall holiday selling season. With this change in venue come the following opportunities:

- New improved facility with carpeted floors, great lighting, and lots of room. Easy move in/ out for suppliers.
- FREE Parking
- A BOOTH show, with no increase in cost to our supplier members
- A Pre-event party that continues to grow each year. 80 guests attended this past fall.
- We will save \$\$\$

Please mark this date down NOW and plan on attending with your customers. I would like to thank all of our members for participating in TRASA and making 2010 a great year. We look forward to seeing you at all of our exciting events this year!

All the best,

*Rebecca McLaughlin, CAS*

President TRASA, 2011

## TRASA

### 2011 Board of Directors Executive Committee

#### President

#### Advocate Program & Website

Rebecca McLaughlin, CAS, CPS Keystone Line  
Phone: 814-838-6471 \* Email: rebeccam@keystoneline.com

#### Vice President

#### Fall Showcase Co-Chair

Bonnie Megan, Liberty Sales  
Phone: 412-741-3691 \* Email: bonniemegan@comcast.net

#### Secretary

#### Education Chair, Website & Promotions East Liaison

Kris Fredericks, Moderne Glass, Inc. Co.  
Phone: 800-645-5131 \* Email: kris@mglass.com

#### Treasurer

Steve Eckenrode, MB Works, Inc.  
Phone: 412-351-1172 \* Email: steve@gototheworks.com

### Board Members

#### Marketing Chair, Expo Co-Chair, Social Media Contact

Stephanie McClintock, Pro Towels Etc.  
Phone: 412-449-1804 \* Email: smcclintock@protowelsetc.com

#### Expo Co-Chair & Social Events Chair

Sara Bertges  
Phone: 412-855-1988 \* Email: sbertges@windstream.net

#### Membership Co-Chair

Stacy Funk  
Phone: 740-586-2697 \* Email: stacyfunk@yahoo.com

#### Membership

Lainey Rosenfield, The Advertising Works  
Phone: 412-561-7702 \* Email: samsonbentley@comcast.net

#### Past President, Membership Chair, RAC Delegate & Legislative Chair Fall Showcase Co-Chair

George Jackson, George Jackson Promotions, Inc.  
Phone: 412-537-4947 \* Email: gjpromo07@gmail.com

#### Executive Director & Newsletter Editor

Patti Ward, Executive Director  
3003 Salisbury Court, Mars, PA 16046  
Phone: 724-779-3803 \* Cell 412-860-0699  
Email: patti@trasa.net

### Past Board Members

|                                    |                                       |
|------------------------------------|---------------------------------------|
| Howard Booth, Proforma Group       | Ross Klick, W L Associates            |
| Stan Breckenridge, Moderne Glass   | Tom Leahy, Ball Pro/Golf Plus         |
| Guy Cipriano, The Image Group      | John McWilliams, Keystone Specialties |
| Kris Fredericks, Moderne Glass     | Pat O'Hara, WC Bunting                |
| Jeff Gibson, Sequel                | Ken Rapko, Cronmiller McCormick       |
| Eddie Grimes, Good Advertising Co. | Laura Rudavsky, Dipcraft              |
| Gary Gwynn Jr., Gwynn Advertising  | Howard Schwartz, HDS Marketing        |
| Kyle Huffman, Barton Nelson        | Dan Weisberg, Branded Solutions       |

**Nominate your favorite TRASA distributor, supplier, supplier sales rep, multi line rep or candidate for Hall of Fame by February 10, 2011.**

Go to [www.trasa.net](http://www.trasa.net)

*The 2010 winners were: Hall of Fame: Peter Hawk, CAS, ASAP Promotions; Supplier of the Year: Bob Steinbeck, MAS, MORCO; Supplier Sales Rep of the Year: Rory Campbell, Vitronic Promotional Group; Multi-Line Rep of the Year – 2 winners: Mike Valentini, Mike Valentini Promotions, and Michael Fields, KC Fields & Associates; Distributor of the Year: Jay DiNucci, Red Oak Advertising; Volunteer of the Year: Tom Leahy, Ball Pro; and MVP Award: Jennifer Reissaus, MAS, Advertising Specialties Alliance.*

