

MIPPA MONTHLY

Connected and Tuned-In, Dependable, Fun, Imaginative, Optimistic

MIPPA is dedicated to providing fun experiences and educational exchanges for suppliers and distributors to help build promotional products professionals and increase industry awareness.

THIS MONTH!

April 2023

11

Tuesday Learning Lab on Accounting Best Practices

13

Luncheon With The Stars at Granite City - Northville

26

Wild Wednesday Webinar with Tim Andrews

Washing a Shirt Awash in Memories

As I reached into the washing machine to retrieve my favorite long sleeve t-shirt, I felt a pang of sadness come over me. Somehow my shirt came out stained. I wasn't sad because I had one less piece of clothing to wear. I was sad because this garment was linked to a special memory.

If it was a shirt for a customer, it would just be another printed garment. But this 100% Cotton Long Sleeve 5186 Hanes Beefy T brought back times on Hilton Head Island. Frolicking on the beach. Riding bikes with the kids and consuming fun vacation food at The Salty Dog Cafe. Shirts can be replaced, but shirts with memories are more difficult to duplicate.

You too have memories in your dresser at home, on your desk at the

office and even on the refrigerator at home. Things that would melt your heart a bit if they went away. Reframing the conversations with our customers to highlight the effectiveness and longevity of these marketing- memory-makers helps increase the value of the item to the customer as well as our value as promotional professionals.

Here's to more memories in our marketing!



PRESIDENT'S LETTER



My First 100 Days

As. If.

Because while I'm president I wasn't even thinking in these terms until Paul brought up another President's metrics. Especially as MiPPA's accomplishments don't belong to any one person. Our volunteers are so effective they'd be scary if they weren't our members.

My incomplete list of MiPPA's 2023 (so far) includes:

- Our award-winning Wild Wednesday Webinars and Tuesday Learning Labs continue to enjoy strong attendance by promo professionals across North America.
- The TOM Show had record attendance and coat drive participation.
- LEAD Lansing, not to be outdone, also had record attendance.
- Exhibit space for Ideas in Bloom is not only sold out but there's a waiting list.
- 70% of Promotions that ROAR's exhibit space is already spoken for – unless we open the third side of Ford Field's concourse.
- MiPPA's increased event attendance and volunteer participation means we're beginning to better engage you, our membership.
- Two examples of this engagement are our now stellar social media presence and website.
- The return of MLC in 2024. Now rebranded from the Michigan Leadership Conference to the Midwest leadership Conference. Reflecting the involvement of our neighboring regionals.
- Scheduling Power Partner Meetings, a hosted buyer event, for October.

There are two wins in the "my" department though. First, I learned that "goat rodeos" are apparently when an event starts off dicey (per TOM Show photo provided) but then exceeds expectations and second, I held my own in ASI's online promo challenge – even if fellow board member Mike Freestone and his dog ganged up on me.

In other news, neither Eric nor I have located MiPPA's storage unit yet. Maybe by Day 200.

Now if you'll excuse me, I'm making plans to spend April 10th, Day 100, listening to "Hail to the Chief" on a loop.

As if.

Glenn Miotke
2023 MiPPA President

WELCOME NEW MIPPA MEMBERS!

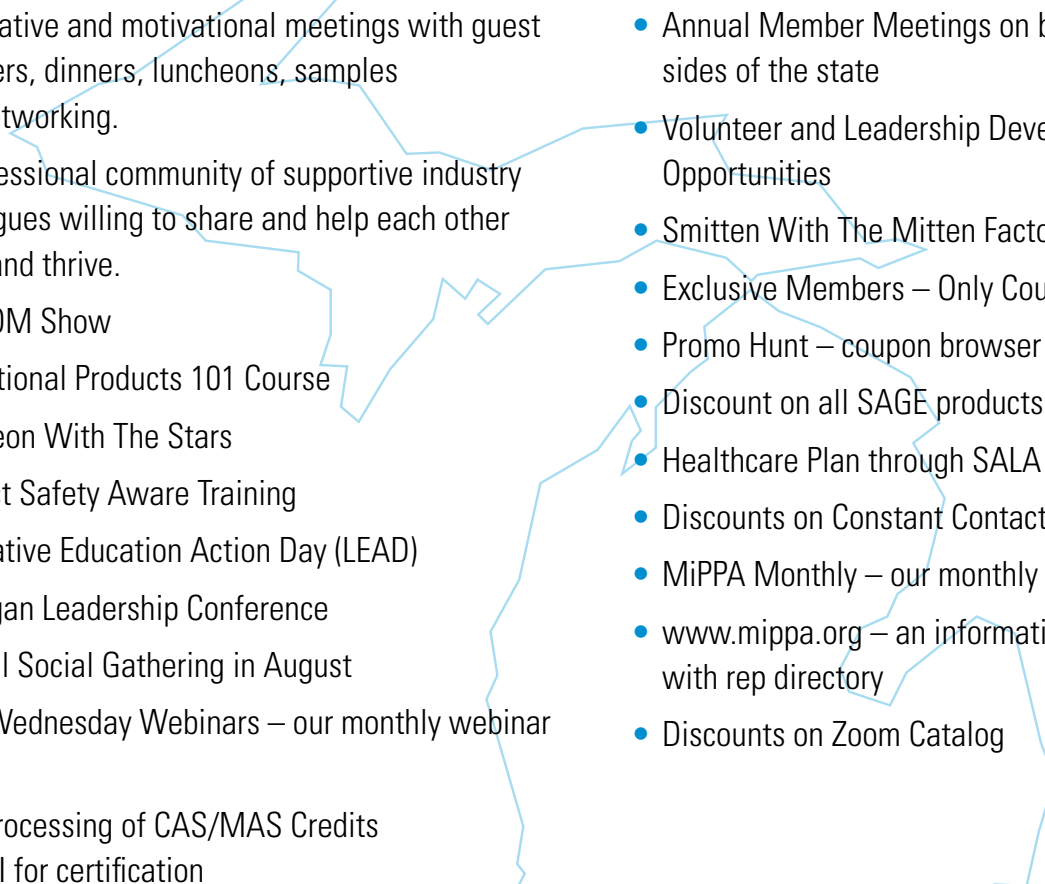
AZX Sport/Simplified Sourcing
SOCK101
Showdown Displays

