

# The Navigator

March/April 2011

Upper Midwest Association of  
Promotional Professionals

## Top Stories

President's Column  
Sue Kennedy, MAS

UMAPP 2011 Calendar  
of Events

New Members

Paul Kiewiet's Upcoming  
Seminar  
"The New Rules of  
Marketing"

UMAPP Member News

Press Releases

Your 2011  
Board of Directors

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## And "The Show" Begins. . . .

**U**MAPP is making preparations for the 2011 UMAPP Booth Show held annually at the RiverCentre, St. Paul, Minnesota.

**M**ay 18 is the day to set aside so distributors are kept in the loop with the latest samples, catalogs, and products, and exhibitors are making those new contacts, all to ensure a banner sales year.

**A**nxious to put their best foot forward, the exhibitors are already making travel plans and looking forward to this day. Distributors, let's make sure we show these exhibitors how much we support their products and their business by attending this show.

**P**romotional products will be the norm. Come and pick up your show bag, make new business contacts, and bring home a new array of products and samples.

**P**repare for a busy day; the show is only 5 hours long. Plenty of time for distributors to make the rounds on the show floor, and for exhibitors to reach out for new sales and contacts. Remember, the lunch tickets are back (exhibitors!) and every distributor member that registers will receive their own \$10 lunch ticket voucher.

May 18, 2011  
RiverCentre, St. Paul, MN

# President's Column

Sue Kennedy, MAS

Amere 3 years ago, I remember discussing my complete lack of desire to participate on Facebook.

“What a waste of time!” I spend enough time on my computer for work, why would I want to spend my free time on it also?”

“What’s the difference between that and email?” All of those plus a few other excuses, kept me from building my own page and giving it a try. Finally, after the coaxing of a few industry friends, I established a log in and I became an instant Facebook fan!

Now, I find myself asking other industry friends to find me on Facebook, to look at the UMAPP page for information, or to look up another page for show details. And when someone tells me “I’m not on Facebook”, I am surprised! Are there still people who are NOT on facebook?

Personally, I find that Facebook has made my name/face recognition with customers better than its ever been. I also love the ability to connect with my industry friends on a personal level. To steal a quote I heard somewhere – Facebook is the cocktail party of 2011.

Still not convinced? I asked one of my Facebook friends to write a little something to help educate you on a few statistics. If you are convinced at the end of this article.... “Friend me!”

## Will you be my friend?

By Linda Neumann

Remember when you were in school as a kid and there was always that all important ques-



+1 Add as Friend



tion you would ask the person you wanted

to get to know...Will you be my friend? Well times have changed quite a bit since then. Now there is so much more media out there with smart phones, technology and social networking that has really changed the way we live.

We used to have three or four tv stations, a handful of radio stations and a household phone. Now we have phone Apps, a lot of web pages, over 10,000 radio stations and over 200 cable network tv stations at our fingertips.

*And did you know* that more video was uploaded to You Tube in two months than if ABC, NBC and CBS COMBINED had been airing new content 24/7/365 since 1948 when ABC started broadcasting.

And of course, you have all heard that Facebook would be the world’s third largest country in population with the number of people that use the site... and during the last presidential campaign while John McCain held fundraisers to raise \$11 million for his presidential bid, Barack Obama did not attend any fundraisers but used his social media and raised \$55 million during that same time frame.

Our environment is changing quickly and social media is here to stay. Think of it as your online playground when you ask others **“would you like to be my friend”**. Just “like” me next time you are online.

