

# 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!

August 2023

15

Tuesday Learning Lab

30

Wild Wednesday Webinar

## On One Hand...

It's out with the new and in with the old this month Dear Reader.

MiPPA Board member extraordinaire and newsletter editor Mike Freestone asked if I would handle this month's cover story in addition to my President's letter. "Ask" as in a master's level guilt trip so artfully crafted that Sister Ludmilla's\* default would reset from menacing to envy.

So, while I'm buying Mike more time with his grandkids during his vacation, I'd like you to consider how the MiPPA Monthly can better serve you and your business. MiPPA has broadened and amplified how we communicate with you and our industry by reworking our website along with creating a social media presence, but this newsletter is still the most direct and complete way we communicate with you and each and every MiPPA member. This way not only does MiPPA Monthly better serve you and our industry but everything MiPPA does as well.

Thanks!

\*My 4th grade nemesis.



# PRESIDENT'S LETTER

## While on the Other

**Distributors: Do you have your ROAR invites out?**

**Suppliers: Have you reserved your ROAR exhibit space?**

Because Promotions That ROAR!, the nation's largest end user show for promotional products, will be here sooner than you expect – at least that's how it feels for me. Previously we've had as many as 1200 attendees, including up to 350 distributors and 850 clients, and with 110 of 130 booths already spoken for by 67 exhibitors it looks like we'll easily hit and maybe exceed our previous record.



***Not bad for an all-volunteer organization.***

***Who am I kidding? It is: INCREDIBLE!***

Promotions that ROAR! returns to Ford Field, the home of the Detroit Lions on September 20th and once again features appearances by Lions' mascot ROARY, VIP Stadium Tours and the opportunity for guests to go down on the playing field to attempt kicking a field goal. A true experience. Plus, everyone can once again enjoy a kitten break courtesy of PAAW while Donate Life returns to do their incredible work.

This is the one show that clients request invitations to and mark their calendars for – I speak from personal experience. And among Michigan meeting planners, ROAR is well known as a peak trade show experience.

I know that I'm getting carried away\* (literally) but if you've ever been to a non-MiPPA show then you know what an excellent business opportunity Promotions that ROAR! is for everybody.

I look forward to seeing you there and if you have a moment, please consider joining all of us incredible volunteers in putting on yet another incredible show.

*\*And unable to resist recycling this pic*

**Glenn Miotke**  
2023 MiPPA President

# WELCOME NEW MIPPA MEMBERS!

**New Distributor:**  
**Five Star Screen Printing and Embroidery**

**New Vendor:**  
**ReturnMe**

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](http://www.mippa.org) – an informative website with rep directory
  - Discounts on Zoom Catalog

# MEMBERSHIP RENEWALS August 2023

## Distributor Renewal:

Staples Promotional  
Products Corporate  
Whitlock  
CP Genesis Group

## Vendor Renewal:

LaVu Line Direct  
Cutter & Buck  
Ajj Enterprises/Promotoss

Bates Group  
Par One

# PAST PRESIDENTS OF MIPPA

1969 Chris Franklin  
1970 Harold Burnstein  
1971 Harold Burnstein  
1972 Bernie Brauer  
1973 Bernie Brauer  
1974 Mike Harrison  
1975 Mike Harrison  
1976 Mike Harrison  
1977 Al Thomas  
1978 Ken Kelsey MAS\*  
1979 Ken Kelsey MAS\*  
1980 Ken Kelsey MAS\*  
1981 Tim Quinn MAS  
1982 Tim Quinn MAS  
1983 Joseph Nelson  
1984 Joseph Nelson  
1985 Tim Quinn MAS /  
Jim Thomson MAS  
1986 Jim Thomson MAS\*  
1987 Jim Thomson MAS\*  
1988 Greg Campagna MAS  
1989 Earl Sisson  
1990 Earl Sisson  
1991 Doug Fraser

1992 Jim Thomson MAS  
1993 Linda Hall MAS  
1994 John Wanat  
1995 Christine Haberski MAS  
1996 Ruth Kramer CAS  
1997 Jess Elson MAS  
1998 Pauline Listerman MAS  
**1999 Al Bates MAS\***  
2000 Ralene Ehardt  
2001 Eric Wittel /  
Jess Elson MAS  
2002 Michael Crawford MAS  
2003 Penny Koch  
2004 John Bell  
2005 John Bell  
**2006 John Andersen MAS**  
2007 Tim Hill  
2008 Tim Hill  
2009 Cyndi Waldren  
2010 Kari Moravec Caruso  
2011 Roger Burnett CAS  
2012 Scott Petrowski  
2013 Tim Stedman  
2014 Chandra Haynes CAS