## TRASA Past Presidents

|                         |                        |
|-------------------------|------------------------|
| Thomas K. Weller, MAS   | Donald Gerlach         |
| Andrea Gilbert          | Bob Steinbeck, MAS     |
| Adeline "Tootsie" Jones | Rich Cottrill, CAS     |
| Bob Riesmeyer, MAS      | Gloria Roman Andreozzi |
| Linda Fonger            | Kippie Helzel, MAS     |
| Larry Stadtmiller, MAS  | Dana Zezzo             |
| J. Roger Friday         | Peter Hawk, CAS        |
| Mark Provenzano         | Mary Beach             |
| Kimberly Jones          | Bruce Reissaus, MAS    |
|                         | George Jackson         |

## Message from the Outgoing President

I would like to thank the TRASA membership for a great year. The attendance at our 2-shows was outstanding, the Business Builders Breakfasts were well attended, and you all pitched in when asked.

I would like to thank my executive board and the rest of the board members, and our ED, Patti Ward for another fantastic year. We have improved our shows, increased our education offerings, added events and done so while keeping to a very strict, tight budget. Congratulations on a job well done.

It was a privilege to serve as your President for 2010, and I look forward to 2011, as I am now the past president and the Membership Chair. I am hoping I can continue to increase our membership, which is the backbone of our association.

Thank you for the opportunity to be a part of the TRASA Board.

We welcome our new president, Rebecca McLaughlin, CAS to her to post! Rebecca will be an excellent president. Be prepared for a terrific year ahead.

- George Jackson

## From the Executive Director



Are you ready for some football? I hope as you read this that you are in a Steeler hoodie or t-shirt counting down the hours until game time.

You all were in my thoughts when I received this Steeler cheese crater in an email. **NOW** that's a promotional product with a successful message!

At your Super Bowl parties don't forget to use shredded cheese in all of your appetizers and snacks as a reminder of what the Steelers are going to do to Green Bay!

- Patti Ward



# Communication Breakdown

By: Peter Hawk



“Communication Breakdown” is a song by the legendary English rock band, Led Zeppelin, from their 1969 debut album. The song was a popular live number at Led Zeppelin concerts, and was the only song to be played during every year that the band toured. It usually either opened shows or was played as an encore.

In this modern age of telephone, fax, e-mail, texting, cell phones, and conference calls it is not always easy to choose what method to contact someone but here are some tips to avoid a Communication Breakdown:

1. Try to find out as soon as possible how someone likes to be contacted.
2. Don't always trust that they received the e-mail that you sent to them. It is a good idea to request a “Receive” receipt or “Read” receipt and if you don't receive a confirmation, a phone call is in order.

3. Some people are on the road a lot and they cannot open up PDF documents so again a phone call may be in order to go over the information. Another option is to send the

information in another format instead of the PDF so that they can open it up easily and get back to you with their reply.

4. In the subject line of the e-mail put the company name then a hyphen then what is the subject of the email like this . . . ABC Manufacturing – Polo Shirts. This way you can find communication that you have had with this client quickly in your SENT file.

5. DO NOT WRITE YOUR E-MAIL IN ALL CAPITAL LETTERS!!! This can be translated that you are upset or demanding and the recipient is turned off and can become defensive.

Some common email mistakes are: Sending it before you proof all of the information, forgetting the attachment, composing the e-mail too quickly with too many mistakes in spelling and grammar, failing to include basic greetings and closings, e-mailing when you are angry or upset (take a break and cool down), and not opening up an attachment to make sure it is the CORRECT attachment.

They say that good communication is the backbone of a good marriage and that also includes a good business relationship as well.

## PPAI Social Media And Pantone Webinars Coming This Month

Mark your calendar and register online for two popular webinars hosted by PPAI Professional Development in February. For more information or to register go to [www.ppai.webex.com](http://www.ppai.webex.com).