**New Members**  
**January / February 2011**

**Promotional Design, Inc.**  
(Distributor)  
Joe Cousineau  
1038 Bonnieview Lane  
Woodbury, MN 55129  
651-402-7394

**D Group**  
(Supplier)  
Niv Ben-Haim  
180 Trowers Road, Unit 22  
Vaughan, ON Canada L4L8A6  
905-265-2270

**Lasting Impressions**  
(Supplier)  
Steve Holm  
1920 West 94th Street  
Bloomington, MN 55431  
952-888-6464

**Screenwriters, Inc.**  
(Supplier)  
Kurt Tempelmeyer  
4911 N. 57th Street  
Lincoln, NC 68507  
402-\*437-8354

**Signature Concepts, Inc.**  
(Distributor)  
JoAnn Hix  
4777 Shady Oak Road  
Minnetonka, MN 55343  
952-935-9887

**Calendar of Events**  
**2011**  
(More to be announced later)

**April 20, 2011**  
**Factory Bus Tour**  
**For UMAPP Distributor Members**  
**Free!**  
Factory Tour of Fields Mfg. in St. Cloud,  
and Molenaar (MiLine) in Willmar.  
Luxury bus, great food, and prizes.  
Go to [www.umapp.org](http://www.umapp.org) for a link to register  
and get more information.

**April 1, 2011**  
**Collegiate Scholarship Applications Due**  
Applications are online at [www.umapp.org](http://www.umapp.org).

**May 17, 2011**  
**UMAPP Golf Outing**  
StoneRidge Golf Course, St. Paul, MN  
Registration form included in this issue!

**May 18, 2011**  
**UMAPP Booth Show and**  
**Professional Development Seminar**  
**Show Hours: 10 - 3**  
**Education: Paul Kiewiet on**  
**"The New Rules of Marketing"**  
**8:15 - 9:45 a.m.**  
RiverCentre, St. Paul, MN  
Registration is opening soon!

**August 9, 2011**  
**UMAPP Room Show**  
**("Selling Solutions Showcase")**  
Embassy Suites Bloomington (494 and France)



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# The New Rules of Marketing: How to be Relevant in a Digital World

Remember the first week of the 2010-11 NFL season? During the first game of the new season, the Detroit Lions beat the Chicago Bears giving the Lions the boost they needed and handing the Bears the loss that deflated their season leaving the NFC North division all tied up at the end of the year. Oh. Right. That didn't happen, did it? *Why not?* Because the NFL decided to change the rules. A catch wasn't a catch, a win became a loss, a loss became a win, the Bears won the NFC North, eventually losing it all to the Packers who went on to win the Super Bowl. When the rules change, it changes everything.

We've now begun to feel like this long nightmare of a recession is finally over. But we get back to work and have found out some things are different. There are new buyers sitting in those chairs. Folks are speaking a new language. We have friends, connections, followers and "likes". People poke us and tweet us, and text us and do everything but call us. There's a whole new alphabet soup – SEO, QR, PPC, EIEIO! Yep. **Things have changed.** There's a new sheriff in town and new rules.

How do you compete in your old game when you have to play by the new rules? That's what we're going to discuss on Wednesday morning, May 18, just prior to the UMAPP Booth Show. I hope you'll plan on joining me.

There are three primary game changers at play in the new economy:

1. A new generation of buyers, who define value differently, shop differently, "relationship" differently and who believe it or not, still need you. These new buyers are, by the way, digital natives who grew up with the technology many of us have had to learn (digital immigrants). Which leads us to...
2. Technology rules, enables, empowers, globalizes, commoditizes and rewrites the rules at a chaotic pace. If your entire value proposition is based on sourcing product, you're in trouble. You better be better than anything on the internet, or wildly different than anything

out there, or cheaper than anyone out there. A stronger strategy may be for you to embrace technology, define a value proposition that can enhance technology and create a market position that allows you to earn what you are worth. To do this, you'll need to learn some new skills, chief among them...



3. Social Networking, Social Media, Social Marketing – **change the way you communicate!** This revolution is here to stay. If you think the phones are silent, watch how email is becoming silent. Several colleges no longer bother giving out email addresses to incoming students. Young people consider email "too slow." Communications are by texts and networks.

This will affect the way you work. I remember when we pushed our offers to customers through direct mail. Then the fax machine became the medium of choice, but the message did not change. When this was replaced by email, we were inundated with the same message in the new medium. Today, many of us are now pushing out messages

and offers through the new social media. This is not how it works. We'll talk about some of the new rules on May 18.

It is critical that we define ways of being relevant to the needs of our customers. One of the ways that we can do this is to embrace and adapt to the changing marketplace so that we can add value by helping our customers understand and learn the new rules as well.