**2015 David DeWitt\***  
**2016 John Bates**  
**2017 Paul Zafarana CAS**  
**2018 Jane Mitchell MAS**  
**2019 Roger Burnett CAS**  
**2020 Sarah Merrill**  
**2021 Sandra Kelley MAS**  
**2022 Eric Pehrson**

### Executive Directors

1981 Carolyn Quinn  
1982-1984 Al Ellwood\*  
1985-1992 Bob Temske  
1993-2012 Donna Hall\*  
Interim 2012 LaDonna Belcher\*  
**2012-Present Paul Kiewiet  
MAS+\***

*\* Indicates MiPPA Hall of Fame*

*Please click  
on highlighted presidents  
for their podcast with  
Roger Burnett.*

Get Nomination  
Forms and Info at:  
<https://mippa.org/page-18113>



Get Nomination  
Forms and Info at:  
<https://mippa.org/page-18113>

The Michigan Promotional Professionals Association has prospered and nurtured the growth of the promotional products industry throughout the state, the region and the nation. This success is possible because of the selfless and tireless efforts and dedication of individual volunteers who have shared their enthusiasm, professionalism, time, knowledge, vision and efforts to advance their industry and their association. The Michigan Promotional Professionals Association would like to give these individuals permanent recognition through induction into the MiPPA Hall of Fame.

#### **Eligibility and Deadlines:**

To be eligible for our highest honor, a candidate shall have made significant contributions to the membership of MiPPA, the promotional products industry and their community. The candidates may be living or deceased. Candidates must have been a member of MiPPA for a minimum of five (5) years as defined by the MiPPA bylaws. Current MiPPA Board of Directors are not eligible. Candidates must have been off the board for a minimum of two years to be considered.

**Nominations open on June 1, 2023 and close on September 1, 2023. Inductees will be announced and honored at the MiPPA Annual Meeting and Dinner on November 9 at Carpe Diem Banquet Hall in Southfield.**

#### **Nomination Procedure and Election:**

Nominations for Hall of Fame shall be by Association membership. All current MiPPA members are eligible to submit a nomination. Nomination forms are collected by the Executive Director who will forward eligible nominations to the MiPPA Hall of Fame Selection Committee. The Hall of Fame Selection Committee will select and notify the President of the Association and the Executive Director of their selection. Nominees who are not selected will automatically be reconsidered the following year. If not inducted the second year, candidates will need to be nominated again before being reconsidered.

**Nominations must be returned by September 1, 2023** to Paul A Kiewiet MAS+, Executive Director MiPPA  
1016 Kelsey St NE • Grand Rapids, MI 49505 • [paul@mippa.org](mailto:paul@mippa.org)

#### **HALL OF FAME WINNERS**

2022 Paul Zafarana MAS and Jane Mitchell MAS  
2021 John Andersen MAS  
2020 Mary Jo Tomasini MAS+  
2019 David DeWitt and Paul Gualtieri MAS  
2018 Jim Thomson MAS  
2017 LaDonna Belcher  
2013 Allen Bates MAS  
2012 Donna Hall  
2010 Paul A. Kiewiet MAS+  
2009 Kenneth R. Kelsey MAS, Alvin H. Elwood, Sr and Howard J. Steinmetz MAS

Submit Nominations at: <https://mippa.org/page-18113>





## **Midnite Snax & City Bonfires Partner Bringing Warmth and Sweet Delight to Promo**

Midnite Snax, the leading candy, snack and gourmet food manufacturer/supplier to the promotional products industry, is proud to announce it has entered into a partnership agreement with City Bonfires, the first portable bonfire, to exclusively promote and sell City Bonfires branded corporate gifts. City Bonfires is a leading provider of portable and eco-friendly bonfire products, enabling users to create a cozy atmosphere anytime, anywhere. While relatively new to the promotional products industry, City Bonfires has experienced rapid growth through its retail and e-commerce channels. Now fueled by the power of the Midnite Snax engine, this synergistic partnership is poised to heat up the overall offering, creating a launching pad to the ultimate bonfire experiences!