### February 16: Next Generation Color Match System: Pantone Plus

Matt McDowell, national sales manager for Pantone, will present the new Pantone Plus series and discuss the newest features that graphic designers have been asking for, including:

- More colors
- Chromatic arrangement
- Digital tools
- iPhone® applications
- Text-weight, FSC-approved paper stock
- PANTONE MATCHING SYSTEM Color standards

### February 18: Social Media Panel Webinar For Distributors

Facebook, Twitter, LinkedIn, blogs, wikis—whatever your question, this panel of social media experts will have the answer—all you have to do is ask!

Join industry distributor social media experts Mark Graham, president of Toronto, Ontario distributor RIGHTSLEEVE Marketing (UPIC: RIGHT795), Bobby Lehew, CAS, of Oklahoma City, Oklahoma, distributor Robyn Promotions and Printing (UPIC: ROBY0001), Brad White, vice president of sales, Austin, Texas-based Boundless Network (UPIC: bound784) and Danny Rosin, co-owner of Morrisville, North Carolina- based Brand Fuel Promotions (UPIC: bfuel001) for engaging, useful, take-back-and-implement information you can use right away.

# Join PPAI

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**All members are welcome to the pre-event festivities on Tuesday, March 15 at the show hotel.**



Beginning at 5:30 p.m., join us for the Annual Awards Program and Cocktail Reception followed by a buffet dinner and Comedy Club show in the Four Points Hotel.

The pre-event package is \$40 per person. For the awards only, the fee is \$15 per person.

This is a great networking evening!  
We hope to see you there.

**Register on line at [www.trasa.net](http://www.trasa.net)**

## Look who's coming to the March 16 Expo

Aakron Rule Corp  
Acro  
Alexander  
American Ad Bag  
Ash City USA  
Atlantic Coast Cotton  
Augusta Sportswear  
Aura Badge  
Avaline  
Bag Makers  
Ball Pro  
Beacon Promotions  
Big East Sales Team  
Bodek and Rhodes  
Brooks & Brooks

Capco Sportswear  
Carson Specialties  
CFS Promotions for Now  
Charles River  
Choice Recognition  
CPS Keystone  
Craxford /Rubin/Biscione  
Creekside Springs  
Custom Printing II, LTD  
Gemline  
Gill Studios  
Hanes  
Harvey Sorin Associates  
Heritage Sportswear, Inc.  
Hit Promotional Products

Howard Miller Company  
ITA Printing  
Jules Scheck Associates  
KC Fields  
Lanco Corporation  
Moderne Glass  
Northeast Marketing  
Norwood Bic Graphic  
Notes Inc.  
Ohio Valley Marketing Group  
Par One  
Partyka & Associates  
Pilgrim Plastics  
Points of Light  
PPAI

Pro Towels Etc.  
Quikey  
RAM Assoc. Corp.  
Ribaldo & Associates  
RJT Sales  
S & S Activewear  
Sanford B to B  
Smileycookie.com  
Starline  
Target Industries  
The Magnet Group  
TRG Group  
Tri Mountain  
Vitronic Promotional Group  
Whispering Pines Sportswear

## EDUCATION

Plan to join us for two dynamic education sessions on Wednesday, March 16 from 8:30 to 10 a.m.. Bring a staff member so that you can each attend a session! \$15 per person includes breakfast and education session.

Education attendees will have a chance to win some great prizes! Register on line at [www.trasa.net](http://www.trasa.net).

### **Session A – Peter Hawk, CAS, ASAP Promotions**

#### **Topic: Best Practices**

The Best Practices Seminar will go over in detail the practices most valuable to ensure business success for both promotional product supplier and distributor companies. Some of the areas to be discussed are Communications, Order Management, Artwork and Imprinting, Finance, Sales & Marketing, Technology and Shipping. Peter Hawk, CAS, will bring his 29 years of experience in the industry and promises to share some of the lessons he has learned the hard way so that you too can laugh and learn at the same time.