Ariel Premium Supply
Charles River Apparel
The Distributor Exchange

Underground Printing
The Harmon Group, LLC
iPROMOTEu

For many members, membership renewal invoices are being sent out now. Your dues are based on the anniversary date of your last renewal and automatically generated from our membership software. This gives you the ability to quickly pay the invoice online or mail a check or even call in and give your number over the phone.

MiPPA provides you with incredible value with great events and services...

- 
- Informative and motivational meetings with guest speakers, dinners, luncheons, samples and networking.
 - A professional community of supportive industry colleagues willing to share and help each other grow and thrive.
 - The TOM Show
 - Promotional Products 101 Course
 - Luncheon With The Stars
 - Product Safety Aware Training
 - Legislative Education Action Day (LEAD)
 - Michigan Leadership Conference
 - Special Social Gathering in August
 - Wild Wednesday Webinars – our monthly webinar series
 - Free Processing of CAS/MAS Credits to PPAI for certification
 - Annual Member Meetings on both sides of the state
 - Volunteer and Leadership Development Opportunities
 - Smitten With The Mitten Factory Tours
 - Exclusive Members – Only Coupon Book
 - Promo Hunt – coupon browser extension
 - Discount on all SAGE products
 - Healthcare Plan through SALA
 - Discounts on Constant Contact
 - MiPPA Monthly – our monthly newsletter
 - www.mippa.org – an informative website with rep directory
 - Discounts on Zoom Catalog

MEMBERSHIP RENEWALS April 2023

McGovern Marketing Group Inc.

Holland Bar Stool

Silver Line Promotions LLC

MBK Corporate Promotions LLC

Promodudes / Admaster Creations

Antina Promotions

Stephanie's Unlimited Creations

Trinity Systems Inc.

Becki Gorden & Associates

The Promo Agency

PAST PRESIDENTS OF MIPPA

1969	Chris Franklin	1992	Jim Thomson MAS	2015	David DeWitt*
1970	Harold Burnstein	1993	Linda Hall MAS	2016	John Bates
1971	Harold Burnstein	1994	John Wanat	2017	Paul Zafarana CAS
1972	Bernie Brauer	1995	Christine Haberski MAS	2018	Jane Mitchell MAS
1973	Bernie Brauer	1996	Ruth Kramer CAS	2019	Roger Burnett CAS
1974	Mike Harrison	1997	Jess Elson MAS	2020	Sarah Merrill
1975	Mike Harrison	1998	Pauline Listerman MAS	2021	Sandra Kelley MAS
1976	Mike Harrison	1999	Al Bates MAS*	2022	Eric Pehrson
1977	Al Thomas	2000	Ralene Ehardt	Executive Directors	
1978	Ken Kelsey MAS*	2001	Eric Wittel / Jess Elson MAS	1981	Carolyn Quinn
1979	Ken Kelsey MAS*	2002	Michael Crawford MAS	1982-1984	Al Ellwood*
1980	Ken Kelsey MAS*	2003	Penny Koch	1985-1992	Bob Temske
1981	Tim Quinn MAS	2004	John Bell	1993-2012	Donna Hall*
1982	Tim Quinn MAS	2005	John Bell	Interim 2012	LaDonna Belcher*
1983	Joseph Nelson	2006	John Andersen MAS	2012-Present	Paul Kiewiet MAS+*
1984	Joseph Nelson	2007	Tim Hill	<i>* Indicates MiPPA Hall of Fame</i>	
1985	Tim Quinn MAS / Jim Thomson MAS	2008	Tim Hill	<div style="background-color: #0070C0; color: white; padding: 10px; border-radius: 15px; text-align: center;"> <p><i>Please click on highlighted presidents for their podcast with Roger Burnett.</i></p> </div>	
1986	Jim Thomson MAS*	2009	Cyndi Waldren		
1987	Jim Thomson MAS*	2010	Kari Moravec Caruso		
1988	Greg Campagna MAS	2011	Roger Burnett CAS		
1989	Earl Sisson	2012	Scott Petrowski		
1990	Earl Sisson	2013	Tim Stedman		
1991	Doug Fraser	2014	Chaundra Haynes CAS		



featuring
Harriet Gatter
Founder
Accounting Support, LLC

Tuesday, April 11, 2023
12:30 pm ET / 11:30 am CT /
10:30 am MT / 9:30 am PT

Registration URL: <https://attendee.gotowebinar.com/register/2485778517071855194>

