



Save the Date!

October 12, 2011

March 7, 2012

Tri-State Promotional Professionals Association

Important! To ensure delivery to the inbox, please add ppai@ppa.org to your address book. If you're having trouble viewing this message, please [view it online](#).

TSPPA VP Tim Brown, Cintas Corp appointed to PPAI's, PRAG.Committee.

The purpose of the **Product Responsibility Action Group** is to offer advice and feedback to PPAI regarding "product safety and responsibility," including state and federal regulations, potential PPAI certification and member education.

Tim also heads up TSPPA's Legislative Committee, a watch dog group working on raising awareness and strengthening the promotional product voice on important legal matters in Washington that protect your job.

Look for Tim to work in your best interest in both of these vital areas.



TSPPA Announcement:

The TSPPA 2012 Spring Show is scheduled for Wednesday March 7. The Show will return to the fantastic Great Wolf Lodge in Mason Ohio, home of the 2010 Fall Idea Showcase and will again focus on significant education with tons of fun. This will not be a destination for fun and games. It is for improving your sales efforts and income potential.

SAVE THIS DATE

March 7, 2012 for the best TSPPA Show ever.

The TSPPA Fall Idea Showcase is about to get even better.

If you enjoyed the TSPPA Fall Showcase last year, you will love the **SUMMIT** coming on October 12, 2011!

It's more than a trade show, it's a promotional product SUMMIT.

[CLICK HERE FOR REGISTRATION FORM](#)

SAVE THIS DATE

OCTOBER 12, 2011: Crown Plaza Hotel, BlueAsh OH

Richard Vaughn is newest TSPPA Board Member

The TSPPA Board of Directors is proud to announce our newest board member, Richard Vaughn. Richard brings to the board years of promotional product experiences, fresh ideas, innovative concepts and an energetic attitude and enthusiasm. We look forward to Richard's contributions to enhance TSPPA member services.

Richard began his Promotional Professional career after mentoring for years with his father James E. Vaughn, MAS, He started as a young boy selling his father's samples door to door. He would put on a nail apron and load one pocket with pens...another with pencils...and keep the center pocket for the money made after a hard day's work. OYU

As a teen, he accompanied his father to numerous trade shows and education sessions and after high school, he joined the family distributorship as did brothers Bryan and Rodney. After the loss of their father, Rod moved on to the supplier side and soon after college Bryan did as well.

After 12 years as a distributor, Richard felt the need for a new challenge and soon became a supplier multi-line rep. Today...with 14 years of industry experience...he still

enjoys working with his brothers in the industry, learning new things, meeting new people and sharing my experiences.

Richard and wife Angela, have been married for 10 years and just had their third son Blake Preston Vaughn on July 12th. Congratulations Richard and Angela!



	<p>Richard Vaughn, CAS 24 South Marion Street Bloomville, OH 44818 Cell: (419) 618-5477 richardjvaughn@aol.com (IN, MI, OH)</p>	 <p>PJS INCORPORATED "REPRESENTING THE BEST"</p>
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Chippin' in fore alzheimer's

September 26, 2011
Greencrest Golf Course



supported by  **tsp**

When: Monday, September 26, 2011

Where: Greencrest Golf Course
Liberty Township, Ohio

When: 8:30 am Shotgun Start

Cost Per Golfer: \$85.00

Cost Includes the following:

Breakfast (Danish or Bagel and Drink)

18 Holes of Golf (with Cart)

Montgomery Inn BBQ lunch/dinner

Drink Tickets

Door Prizes, Auction, Awards

\$5,000 Hole in One contest & other Hole Prizes

To Register, Contact:

Kevin Mitchell

Chippin' in Fore Alzheimer's Chairman 2011

AMS Uniforms Cincinnati

9733 Kenwood Rd

Cincinnati, Ohio 45242

kmitchell@amsuniforms.com
513-508-2608

Name of Golfer: _____

Sending Check: _____ Credit Card: Visa _____ Master Card _____

Name on Credit Card: _____

Credit Card #: _____ Exp. Date: _____ Security Code: _____

Billing Address: _____

City, State, Zip: _____

Wendy Franklin, MAS is the winner of the RAC Volunteer of the Year – 2011. Wendy demonstrate a tireless level of volunteer leadership and has made unique and immeasurable contributions to PPAM over the years.



TSPPA President Carla Killion, Bencil Co was a finalist in the Volunteer of the Year competition.

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 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.



www.mapleridge.com

Is Your Organization Learning?