### **Session B – Christopher Duffy, MAS, Senior Vice President, BAGMAKERS, Inc.**

#### **Topic: Time Management**

Getting a handle on our time management skills is a challenge for many of us. In this session, we'll look at the factors that steal your time and productivity and we'll offer some no-nonsense ways to organize, prioritize, and motivate yourself to better time management. You'll walk away with 14 practical tips you can start



Thank you TRASA Members for supporting the Bradley Center with our holiday sock drive. Nearly 500 pairs of socks were collected.

Congratulations to **Jessica Onions, Pro Towels, Etc.,** and **Joyce Harlow, Moderne Glass.**

Jessica won an overnight stay to the Four Points by Sheraton Pittsburgh North, and Joyce won an overnight stay to the Double Tree Hotel in Monroeville.



## A Note of Thanks

"TRASA certainly was a hit with their donation to Bradley. Not only were the socks greatly appreciated, but some of our residents who are in the Life Skills section were put to work unpacking and sorting the socks. Isn't that wonderful that our staff can take a donation and make a teaching lesson of it!!! That is why I feel so blessed to work here.

We are also thrilled with the boxes of stress relievers that were donated. The therapists find these to be quite helpful when working with the kids.

Thank you so much for your continued commitment to the children.

Karen Zimmerman  
Community Relations Coordinator  
The Bradley Center

# powerful promotional products

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Prime Regional Manager  
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# Doubling Your Business Part 2

By John McWilliams, MAS



We all know by now that 2008 and 2009 were very challenging years for most of us. Growing a business in an economy where everyone seems to be cutting budgets sometimes doesn't seem very rewarding.

In a small business, which most people reading this probably are, trying to be everything for everyone has many challenges. If you have been in business for any length of time you no doubt have a large number of clients and an even larger number of former clients. Contacting all of them on a consistent basis is usually all but impossible, even if your business is running on slow.

What about prospects? Are you effectively contacting new prospects and following up with them? Notice here that the key word is "effectively". Effective follow up is what is most lacking in a small business with small staffs. It certainly was with ours.

By the time you research products, prepare the proposal, visit with the client, hopefully come back to the office and write up the order, process that order to the factory, follow up with the factory to see if they even got the order because they didn't acknowledge receiving it, making sure they shipped it on time and finally invoicing it weeks or months later, time is simply "sucked" from your available hours to prospect, develop new marketing ideas, and then start the sales process all over again.

Multiply that over and over again if you also have sale staff. Now you also have to be a psychologist, trainer, manager, consultant, fearless leader and somewhere in there find some time to actually sell something.

We had more leads falling through the cracks than I even want to think about. Over the years, thousands of leads that were contacted once, given the information they required and then they disappear simply because you couldn't effectively follow up with all of them. We had literally thousands of leads over the years, that just weren't followed up on because of all the "Stuff" I mentioned above.

We had to do something to change that.

In 2007 I attended an internet marketing meeting in Atlanta, GA led by a very successful marketer. I knew the internet was changing the way business was going to happen and needed more background and tips on how to make it work. Now once you ask for information from an internet marketer, you can count on being contacted over and over unless you deliberately "opt out".

They are the real masters at gathering leads and automating their follow up until you buy, die or opt out. You'll probably still get their emails even if you do die. They have learned a very valuable secret to success.

Follow up, follow up, follow up and then do it some more.

One of the key points I picked up on was how they followed up. The amazing part was it was entirely automated. They loaded up a contact manager and turned it on. Didn't really matter if they were on vacation in the islands or skiing in Europe. The automated lead generators just kept up for them. They didn't have to worry about whether a sales person had time to contact the prospect/ customer or not. The automated contact manager did it for them.

I wanted to learn how to do that. I noticed that many of the marketers that I was receiving emails from were coming from an email server with "powered by Infusionsoft" at the end of it. I called the fellow I went to see in Atlanta and he said he used them because he couldn't find a more effective program anywhere else. He even spent over \$100K trying to duplicate it and gave up after a year of development time.