WHY QUICKBOOKS and WHICH ONE?

Over 80% of all small business owners use QuickBooks. Is this reason enough for Ad Specialty Distributors to use it? And the answer is, “Yes, No, and maybe.” QuickBooks offers 7 different products. Which one is right for you? QBD is QuickBooks Desktop, there are three QBD products: Pro, Premier, and Enterprise, QBO is QuickBooks Online. There are 4 QBO products: Simple Start, Essentials, Plus, and Advanced

Learning Objectives:

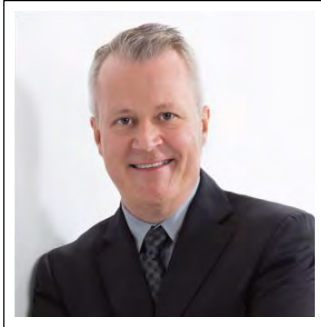
- The benefits of using QuickBooks ... and the challenges.
- Which QuickBooks products are best for our industry ... and why?
- Which products might be best for your business today ... and in the future?

About Harriet: Harriet Gatter is an independent consultant who works exclusively with Ad Specialty Distributors. She was a distributor for 23 years and an adjunct accounting professor (not as much fun as expected). She sold her distributorship in 2013, became certified as a QuickBooks ProAdvisor and started Accounting Support, LLC to figure out how to design a simple, efficient, and affordable Order Management and Accounting System exclusively for Ad Specialty Distributors.

Registration URL: <https://attendee.gotowebinar.com/register/2485778517071855194>

Tuesday, April 11, 2023
12:30 pm Eastern / 11:30 am Central / 10:30 am Mountain / 9:30 am Pacific

Your Regional Associations — Where Professionals Go to Grow!



Wild Wednesday Webinar

featuring

Tim M. Andrews
President & CEO, ASI Central

Wednesday, April 26, 2023
12:30 pm ET / 11:30 am CT / 10:30 am MT / 9:30 am PT

Registration URL: <https://attendee.gotowebinar.com/register/1951727027806863708>

“2023 State of the Industry with ASI, CEO, Tim Andrews”

The 2023 State of the Industry will provide a comprehensive overview of the promo industry’s most pressing issues along with strategies for success and the latest sales, product and market trends. Bring your questions for Tim!

Learning Outcomes: Learn the Latest on:

- Breaking news impacting promo.
- Recent sales, product and market trends
- Predictions for 2023 and beyond

About Tim: Timothy M. Andrews is president and chief executive officer of the “Advertising Specialty Institute® (ASI), the largest education, marketing and media organization serving the \$26 billion advertising specialty industry. Andrews has more than 30 years of experience in digital media, publishing, information services, marketing, and advertising. He joined ASI as president in 2003 and is responsible for the vision and operations of the privately held company, which has more than 25,000 customers in North America.

Registration URL: <https://attendee.gotowebinar.com/register/1951727027806863708>

Wednesday, April 26, 2023
12:30 pm Eastern / 11:30 am Central / 10:30 am Mountain / 9:30 am Pacific

Your Regional Associations — Where Professionals Go to Grow!

VOLUNTEER OF THE MONTH

*Thank
you!*

LANE HOKANSON

Have you noticed a change in our social media recently? We certainly have and we have Lane Hokanson, Global Key Accounts Marketing Manager of Goldstar Pens, to thank for that. Lane has generously offered to help with our social media. And by help we mean she has completely revived, reimagined and reenergized it. You know that thing you have on your to-do list that has been there forever? For us that has always been "better social media!" Lane, a 2022 PPAI Rising Star, has contributed so much in such a short amount of time our collective board heads are spinning. We hope you like the results as much as we do. Thank you Lane for donating your time and talents. We appreciate it!





Call for Volunteers and Future Leaders

Ideas in Bloom Show



Committee
Advisory
Set-up Day
Day of Show

Join ZOOM committee calls when available on consecutive Fridays at 10 am beginning in April to understand the various components of the show.

The show returns to Meijer Gardens in Grand Rapids. Assist on Set-up Day - May 16 from 1 - 5 Involves stuffing bags, setting up our registration area, and helping exhibitors find their tables.

Assist on Show Day - May 17 - Assist with late set-up exhibitors, assist with registration, giveaways, signage and tear down.

Volunteers get free admission to the Supplier Love Party on Tuesday evening at Gravity Taphouse.