It is equally critical that we differentiate ourselves from our competitors. You must stand out and you must stand for something. Relevancy and differentiation are the two keys to being profitable and sustainable as an organization.

The good news is that the new rules place a great deal of value on authenticity, on meaning, on purpose and transparency. The new rules of marketing are based on creating win-win situations, on delivering valuable content and services, on providing service.

Yes, the rules have changed. But it's still the same game and it can still be fun and profitable!

Paul A. Kiewiet MAS CPC is a coach, speaker and consultant and 29-year veteran of the promotional products industry.

Learn more at [www.create2bgreat.com](http://www.create2bgreat.com).

Paul will be presenting "The New Rules" Wednesday, May 18 8:15 am–9:45 am prior to the UMAPP Booth Show.

Registration will be open online soon. Watch for an email or check [www.umapp.org](http://www.umapp.org) for the link.



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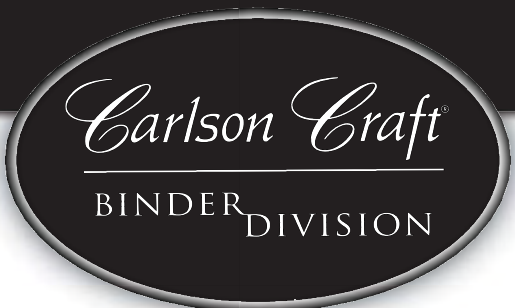
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# Avoid These 10 Tagline Trip-Ups

By: Jaci Russo

Taglines are a great tool. If used well they will resonate for decades and build an emotional connection with your consumers. But if you make one of these tagline mistakes or your tagline has these qualities, it's guaranteed that you'll turn off more people than you'll connect.

1. **Bland.** Safe and predictable taglines appeal to no one, and they just make your company seem generic. Phrase it in a new way—everyone might not get it, but that's okay. Impact a small number of people completely rather than a large number only a little bit. Think brand, not bland.
2. **Imitation.** Your company is different than your competition. Illustrate that in every touch point—especially your tag. If you look and sound just like them then your consumer is going to go straight to them.
3. **Literal.** Using a phrase with multiple meanings is very sticky and will cause your consumer to pause and think about it.
4. **Cliché.** Avoid words and phrases that are trendy and overused jargon. Also avoid industry speak and any phrasing that is already claimed by another company.
5. **Depressing.** The tag doesn't have to be slapstick funny, but boring, serious taglines work. Connect emotionally, but don't make them want to cut themselves.
6. **Untrue.** Every touch point is making a promise to the consumer—whether you mean it to or not. Don't make false promises unless you want to run them off.
7. **Verbose.** It doesn't have to be just three words, but it can't be 30. Say it as succinctly and clearly as possible while still being catchy.
8. **Self-centered.** It can't be all about you, otherwise there is no place for your target audience. Instead, make it about them. Let them see themselves in your tag so they can identify with your company.
9. **Not vetting your idea.** If you love your tagline and think it's the greatest one ever, the first thing you need to do is protect it. Do your due diligence and make sure it isn't already taken and then go through the proper steps to register it.
10. **Invisible.** You have a great tagline that perfectly communicates your company. Now you have to make sure it isn't hidden away. Use it everywhere as a point of connection with your consumers.

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## UMAPP Member News



Congratulations to UMAPP's **Michelle Altobelli** (left). Michelle won a Pyramid Award for Internal Programs at the recent PPAI Expo, as well as an Alumni Distinguished Achievement Award from the University of Wisconsin Eau Claire. Michelle is a distributor director on UMAPP's Board of Directors and the owner of distributorship Altobelli Advantage in Rogers, Minnesota.



**David J. Hawes** (left), UMAPP member and Brand Architect with Geiger, received three PPAI 2011 Pyramid Awards during the Expo in Las Vegas: *Goodwill Programs* - Gold, *Internal Programs* - Bronze, and *Not-for-Profit Programs* - Bronze. David and his wife live in Minneapolis, they have three children and six grandchildren.