I called Infusionsoft and they sent me an email invitation to attend a we-

binar to see what the program was capable of. It was pretty impressive. I really didn't think I could afford it so I kept putting the decision off, for almost a year and a half! But you know what? They didn't forget about me. I got something from them every month. They kept inviting me back for another webinar, sent me free white papers on how to grow our business, sent testimonials, etc.

They finally convinced me. In late 2008 we bit the bullet and purchased the program. What a mistake! I wasted an entire year and a half of increased sales by waiting so long. I remember a poem from my school days that goes something like:

"On the plains of hesitation bleached the bones of indecision. With success but a short step away, he stopped to rest ....and died."

We didn't want to become a statistic. The one thing we really didn't realize though was the depth of this amazing program.

Imagine, if you will, having a web site tied into say, "Sage" with your products already loaded. Now you set up a web inquiry form in Infusionsoft that offers your prospect a FREE report or sample on something that could be of interest to them. You send an invitation out to all those old prospects and "dead" clients that you would like to bring back to life and send them to your web site. Have them fill out the web form to receive your Free Offer.

They fill it out with the info you want to capture, they hit submit and from that point on everything is automated. Infusion captures all the contact info, sends a notice to the assigned rep that a new contact has arrived, automatically enters them into a sequence of emails, direct mails and reminders, notifies the sales rep to call the "warm to hot" prospect for a "brief" intro, just to make sure they are in the right info follow up sequence and, maybe answer a few leading questions.

When they place their order, on line or not, Infusion will automatically tag the account with the type of account, type of purchase (pens, calendars, wearables, whatever you want to classify it), change their status from prospect to client and then dump them into a new follow up sequence geared for active clients. The system will continue to drip more info on them until they buy again or die or you forget to set the system up with new sequences. Now WHEN will they buy?

When they are ready!

Not one minute before. However, will they buy from a name they have come to recognize as the expert in what they are interested in, have been receiving info of value from, or will they choose a "stranger"? If you have a presence, on a regular, non-intrusive basis, they are much more likely to buy from you. Now you don't have to chase them, you just gently nurture them, lots of them, automatically until they come to you to purchase.

There is way more to this program than what I can get into here. But, I can tell you that after getting everything set up, our sales jumped 37% in 2010. Sales from people we never even contacted directly. Suddenly, they just showed up from all over the country saying they wanted to buy. No more chasing. No more forgotten leads. Just a steady stream of hot, ready to buy, clients.

I still can't believe I wasted a year and a half by waiting. If you want to jump start your business, or just want to look at the program with absolutely no pressure to buy, go to: <http://tinyurl.com/expandmybiz> and sign up for one of their free webinars.

John McWilliams, MAS is CEO of Pennsylvania distributor Keystone Specialties, Inc. and 2004 Hall of Fame recipient from Three Rivers Advertising Specialty Association. Keystone specializes in effective business marketing and fund raising programs for schools, churches and non-profit organizations coast to coast. He can be reached at [JMcWilliams@KeystoneSpecialties.net](mailto:JMcWilliams@KeystoneSpecialties.net) or on the web at [www.KeystoneSpecialties.com](http://www.KeystoneSpecialties.com)

# 2011 NEW ULTRA CLUB PERFORMANCE



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8398 moisture-wicking mesh



8427 moisture-wicking interlock



8442 anti-pill polyester fleece



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## Supplier Profile: ACRO/razzlebags Chocolate New York

Welcome back TRASA Rep Ken Quin!

*How many years has your company been in business?* 15 years

*What products do you offer?* ACRO's primary focus is BAGS!! Backpacks, Cooler Bags, Sling Bags, Cinch Bags as well as an extensive line of Handbags. ACRO has taken the past couple of years to reposition itself as a prominent leader in the industry focusing almost all of its energies on the development of Bags and Brands! Our razzlebags line of promotional bags has taken the industry by storm and set us apart from the Leeds and Gemline's of the world with unique offerings while maintaining the quality and service that have always been a part of our history! We take extreme pride in our Chocolate New York Handbag line which is currently featured in Dillards Department Stores and have launched an Exclusive Premium line for the Incentive and Loyalty Industry!