“We pride ourselves on product development and being first to market in the edible space,” said David Katz, Partner at Midnite Snax. “But when we were approached by Chris and Michael at City Bonfires, we were intrigued by the possibilities and knew that with our product development support and infrastructure we could re-create their success in the promotional world. We are confident that City Bonfires, with the power of Midnite Snax, is ready, willing and able to deliver just that. “

“We are immensely proud of the growth and accomplishments we have achieved in a relatively short period, gaining recognition from esteemed media outlets such as CNBC, Forbes and Good Morning America. Starting out as a couple of dads operating from a garage in Rockville, Maryland, the journey has been remarkable” says Chris McCasland, owner and co-founder of City Bonfires. Managing our exponential growth has been a challenging endeavor, and now, with our partnership with Midnite Snax, we are poised to scale up even further.” “This collaboration will elevate our corporate gifting efforts to new heights and open exciting new avenues,” adds Michael Opalski, City Bonfires co-founder and partner. “With Midnite Snax’s vast industry expertise, we are confident in our ability to continue delivering exceptional, high-quality products that foster togetherness.”

The companies will be combining efforts to create an entire line of co-branded corporate gifts. “Things are heating up at Midnite Snax.... Literally,” said Katz. “We are excited to use our engine once again to fuel the growth of another amazing offering like City Bonfires. The line promises to offer distributors and their customers a unique and fun way to make bonfires, make s’mores and make memories.”

### **ABOUT MIDNITE SNAX**

Midnite Snax is the leading candy, snack and gourmet food manufacturer and supplier to the Promotional Products Industry. For over 30 years, Midnite has been creating, manufacturing, and custom packaging chocolate, popcorn, fresh baked goods and candy for corporations all over the world.

### **ABOUT CITY BONFIRES**

City Bonfires is a portable, eco-friendly bonfire with American made materials. These bonfires are made with love by two dads whose jobs were impacted by the pandemic. The company believes bonfire nights are the best nights with family and friends. City Bonfires has been featured in many major media outlets and is perfect for Camping, S’mores, Beach Trips, Date Night, Gifts, BBQ’s, Picnics, hiking, emergency kits and more!



featuring  
**Joelle Stahlecker CAS**  
Marketing Coordinator  
Maple Ridge Farms

Tuesday, August 15, 2023  
12:30 pm ET / 11:30 am CT /  
10:30 am MT / 9:30 am PT

**Registration URL:** <https://attendee.gotowebinar.com/register/2362776154175101280>

## Grow Your Business with Food Gifts It's Not Just for Holidays Anymore

Have you always wanted to delve into food gifting but didn't know where to start. Well, it's fun and easy and clients LOVE it! Food Promotions are not just for the Holidays anymore. They have so many applications and can help add to your business bottom line.

### Learning Objectives:

- Different type of food gifts that are available.
- What makes a successful gifting campaign?
- What are the most popular food gifts.
- How do you introduce food gifts to your clients.

**About Joelle:** As a Marketing Coordinator for Maple Ridge Farms, I drive marketing initiatives that help our customers' brands stand out amongst competition. I am responsible for spearheading creative branded projects that bring our clients' brands to life. Additionally, I help communicate marketing objectives and messaging while partnering on projects with our internal teams. Since I bring both analytical and creative skills, I am able to adapt to a wide range of circumstances and make things flow easier for everyone. I like to think I am the bridge between what customers want, what our sales force needs to make their jobs easier, and what our marketing team delivers. Working for a small firm, I have been fortunate to wear many hats and I have learned to be flexible to continually changing needs.

**Registration URL:** <https://attendee.gotowebinar.com/register/2362776154175101280>

Tuesday, August 15, 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

**Kirby Hasseman**

**CEO**

**Hasseman Marketing & Communications**

Wednesday, August 30, 2023

12:30 pm ET / 11:30 am CT / 10:30 am MT / 9:30 am PT

**Registration URL:** <https://attendee.gotowebinar.com/register/2841379272006003807>

## Hit the TARGET with Your Marketing

Most businesses spend a lot of time and energy promoting their business...but they are not sure what is working. In this presentation, Kirby Hasseman will explain how to create more effective marketing...and build a business that lasts.