Commit to a few hours or many as schedule allows. Contact Ideas in Bloom Show Chair - Mike Freestone mike@thepromoagency.net or volunteers@mippa.org



Professional Development

Join a Winning Team

MiPPA's Professional Development Committee produces the Award-Winning Tuesday Learning Labs and Wild Wednesday Webinars, a national and international offering that covers the USA and Canada.

We're looking for the next generation of producers to continue this popular programming.

Want to learn more? Contact: Sandra Kelley MAS webinars@mippa.org.

Advocacy Committee

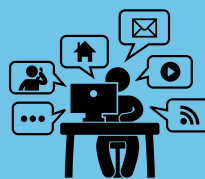
Committee Chair

Committee Members

Participants in LEAD Lansing

Advocates to find speaking engagements

- LEAD Lansing - invite members to join us and invite lawmakers to a breakfast meeting on March
 - LEAD Washington - identify members to advocate in the nation's capitol with a PPAI delegation and ask members to send emails to their representatives
 - Invite local officials to attend MiPPA Trade Shows and events and learn about our industry
 - Promote speaking opportunities at schools, colleges, and service clubs
 - Monitor PPAI Government Relations efforts and recommend Action Alerts to members about critical issues.
- Contact Eric Pehrson - volunteers@mippa.org



Marketing Committee

Contributors - Helpers - Influencers

- Work with editor to publish MiPPA Monthly Newsletter
- Develop a Social Media Strategy
- Bonus! Actually be GOOD at Social Media
- Engage members through a variety of channels and promote fun events, educational programs, trade shows, experiences and all that MiPPA offers.
- Find other like-minded, creative, fun people to continue the work of the committee.

Contact: Mike Freestone - newsletter@mippa.org



2023 A YEAR OF VALUE

delivered by MiPPA

WEBINARS AND PROFESSIONAL DEVELOPMENT

- 12 **Wild Wednesday Webinars** with industry thought leaders.
- 12 **Tuesday Learning Labs** – monthly skill-building instruction.
- Luncheons With The Stars** in Grand Rapids, Troy, Northville, and Frankenmuth
- Promotional Products 101** in Livonia and Grand Rapids

EXCLUSIVE COUPON BOOK

Our Members' Only Coupon Book provided thousands of dollars of exclusive savings. More than 30x the cost of our membership.

Promo Hunt Coupon Finding Browser Extension

Members' Only Browser Extension that finds discounts and values for you everytime you search for products with a handy supplier reference too.

ADVOCACY

MiPPA once again monitored legislation and actions and sounded timely alerts. We make sure your voices are heard and your interests are protected in Lansing and in Washington D.C. MiPPA monitors government actions and sends out Action Alerts to our members throughout the year.

HEALTHCARE ALTERNATIVE

Our members can choose a shared benefit healthcare program through the Small Association Leadership Alliance that can provide big savings over traditional insurance plans. You asked. We listened.

DISCOUNTS

- Member distributors receive a 10% discount on SAGE services.
- PromoHunt coupon finding browser extension finds savings for you on the products you search for.
- Discount on Constant Contact email services.
- Discounts on ZoomCatalog.

THE GOOD TIMES CONTINUE TO ROLL

- January 20 - The TOM Show at the San Marino Club in Troy
- February 9 - Promo 101 and Luncheon With the Stars - Grand Rapids
- February 28 - Product Safety and Sustainability Workshop - Grand Rapids
- March 1 - Legislative Education Action Day Breakfast - Lansing
- March 2 - Product Safety and Sustainability Workshop - Livonia
- March 23 - Pizza With the Stars - Shields Pizza in Troy
- April 13 - Northville Luncheon With The Stars
- May 17 - Ideas In Bloom Show at Frederik Meijer Gardens in Grand Rapids.
- June 13- Traverse City Mini Showcase at the Hotel Indigo
- July 20 - Promo 101 and Chicken With The Stars - Frankenmuth
- September 20 - Promotions That ROAR! Show at Ford Field in Detroit.
- November 9 - Annual Members Meeting and Awards Celebration Dinner
- December 7 - West Michigan Holiday Luncheon
- December 14 - Members' Holiday Happy Hour Virtual Party

WEBSITE & NEWSLETTER

Manage your membership and get the latest information about our Events, Professional Development, Volunteer and Trade Shows. www.mippa.org Our MiPPA Monthly Newsletter brings you the latest news and events fresh every month.

Michigan Promotional Professionals Association
1016 Kelsey St NE
Grand Rapids, MI 49505
269-806-4489

MIPPA
Luncheon
with the Stars!



Thursday, April 13

11:30 am - 1:30 pm
Granite City Food and Brewery
39603 Traditions Dr
Northville, MI 48168



Learn from these MiPPA Supplier Rock Stars

How this works...