**Dan Livengood** (below, on the left side of the picture), senior sales manager of Newton Mfg., western region, won a Gold Pyramid Award from the Promotional Products Association International (PPAI) for his Baby Calendar Program. The award was announced during the Awards Presentation at the PPAI Expo in Las Vegas, NV on January 12. "I feel proud to accept the industry's most coveted award," said Livengood. "I am humbled at the same time, as I am certain there were so many worthwhile entries."

UMAPP's Advocate Committee recently received two awards for the PPAI Regional Advocate Challenge 2010.

- First Place in the Region with 70 presentations
- First Place Individual (David Hawes) with 29 presentations

Committee members Joseph Scott, Hillary Feder and David Hawes (pictured below, from left to right) shown with the UMAPP Regional Award. The following words of wisdom are from Joe:

*"When we ADvocates took on the challenge to make the most presentations, we did so to educate business people and students about our industry. Funny thing happened on the way to the presentation: by trying not to sell anything but our industry, I have gotten three clients."*

I guess that's an example of **What Goes Around, Comes Around.**

David J. Hawes, Advocate Committee



## Press Releases

**Prime Line®** is happy to announce that **Jeff Lederer** is promoted to President.

**Hub Pen Company** has been named Supplier of The Year by the New England Promotional Products Association (NEPPA).

**Newton Manufacturing** is excited to announce that **Jay Donlin**, executive vicepresident of sales and marketing, has been named president of the Recognition Council of the Incentive Marketing Association (IMA).

**Sweda** celebrates its 35th anniversary in 2011.

**Points of Light** has hired **Arnold Hodes** as controller where he is responsible for general financial management of the company.

**Chase Thompson**, Vice President of Sales of Gold Bond, Inc., announced **Michael Del Bucchia** as the new National Sales Manager. “

**Chocolate Inn** was for the third year in a row awarded the Supplier Star of Merit in their sales category at the PPAI Show in Vegas.

**Prime Line®** is proud to announce that it was honored with two Supplier Achievement Awards at the PPAI Expo in Las Vegas

**R.S.Owens** collected several awards at the Expo including the top honor spot of 2011 Best of Show Supplier Achievement Award for the Cotton Bowl. The company took home top honors as the gold award for Best Casting, gold award for Best Customized Product and silver award for Best Full Line Catalog.

**VISIONUSA** is proud to have been selected the gold award winner in the PPAI Supplier Achievement Awards' category of Screen Printing.

**Leed's and Bullet** were honored as top suppliers by PPAI at the Expo. For the second consecutive year, Leed's accepted PPAI's top honor as the recipient of the Supplier Star Award for its company size. Bullet was recognized as a finalist among suppliers for the same award for the first time in its history.

**Norwood & BIC Graphic North America** announce wins at the Counselor Distributor Choice Awards held during the ASI Show in Orlando, FL. Awards – Norwood/Jaffa®, Beverage Holders – Norwood/RCC Koozie®, Calendars – Norwood/Triumph®, Sports & Outdoors – Norwood/RCC Koozie®, Pens – BIC Graphic.

**Bag Makers** is pleased to announce that the company has won its 9<sup>th</sup> consecutive ASI Distributor Choice Award in the category of Shopping Bags. Bag Makers was also a finalist in the Luggage & Bags category.

**Gold Bond, Inc.** proudly announces the outstanding performance of **Lisa Newell**, Vice President of National Accounts, who was recently recognized as Halo Branded Solutions 2010 Supplier Representative of the Year.

At the *Counselor Magazine* Distributor Choice Awards ceremony in Orlando, FL, **Towel Specialties** (ASI 91605/PPAI 113150) was recognized as the **Best Towel & Robe Supplier** for the fifth consecutive year.

**LarLu and McArthur Towel & Sports'** parent company, **WinCraft Inc.**, announced that it holds the license for the Green Bay Packers' Tiletown Towel and the Pittsburgh Steelers Terrible Towel for Super Bowl XLV. Both towels have been featured

nationally on ABC's Good Morning America, CNN, ESPN and various other broadcast and print news media throughout the nation.

**Charles River Apparel** is proud to announce the appointment of one of their sales representatives, **Nancy Wood**, to President of the Chesapeake Promotional Products Association (CPPA) for 2011.