In the last two issues of *Promotional Consultant Today*, we shared these four tips for creating this "active learning" culture:

1. Develop a compelling vision for the company's future and show your employees how they can be a part of it.

2. It is not enough merely to instill the vision, you must also enable the learning.
3. Begin to instill this capability in your organization by mandating personal growth.
4. Lastly, be a model of the kind of behavior you expect everyone within your organization to mimic.

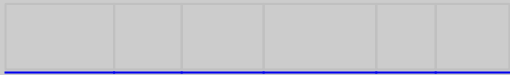
Does your company promote a culture of active learning? Today we wrap up this series with a brief quiz to see where you stand. Answer **Yes** or **No** to each question.

1. Do you have a budget for training/learning?
 2. Is the budgeted amount larger than three percent of payroll?
 3. Do all employees know that they are expected to continually improve their capabilities?
 4. Are employees regularly evaluated on how well they are learning and gaining new skills?
-
1. Does your organization have a compelling vision of what it could become?
 2. Are all your employees aware of that vision?
 3. Does each employee understand how he/she can contribute to attaining that vision?
 4. Does each employee understand the benefit to them for moving the company toward that vision?
 5. Do you encourage employees to expand their skills via reimbursement or released time programs?
 6. Do you model the kind of continuous personal growth that you expect of them?

If you answered yes...

- 9 or 10 times, you are in great shape.
- 7 or 8 times, you are well on your way. Focus on adding the missing pieces.
- 5 or 6 times, you are off to a good start but you need to spend more time moving your organization toward active learning.
- Less than 5 times, you are lagging behind. It's time to get serious about building this competency into your organization.

Source: [Dave Kahle](#) is a consultant and trainer who helps clients increase their sales and improve their sales productivity. He speaks from real world experience, having been the number one salesperson in the country for two companies in two distinct industries. Kahle has trained thousands of salespeople to be more successful in the Information Age economy. He's the author of over 500 articles, a weekly e-zine, and five books. His latest is *10 Secrets of Time Management for Salespeople*.



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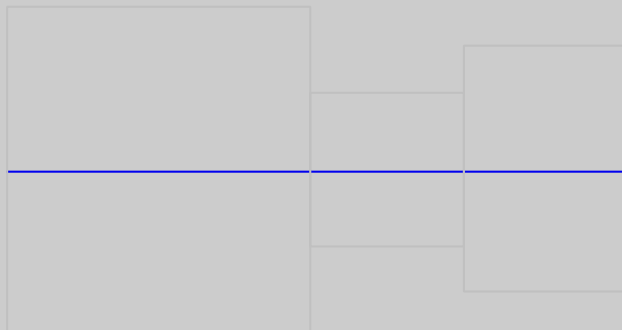
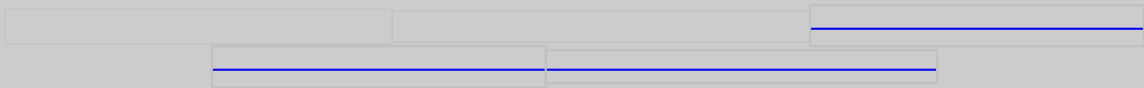
PPAI Professional Development

Compiled by Cassandra Johnson

TOP SHELF TIP NO. 111

**"Your most unhappy customers are your greatest source
of learning."**

Bill Gates



Government Relations Today

In This Issue

Volume 2, Issue 1
22 June 2011

- Take Action—
Make An Impact
- Advocacy At
Home
- Product
Responsibility
Critical Updates

Take Action—Make An Impact: Support Product Testing Relief

H.R. 1939, the Enhancing CPSC Authority and Discretion Act of 2011 (ECADA) may provide the promotional products industry with relief from and clarification of some of the more problematic provisions of the Consumer Product Safety Improvement Act (CPSIA).

The House Energy and Commerce Committee has begun the process to approve the bill for consideration by the full House. This is known as a "mark-up" of the bill.

The Democrats on the Committee are opposed to this bill. Our first priority is for these members of Congress to hear from constituents immediately. However, it would not hurt if you contacted your member of Congress and urged him or her to encourage their colleagues on the Committee to approve the bill.

Take Action

- If your MOC is listed below, contact him or her [via e-mail](#) and [phone](#) today.
- If your MOC is not on the list, but identifies as a Democrat, contact him or her [via e-mail](#) and [phone](#) today.
- If your MOC identifies as a Republican, contact him or her [via e-mail](#) and [phone](#) today.

Don't know who's your member of Congress? [Enter your zip code here](#) and find out.