You may arrive as early as 11:30 am to visit with Kelly O'Brien - S & S Activewear, Carly Jaeger - Koozie Group, John Bates - Bates Group MI, Allison Sidote - Bag Makers, Inc, and John Andersen - Showdown Displays who will have nice displays of their best ideas to help you increase your sales. A delicious plated lunch with salad, your choice of one of 4 entrees and unlimited soft drinks will be served for you to enjoy over a lunch that will fill you up with outstanding new ideas to show and sell your clients.

At 12 Noon, each of the Stars will give a 15 minute presentation, give case histories, show samples and make you offers you can't refuse. We'll have **prize drawings** throughout the hour. When the last presenter is done, you can hang around and visit their displays, order samples, ask questions and get more business done.

- * The cost is just \$10.00 for MiPPA Member Distributors or \$30.00 for non-member distributors.
- * This luncheon is open to the first 30 registrants. Open only to promotional products distributors - no clients at this event.



RESERVE YOUR PLACE AT THE TABLE

<https://mippa.org/event-5139404>

PROMOTIONAL PRODUCTS DISTRIBUTORS ONLY - SEATING IS LIMITED TO 30

MIPPA Ideas in Bloom




Wednesday, May 17
10 am - 2 pm

Frederik Meijer Gardens & Sculpture Park
1000 East Beltline NE
Grand Rapids, MI 49525

<https://mippa.org/event-5158613>

Admission is free for MiPPA Member Distributors and \$100.00 for Non-Member Distributors.

Distributors can host their end user clients for \$15.00 each. Admission includes access to the entire Gardens and Park for the day of the show with badge.

EXHIBITORS

AAA Innovations
Alphabroder / Primeline
American Ad Bag
Apogee Commemoratives
Bag Makers Inc
Batch & Bodega
Bates Group MI
Big River Marketing
BRB Group
Bridge Marketing
CFS Promotional Products
Charles River Apparel
Coloring Book Solutions
Cotton Heritage
Crystal D
DManning Results
Eberz & Associates
Edwards Garment Company
Engraving Job Shop Inc

EXHIBITORS -continued

ETS Express
Evermore Run / 3 M Promotional
Evans Manufacturing
Goldstar Pens
Great Lakes Incentives
Hit Promotional Products
Howard Miller Company
Hub Promotion Group
Incentive Source
J Charles Crystal
Jones & Company
Koozie Group
KS Sales Inc
Logomark
Marketing Motivators
McGovern Marketing
MK Marketing
One Stop Inc
Peerless Umbrella
Preferred Lines Marketing
RK Marketing
S & S Activewear
SanMar
Showdown Displays
Sierra Pacific Apparel / Burnside Apparel
Starline USA
Sweda / Snugz USA
Tekweld
Toddy Gear
Wynne Marketing



How to Make Sales Blossom!

Attending Ideas in Bloom at Frederik Meijer Gardens on Wednesday, May 17 is a great way to plant the seeds for a successful year. More than 50 top supplier partners will be showing off thousands of great ideas.

This year, we will again be highlighting the hot new categories with a Treasure Hunt that could make you and your guests eligible to win lots of great prizes.

A great way to make your clients more aware of ALL that you can offer them is to host them to this show at this Destination and newly remodeled and expanded Garden and Sculpture Park. Regular admission is \$18.00 but as a MiPPA Member Distributor, you can attend for free and bring your clients for just \$15.00 each. Your show name badge also becomes your admission ticket for all this wonderful place has to offer for the whole day.

Distributor Registration Instructions

1. Go to this website: <https://mippa.org/event-5158613> If your MiPPA Membership is current, you may register at no charge. If it is not current, you will be charged a \$100.00 non-member fee which can be applied to a full year membership (\$150.00). If you know that your company is a member in good standing but you are not recognized as a member, it can be because
a) you used a different email address than the one in your membership roster, or
b) your company never added you to their member profile.
2. Fill in the registration details, acknowledge the COVID statement, the communication preferences and click NEXT.
3. Review and confirm your information and select payment option.
4. You will receive an email when your registration has been completed that includes a link to Client Registration and a link to a customizable client invitation letter that you can send out to invite your clients and prospects.

Client Registration Instructions

REGISTER YOUR CLIENTS HERE:

Ideas In Bloom 2023 | Client Registration

1. When registering your clients, **enter your own information as the main registration** and then enter your clients as Guests under the main registration. The invoice will be recorded under the main registration. Again, do NOT enter a client first or they will receive the invoice. And you do not want that to happen.
2. Client registration is \$15 each so please invite your clients and confirm they are able to attend before registering them.
3. If you are not able to enter all your clients at once simply create an additional registration for each future batch of clients you would like to register. Remember to **ALWAYS** enter your own email address as the main registration and then enter your clients as Guests under the main registration.

Reminder - End User Show Rules

Do NOT wear self-promotion apparel or carry self-promotion bags or other gear. You're here to see your supplier partners, to learn what's new and to host your clients. Your clients may wear their own logo (which hopefully you sold to them) but we do not want to see Distributor logos at this show. Duct tape is not a good look but can be used to cover distributor self-promoting.

No Exchange of Business Cards. Again, you're not here to poach others' clients.