*What do you want members to know?* ACRO loves to think "outside the box" and welcomes any and all custom opportunities. We recently spun off a sister company called Cinch 2 Win which has the exclusive patented rights to all circular shaped cinch bags!! Please visit: [www.cinch2win.com](http://www.cinch2win.com)

*How can distributors sell your products better?* SHOW the bags that we have developed for you and they will sell themselves!! It's not often that you get so many unique and fun items that can separate you from the competition and the same old boring basics that everyone presents!! Get excited about the product and so will your customers; it's contagious!! We love to offer "retail quality" products and styles at promotional price points.

*What is your contact info?* TRASA Rep: Ken Quin, 610-909-7468

Website: [www.acrobag.com](http://www.acrobag.com) Toll Free #: 888-747-2276

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## INDUSTRY NEWS

\* Taylor & Grant, a manufacturer of quality confections from Waterloo, Ontario and Buffalo, New York is pleased to announce the appointment of Hutchinson Marketing, LLC as the company's new sales and marketing agents in ME, NH, CT, MA, VT, NJ, NY, MD, DE, PA and Washington, DC.

\* Leed's has expanded on its line of popular, affordable Scripto® plastic pens with its 2011 product launch. Over 50 new options are available in a range of colors and include gel ink, roller ball, and cap-off styles. Many of the new styles were created by PCNA's in-house global design team, which set out to add functional grips and unique finish treatments for a fresh and innovative 2011 offering.

"We knew we had a strong brand in Scripto and wanted to take its plastic pen line a step further to offer stylish, professional pens for office environments," explains Shannon Malaspina, senior category manager for PCNA. "With the addition of roller ball ink plus the expansion of gel ink, in both black and blue, we continue our commitment to expand Scripto into areas demanded by the market. The styles introduced this year answer the growing need for updated styling that also maintains quality and superior functionality."

\* A La Carte, a leading supplier of food and candy promotional and gift products, introduces A La Link, which adds QR code technology to A La Carte's products. A La Link can link to a client's website or landing page or can encode a message via the QR code which is readable by a smart phone. Mike Shulkin, A La Carte's president, noted that A La Link allows distributors to integrate their client's marketing using promotional products to create traffic to the client's website or to coupons or videos on their site. For more information call Mike at (800) 723-2370.

\* Polyconcept North America (PCNA), announces that all three of their supplier brands – Leed's, Bullet, and JournalBooks – received Counselor Distributor Choice Awards from the Advertising Specialty Institute (ASI) at the ASI Show Orlando. Distributor Choice Awards went to Leed's for Business Accessories; Computer Accessories; Electronic Products; Environmentally Friendly & Recycled; Housewares & Tools; Office & Desk Items; and Luggage and Bags. For many of these categories, Leed's has received Distributor Choice Awards over several consecutive years. Most notably, Leed's has captured the award for the Luggage & Bags category for 12 consecutive years. JournalBooks' win in the Journals & Diaries category also represents repeated honors, as the company has received the Distributor Choice Award each year since the category was introduced to the awards program by ASI. Finally, Bullet, which has been recognized with Distributor Choice Awards in the past, collected the award for Flashlights for the first time in its history.

\* PPAI and SAGE®, the industry's leading technology provider, announced a strategic alliance to deliver one comprehensive membership solution to promotional products distributors. Under this agreement, new and existing PPAI distributor members will receive credit for an annual subscription to SAGE Online as a new PPAI member benefit.

All new and renewing PPAI distributor members will receive a \$495 credit that can be used to purchase SAGE Online or other SAGE services. PPAI is also offering all current PPAI members who are not already SAGE Online subscribers a trial subscription to SAGE Online until their next PPAI renewal date.

Additionally, PPAI members who are already SAGE Online subscribers will receive a credit prorated to their PPAI renewal date, which can also be applied to SAGE Online and other SAGE services.



**ASI President/CEO Tim Andrews presents Distributor Choice Award to Kris Fredericks, Moderne Glass, Inc.**

# S&S

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