**Bodek and Rhodes** announces that **Kimberly Myers** was recognized in *Supplier Global Resource* magazine as one of their Sales Rep of the Year finalists.

**Hub Pen Company** has received the PPAI Supplier Star Award of Merit, which was presented to the company at the PPAI Expo.

**Beacon Promotions, Inc.** was recognized and awarded the Supplier Star in the S9 category at the 2011 PPAI Expo. Winners are recognized for outstanding service in areas such as responsiveness, on-time shipping, product quality and sales aids.

**Newton Manufacturing Company** would like to congratulate suppliers **Beacon Promotions, Bic Graphics USA, Gold Bond, HitPromotional Products, Hub Pen, Leed's, Norwood, SanMar, Vitronic Promotional Group, and Warwick Publishing** for being named as their Top Suppliers from 2010.

**Gold Bond, Inc.** was announced as the 2011 Counselor Distributor Choice Supplier of the Year for golf accessories.

R.S. Owens announces the hiring of **Diana Jaekel** to inside sales for its photo frame division, PictureFrames.net.

At the PPAI Expo, **Sue Kennedy**, the 2011 President of UMAPP, was asked to draw the Grand Prize winner for a contest that **Photo Art Techniques** was hosting. The Grand Prize was a Smart Plaque. The winner was from Graphics Systems, Milpitas, CA.

**Lasting Impressions**, located in Bloomington, MN, proudly announces its new supplier membership to UMAPP. Lasting Impressions is a full line drink ware printer offering products in ceramic, glass, stainless and acrylic. **Steve Holm** and **Scott Evenson** are joint owners in this relatively new company and are pleased to announce

that they have hired **Jon Wendinger** of **W-Incentives** as their multi line sales representative.

**R.S. Owens** announces the hiring of **Ben Turry** as the new Inside Sales Manager.

**Visstun®** and Paper Machinery Corporation (PMC) have been selected as winners of the 2010 AmeriStar Packaging Competition in the Promotional category.

**Crown Products** attended the ADDY® Awards in Mobile, AL where they received two awards in the AAF Mobile Bay competition. Crown Products received a Silver ADDY® in the category Self-Promotion – Collateral and Silver ADDY® in the category Self-Promotion – Interactive, for their new website ([www.crown-prod.com](http://www.crown-prod.com)) that debuted in December 2010.

**Showdown Displays** announced their Southeast team as their 2010 "Rep Team of the Year" at the PPAI Expo.

**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.

With the start of a new year, **CleggPromo** is proud to be awarded the ASI 2011 Distributor Choice Award winner in glow products!

## In Memory Of . . .

**Rick O'Donnell**, Account Manager for Norwood & BIC Graphic North America passed on Sunday, January 23, 2011. After a lengthy illness, Rick died at Mercy Medical Center, Cedar Rapids, IA at the age of 60.



Andrew Richard O'Donnell was born March 25, 1950, in Kansas City, MO., the son of Peter and Mary Louise (Thompson) O'Donnell. On December 7, 1979 he married Brenda Mills in St. Joseph, MO. Rick worked as a Regional Account Manager for the Norwood brand for many years, traveling through Iowa, Minnesota, North and South Dakota, and Wisconsin.

Rick was an avid golfer – a 30 year member of the Men's Club at Fairview Golf Course in St. Joseph, MO. He also loved tying trout flies and fishing, especially in the Roaring River in Southern Missouri.

Rick was well known in the promotional products industry for his great sense of humor, endless jokes and contagious smile. He will be greatly missed by his coworkers at Norwood and BIC Graphic North America and the many friends in the industry that came to know and love him.

**Sarah (Suckstorff) Hoidahl**, American Sales Associate, died Sunday, January 16, 2011 at the age of 33. She collapsed at her home on Wednesday, January 12, and was taken by ambulance to the Douglas County Hospital in Alexandria and transferred to the St. Cloud Hospital where she died 4 days later.



Sarah began working in American's Home Office in

1997 and began as an independent sales associate last year, serving customers in West Central Minnesota. She leaves behind her husband, Justin; 7-year-old son, Jayden; and 5-year-old daughter, Kendall.

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