No discussion of net pricing or discounts. Save the discussion for private consultations with your suppliers.

No one under age 16 can attend our shows. It's in our policies and procedures.

WORK SMARTER - HAVE A PLAN

Suggest to your clients to take notes and pictures of the ideas that catch their attention.

Schedule a time to review the show with your clients.

Give your clients a "cheat sheet" of upcoming promo opportunities so they're thinking about their next recognition program, seasonal promotion, branding effort as they walk the show.

Traverse City Mini Showcase

Tuesday, June 13, 2023

Traverse City

11 am - 1:30 pm
Hotel Indigo

PURE MiPPA



Do you really need a reason to come to Traverse City in the summer? Besides the Lake, the views, Sleeping Bear Dunes, the wineries, the craft beer, the foodie heaven and world class golf and resorts, we put on a little show for you.



Visit with twenty-five top suppliers in the most laid-back show you'll ever experience. There must be something in the air. At this little show, you have time to meet with the suppliers and ask questions, request samples and do business. The surroundings are conducive to creative thinking and new ideas.

Enjoy the area and bring back ideas you can sell right now. Traverse City does that for you.

Come up for the weekend if you like. Bring your spouse or family too. This is one business trip that everyone can enjoy.

This is a distributor-only show. No end users please. No charge for qualified distributors. Prospective member distributors are also welcome to attend. Encouraged, actually.

Register today and we'll have a badge ready for you.

Reserve your hotel room at 231-932-0500 requesting the MiPPA rate of \$199.00 per night by May 15th.

Hotel Indigo, 263 West Grandview Parkway, Traverse City, MI 49684

PURE MiPPA

PURE MICHIGAN®

PURE MiPPA





John Andersen, Territory Sales Manager
2019 MIPPA Great Lakes
Supplier Top of the Year Award

Chicken With The Stars! Thursday, July 20 11:30 am - 1:30 pm Zehnder's of Frankenmuth

730 S Main St, Frankenmuth, MI 48734

Join John Andersen MAS - Showdown Display, Joe Eberz - Eberz & Associates, Regina Harrington - Tekweld, and Kurt McGovern - McGovern Marketing as they present what's hot, what's new and what's selling in this delightful luncheon. Arrive early to view their display tables and then sit down to enjoy a great lunch while each highlights the best of their lines. You'll learn about the hottest new products and how to work smarter and get better results. You also have a chance to pick up new literature, samples and maybe even win a fun door prize.

Lunch includes: Two Pieces of Zehnders World Famous Fried Chicken, Mashed Potatoes with Gravy, Grandma Zehnder's Dressing Served with Cabbage Salad, Freshly Baked Breads, Whole Fruit Preserves, Ice Cream, and Coffee, Tea, Milk or Soft Drink

Members: \$10.00
Non-Members: \$25.00



<https://mippa.org/event-5210829>



Promotional Products 101

What every promotional professional should know

The Foundation for Success

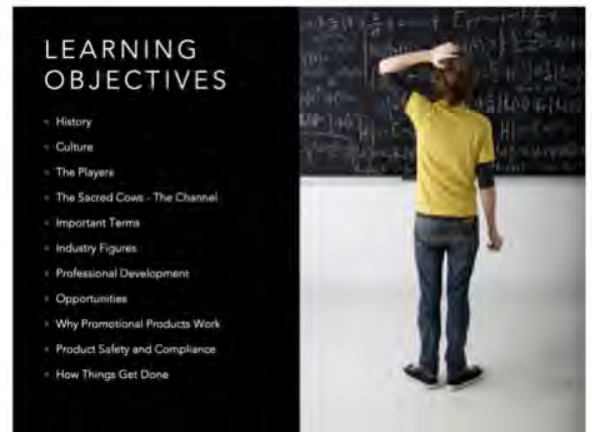
The perfect on-boarding course for your new hires to quickly learn the basics of the promotional products industry— its history, terminology, culture, and how things work (or don't).

Attendees will learn:

- The history of the promotional products industry from George Washington's presidential commemoratives to the present day.
- The trade association (PPAI) and the regional associations — their roles and how they work together and independently
- Significant Industry Service Providers and leaders such as ASI, SAGE, Distributor Central and other major industry professionals. Who they are and what they do.
- Industry sales by Product Category and Industry Sales Volume Trends
- What promotional products are used for — Industry Sales by Program Category
- Who Buys Promotional Products? Top Buyers by Industry
- The Channel of Distribution - the S-D-E Model, why it's important and the many interruptions
- Why Promotional Products Work and proof from the latest research
- Defining the differences between incentives, premiums, awards, gifts, giveaways and prizes
- Industry Publications, Websites and Resources
- Professional Development and Certifications
- Supplier and Distributor Relationships
- Product Safety, Compliance and Social Responsibility
- Product Decorating Methods
- The Perfect Order - what every order must include
- From Concept to Artwork to Product to Delivery to Satisfied Customer

Presented by Paul A Kiewiet MAS+
author of Summit: Reaching the Peak of Your Potential

Paul presents and shares nearly 40 years of industry experience and leadership to quickly bring new industry practitioners up to a higher level of performance and productivity. He is the Executive Director of MiPPA and a successful industry speaker, educator, writer, consultant and coach. He founded a successful distributorship and had personal sales production of over \$2.5 million per year working with great international brands such as Coca-Cola, Kellogg's, Whirlpool, Borden and Wolverine Worldwide. He is a former Chairman of the Board of PPAI. He has been inducted into the MiPPA Hall of Fame and the PPAI Hall of Fame. His passion for the industry is contagious.