House Committee On Energy And Commerce Democrats:

[Mike Ross \(AR\)](#)

[Lois Capps \(CA\)](#)

[Anna G. Eshoo \(CA\)](#)

[Doris G. Matsui \(CA\)](#)

[Henry A. Waxman \(CA\)](#)

[Diana DeGette \(CO\)](#)

[John Barrow \(GA\)](#)

[Bobby L. Rush \(IL\)](#)

[Jan Schakowsky \(IL\)](#)

[Edward Markey \(MA\)](#)

[John Dingell \(MI\)](#)

[G.K. Butterfield \(NC\)](#)

[Frank Pallone, Jr. \(NJ\)](#)

[Eliot L. Engel \(NY\)](#)

[Edolphus Towns \(NY\)](#)

[Michael F. Doyle \(PA\)](#)

[Charles Gonzalez \(TX\)](#)

[Gene Green \(TX\)](#)

[Jim Matheson \(UT\)](#)

[Donna Christensen \(VI\)](#)

[Jay Inslee \(WA\)](#)

[Tammy Baldwin \(WI\)](#)

Make An Impact

If passed, H.R. 1939 would:

- Revise the 0.01 percent lead content requirement so that it would apply to products that are intended primarily for use by children age six and under and that can be mouthed



- Postpone the step-down to 0.01 percent lead for one year until August 2012 and make the application of the 0.01 percent prospective, permitting sell-through of existing, legally compliant inventory
- Change the mandatory third-party testing requirements for some children's products to provide flexibility
- Allow the CPSC to consider alternative methods for small-quantity production
- Change the definition of a children's product from "intended primarily for children" to "primarily intended for use by children"
- Overhaul the consumer product safety database by clarifying eligibility to submit reports of harm to the database; limiting it to the person who suffered harm or risk of harm, family members, next of kin, lawyers or other expressly authorized representatives to submit reports; and establishing a process for improving product descriptions in the reports of harm

Your member of Congress needs to hear of your support for H.R. 1939—take action today.

Advocacy At Home: Set Up Your August Recess Meetings

Both houses of the U.S. Congress go on recess August 8 of this year. Members of Congress (MOC) spend this time in their districts connecting with constituents and learning about issues important to voters.

This is a perfect opportunity for you to build relationships with your MOCs, and to communicate the value of promotional products and the strength of the industry in your state.

To set up a meeting, follow these simple steps:

1. Use [PPAI's legislative software](#) to find out who represents you in Congress.
2. Go to your MOCs' websites, learn more about their schedules and find the contact information for their district offices.
3. Edit and send [this e-mail meeting request](#) and contact your MOCs' staffs as soon as possible.

If you would like more guidance on setting up a meeting, contact Anne Lardner-Stone at Annel@ppai.org or Eme Alberico at EmeA@ppai.org.

Product Responsibility Critical Updates

Click on the linked text below to read more.

- The [Button Cell Battery Safety Act of 2011](#) would make it more difficult for children to get their hands on button cell batteries found in a number of consumer products.
- The [U.S. Department of Health and Human Services](#) classified formaldehyde, a chemical used in the production of a number of household products, as a carcinogen in its 12th Report on Carcinogens.
- The [European Committee For Standardization \(CEN\)](#) has updated its toy safety standards. The revisions address requirements and methods used in the testing of children's toys' mechanical and physical attributes.
- PPAI opens registration for the inaugural [Product Safety Summit](#). Mary Toro, director of Regulatory Enforcement Division at the Office of Compliance and Field Operations with the U.S. Consumer Product Safety Commission (CPSC), will discuss regulatory elements of the Consumer Product Safety Improvement Act (CPSIA), industry challenges and potential resolutions.

Learn more about product responsibility with [PPAI education, resource tools and product guides](#).

Questions or comments? E-mail us at EmeA@ppai.org or call 972-570-3282.



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2011 FALL SCHEDULE SHOW TIMES: 9am - 1pm
(except where noted)