Thursday, July 20

9:30 am - 3 pm

Zehnders of Frankenmuth

730 S Main St, Frankenmuth, MI 48734
 Keeping Room

9:00 am - 9:30 am: Arrivals and Intros

9:30 am - 11:30 am: Part 1: History, Culture, Channels, Players, and Industry Facts.

11:30 am - 1:30 pm: Join "Chicken With the Stars" product displays and presentations in the Garden Room and enjoy World Famous Chicken Luncheon, networking and ideas.

1:30 - 3:00 pm: Part 2: Promotional Products Work!, Product Responsibility, Writing the Perfect Order, and Avoiding Commoditization.

Earn 5 CAS Credits and receive a free copy of Summit: Reaching the Peak of Your Potential.

Members: \$50.00

Non-Members: \$95.00

REGISTRATION: <http://bit.ly/3FKw7yp>





104C TRUCKER SNAPBACK CAP

MSRP \$10.20



BLACK 080 BLACK/ GRAPHITE/ BLACK 092 BLACK/ NEON BLUE/ BLACK 91M BLACK/ NEON GREEN/ BLACK 92M BLACK/ NEON ORANGE/ BLACK 94M BLACK/ NEON YELLOW/ BLACK 95M BLACK/ PINK/ BLACK 99P BLACK/ RED 424 BLACK/ RED/ BLACK 96M BLACK/ WHITE/ BLACK 419



BROWN 079 BROWN/ KHAKI/ BROWN 14P BROWN/ WHITE/ BROWN 73Q CARDINAL/ WHITE/ CARDINAL 111 COLUMBIA BLUE/ WHITE/ COLUMBIA BLUE 25E DARK GREEN/ WHITE/ DARK GREEN 121 GRAPHITE/ BLACK/ GRAPHITE 75Q GRAPHITE/ NEON BLUE/ GRAPHITE 23P GRAPHITE/ NEON GREEN/ GRAPHITE 21P GRAPHITE/ NEON ORANGE/ GRAPHITE 24P



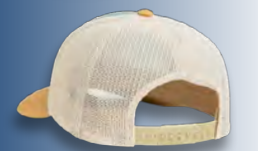
GRAPHITE/ NEON YELLOW/ GRAPHITE 25P GRAPHITE/ PINK/ GRAPHITE 26P GRAPHITE/ WHITE/ GRAPHITE 197 GREEN GLOW/ BEIGE/ GREEN GLOW 27P HEATHER GREY/ BEIGE/ AMBER GOLD 28P HEATHER GREY/ BEIGE/ OCEAN BLUE 29P HEATHER GREY/ SMOKE BLUE 30P HEATHER GREY/ LT CHARCOAL/ HEATHER GREY 31P HEATHER GREY/ LT CHARCOAL/ AMBER GOLD 32P HEATHER GREY/ LT CHARCOAL/ GREEN 33P



HEATHER GREY/ LT CHARCOAL 34P HEATHER GREY/ LT CHARCOAL/ MOSS GREEN 35P HEATHER GREY/ RED/ OCEAN BLUE 36P HEATHER GREY/ LT CHARCOAL/ VARSITY 37P JAGUAR TEAL/ BEIGE/ JAGUAR TEAL 38P JAGUAR TEAL/ CHARCOAL/ JAGUAR TEAL 39P KELLY/ WHITE/ KELLY 009 KHAKI/ BROWN/ KHAKI 40P MAROON/ WHITE/ MAROON 381 MOSS GREEN/ LT CHARCOAL/ MOSS GREEN 41P



NAVY 065 NAVY/ RED 307 NAVY/ NAVY 307 NAVY/ WHITE/ NAVY 122 OCEAN BLUE/ BEIGE/ AMBER GOLD 42P OCEAN BLUE/ BEIGE/ OCEAN BLUE 43P OCEAN BLUE/ CHARCOAL/ OCEAN BLUE 44P PANTHER TEAL/ BEIGE/ PANTHER TEAL 45P PANTHER TEAL/ CHARCOAL/ PANTHER TEAL 46P PURPLE/ WHITE/ PURPLE 589



RED/ WHITE/ RED 125 ROYAL/ WHITE/ ROYAL 126 SILVER/ WHITE/ SILVER 79Q SMOKE BLUE/ BEIGE/ AMBER GOLD 49P SMOKE BLUE/ BEIGE/ SMOKE BLUE 51P SMOKE BLUE/ CHARCOAL/ SMOKE BLUE 52P TEAL/ BEIGE/ TEAL 53P WHITE/ BLACK 226 WHITE/ NAVY 221 WHITE 005

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Job Board
Help Wanted
Positions Wanted

Opportunity

Looking for Talent?

Looking for a new position?

MiPPA Members may post job openings or job search listings to be posted on the MiPPA Website and MiPPA Monthly Newsletter. Please send a pdf of your listing to: newsletter@mippa.org

The listing should include your company name, the position title and include important information such as:

Compensation: (Hourly, Salary, Commission, Draw, etc)

Location: (Office, remote, home based, etc)

Company Background: (Tell them about your company)

Essential Duties and Responsibilities: (what is required of the candidate.

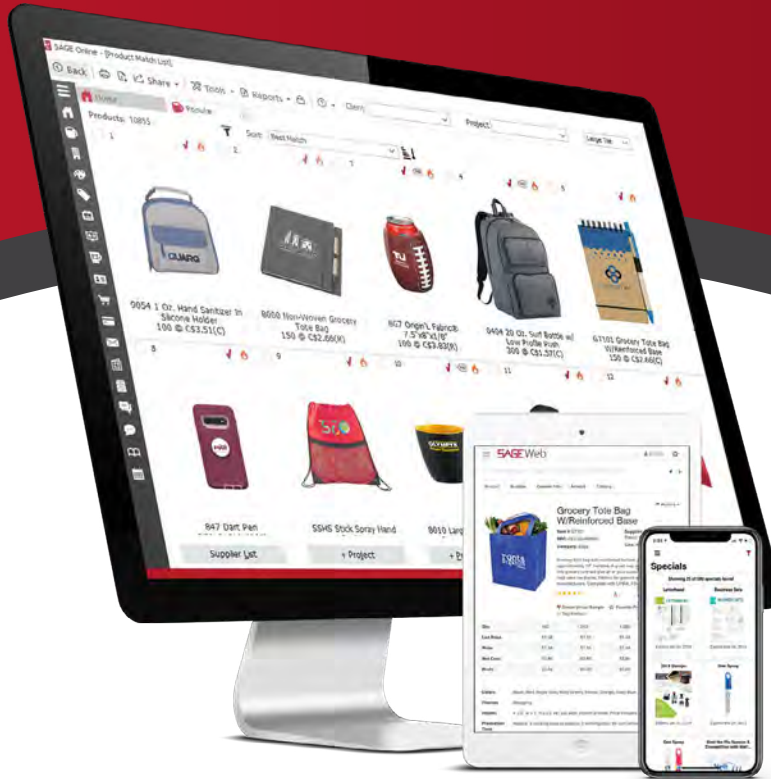
Requirements: What educational or professional experience is required of the candidate.

Who to contact: All inquiries must be directed to the company listing the opportunity.

Remember: This listing should be in the form of a pdf file that we can link to your message.

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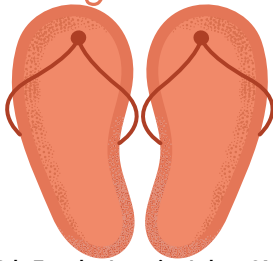
COMING ATTRACTIONS!

2023



Events

June



13th: Tuesday Learning Lab on SAGE
13th: Traverse City Mini Showcase
28th : Wild Wednesday Webinar on Trend Spotting

SEPTEMBER



12th: Tuesday Learning Lab with Cliff Quicksell MAS+
20th: Promotions That ROAR! at Ford Field
27th : Wild Wednesday Webinar ASI State of the Industry Report

April



11th: Tuesday Learning Lab on Accounting Best Practices
13th Luncheon With The Stars at Granite City - Northville
26th: Wild Wednesday Webinar w/Tim Andrews

JULY



11th: Tuesday Learning Lab on Social Media
20th: Promo 101 and Chicken With The Stars Frankenmuth
26th : Wild Wednesday Webinar with Anne Stone on Sustainability

October

POWER PARTNER MEETINGS



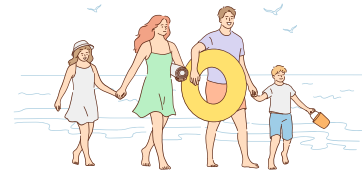
10th: Tuesday Learning Lab on Winning Distributor Promotions.
11th-12th: Power Partner Meetings in Livonia
25th: Wild Wednesday Webinar on Retirement Planning

May



9th: Tuesday Learning Lab on Company Stores
17th: Ideas in Bloom Show
31: Wild Wednesday Webinar with Cliff Quicksell MAS+

August



8th: Tuesday Learning Lab on Selling Food Programs
30th : Wild Wednesday Webinar with Tiffany Tarr

November



7th: Tuesday Learning Lab on Selling Name Brand Premium Items
9th: Annual Members Meeting and Gala Awards Celebration in Southfield
10th-11th: Board of Directors Strategic Planning Retreat
15th: Wild Wednesday Webinars featuring Rick Brenner on Exit Strategies and Valuations.

Visit www.mippa.org for more details.