Aug. 29	Overland Park	Overland Park Convention Center 6000 College Blvd, Overland Park, KS 66211	913-339-3000
Aug. 30	Wichita	Best Western Airport Inn 6815 W. Kellogg, Wichita, KS 67209	316-942-5600
Aug. 31	Springfield	University Plaza Hotel & Convention Center 333 S. John Q Hammons Pkwy, Springfield, MO 65803	417-864-7333
Sept. 1	St. Louis	St. Charles Convention Center One Convention Cntr, Plaza, St. Charles, MO 63303	636-669-3000
Sept. 6	Bettendorf	Isle Of Capri Casino 1777 Isle Pkwy., Bettendorf, IA 52722	800-843-4753
Sept. 7	Chicago West	Abbington Distinctive Banquets 3 S 002 IL Route 53, Glen Ellyn, IL 60137	630-942-8600
Sept. 8	Chicago North	North Shore Holiday Inn 5300 W. Touhy, Skokie, IL 60077	847-679-8900
Sept. 9	Milwaukee	Milwaukee Clarion Hotel 5311 S. Howell Ave., Milwaukee, WI 53207	414-481-2400
Sept. 12	Detroit	Laurel Manor Banquet Center 39000 Schoolcraft Rd., Livonia, MI 48150	734-462-0770
Sept. 13	Cleveland	Cleveland South Holiday Inn 6001 Rockside Rd., Independence, OH 44131	216-524-8050
Sept. 14	Columbus	Bridgewater Banquet Center 10561 Sawmill Pkwy., Powell, OH 43065	614-734-9800
Sept. 15	Cincinnati	Oasis Conference Center 902 Loveland Miamiville Rd., Loveland, OH 45140	513-583-8383
Sept. 16	Indianapolis	Ritz Charles Carmel 12156 N. Meridian St., Carmel, IN 46032	317-846-9158
Sept. 26	Sioux Falls	Best Western Ramkota 3200 W. Maple, Sioux Falls, SD 57107	605-336-0650
Sept. 29	Fargo	Fargo Dome 1800 N. University Dr., Fargo, ND 58102	701-241-9100
Oct. 3	Minneapolis	Earle Brown Center 6155 Earle Brown Dr., Brooklyn Center, MN 55430	763-569-6300
Oct. 4	Des Moines	Prairie Meadows Race Track 1 Prairie Meadows Dr., Altoona, IA 50009	800-325-9015
Oct. 5	Omaha	CoCo Key Water Resort 3321 S. 72nd St., Omaha, NE 68124	402-393-3950

Carrollton, TX (June 6, 2011) – SAGE announces the release of SAGE Mobile™ for iPhone/iPad, the industry's first native Apple iOS app with full product and supplier research. Using SAGE Mobile for iPhone/iPad, industry distributors can now have mobile access to many of the same features that they enjoy at the desktop using SAGE Online™, the industry's most popular research and business management service.

CLEGGPROMO ANNOUNCES YOUTUBE CHANNEL--JUNE 7, 2011—Clegg's YouTube channel contains informative videos to help distributors sell the unique and fun CleggPromo product line. The videos are suitable for end-user applications. Its content is a combination of selling tools and humor.

"Product images can only go so far; video takes it to the next level to convey our products' sound, light, and motion capabilities," says Sr. VP of Sales and Marketing, Michael Bistocchi. Clegg will continue to develop ongoing videos to promote its products while entertaining and assisting Distributors in selling.

Check out Clegg's YouTube Channel:

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**Camsing Global, LLC acquires
Avaline**

LARGO, FL – July 5, 2011 – Top 40 Supplier, Camsing Global, LLC announced today it has acquired award-winning industry supplier Avaline located in Parsippany, New Jersey. Terms of the transaction were not disclosed.

Check out Clegg's YouTube Channel:

<http://www.youtube.com/user/cleggpromo1?feature=mhum>

Or click on the YouTube link on Clegg's website:

<http://cleggonline.com/>

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JOURNALBOOKS ACHIEVES QCA ACCREDITATION

This marks the 16th company to meet the rigorous qualifications to receive the promotional products industry's only certification dedicated to product quality, product safety, supply chain security, social accountability and environmental stewardship.

CHICAGO, ILLINOIS (May 26, 2011) – The Quality Certification Alliance (QCA), the promotional product industry's only independent, not-for-profit organization dedicated to helping companies provide safe products, has awarded QCA Accreditation to Charlotte, North Carolina-based JournalBooks/TimePlanner Calendars.

SHOWDOWN DISPLAYS awards Brad Watson & Associates as Rep Team of Year

RAMSEY, MN – Showdown Displays, a Supplier of Visual Communication and Tradeshow Display products to the Promotional Products industry, announced their Southeast team as their 2010 "Rep Team of the Year" at Las Vegas PPAI Show.

RAHWAY, NJ, May 2011 – VISION USA (asi 80060) announces completion of 215 KW DC photovoltaic solar energy system. VisionUSA will generate twenty-five percent of its needed power from 770 polycrystalline large format silicon solar panel modules. The use of solar vs. fossil fuel will reduce CO₂ gas, sulfur dioxide gas, nitrous oxide gas and greenhouse gas emissions. Michael Fishman, of VisionUSA, noted "We continually strive to be more energy efficient and lessen our impact on the environment."

Steven Meyer, MAS (Molenaar LLC) announces the promotion of Stephanie Jasso to the companies first Inside Sales position. "Stephanie has worked in Customer Service at the Mi Line for 13 years and has always had the customers interest at heart. Now she'll be able to reach out to distributors with selling ideas and support our Multi Lines efforts", says Meyer.



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