### Learning Outcomes:

- Why it's so important to identify your perfect customer.
- Why you need to build a list...and how to do it.
- How to begin to build a brand that people want to share.
- How to create content that resonates with your target market.

**About Kirby:** Kirby Hasseman is the CEO of Hasseman Marketing & Communications, a full-service Promo marketing company and promotional products distributor. Hasseman Marketing has 4 full-time internal employees and 6 salespeople. Hasseman is a thought leader in the promotional products industry. He was also named as a Rising Star in the industry by PPB magazine. Out of 300,000 (some) industry professionals, he was recognized as a top social media influencer on two different industry lists. Kirby hosts a weekly Web show called Delivering Marketing Joy where he interviews business leaders from around the country. In addition, he hosts a weekly (award-winning) podcast called Promo Upfront with Bill Petrie. He is an industry leader in content creation. Kirby has published four books. His most recent is "Fan of Happy." His book, called "Delivering Marketing Joy" is about doing "promo right" and is perfect for people in the industry and customers. He also wrote "Think Big for Small Business", "Give Your Way to Success" and "The Give First Economy". All are available on Amazon.

**Registration URL:** <https://attendee.gotowebinar.com/register/2841379272006003807>

Wednesday, August 30, 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!*

## HEATHER BELCHER

MiPPA cannot succeed with volunteers. Whether we're putting on world class shows or creating award winning professional development programs, we need a lot of help. This month we're recognizing Heather Belcher of Estwo Promotions in Novi, MI as our Volunteer of the Month - for going above and beyond.

Heather was helping at the TOM Show in January and soon you, your clients and, of course, MiPPA will even more thankful for her as she's serving on the Promotions that ROAR organizing committee. By coordinating the show giveaways, she'll be making sure that your clients have the latest and greatest from our supplier partners - to not only take home but, hopefully to generate sales. Thank you Heather for your selfless service and all you do to help MiPPA succeed.





# Help Create the Biggest, Best and Most Exciting End User Show in the Country

Call For Volunteers

## Committee Member

The Promotions That ROAR! Committee will be meeting twice per month via ZOOM calls leading up to our September 20 Show.

The committee is chaired by Monica Whitfield MAS, with David Szidik serving as Board Liaison and joined by Executive Director, Paul Kiewiet.

The committee will be planning all aspects of the show and suggesting enhancements to provide new experiences and excitement to this award-winning, talk-of-the-industry event.

This includes:

- The Pre-Show Party at the Gridiron Club the evening before the show
- Set-up day on Tuesday, Sept 19
- Exhibitor recruitment
- Volunteer recruitment for set-up, show time and tear down
- Exhibitor experience
- Show enhancements such as VIP Stadium Tours, Field Goal Kicking Contest, Puppies and Kittens and your creative ideas.
- Show giveaways and prizes
- Traffic Builders
- Hospitality Suites

To learn more and to volunteer, contact [volunteers@mippa.org](mailto:volunteers@mippa.org)

## Set-up Day Volunteer

Tuesday, September 19

We need help on the day before the show and appreciate volunteers helping us for one, two, three or more hours - whatever you are able. Free parking in the Lions Parking Ramp at Gate G.

Our needs include:

- Helping exhibitors load-in
- Labeling the exhibit booths
- Sorting pre-shipments and delivering to booths
- Organizing and filling trade show bags
- Setting up registration areas

To learn more and to volunteer, contact [volunteers@mippa.org](mailto:volunteers@mippa.org)

## Show Day Volunteer

Wednesday, September 20

We need help on Show Day before, during and after the show.

8 am - 11 am: Assist late exhibitors with set-up. Set-up Prize Wheels.

11 am - 3 pm: Assist with Prize Wheels, distribution of show bags.

3 pm - 4 pm: Assist with tear down and pack up for MiPPA and any exhibitors requiring assistance.

To learn more and to volunteer, contact [Volunteers@mippa.org](mailto:Volunteers@mippa.org)

# REACH NEW HEIGHTS IN 2024



**2023  
FINISH STRONG.**

**2024  
START STRONGER.**



LIMITED TO 15 DISTRIBUTOR COMPANIES  
(UP TO 2 PER COMPANY) PER DAY  
20 MINUTE PRIVATE MEETINGS  
WITH  
15 TOP SUPPLIER COMPANIES.

- VIRTUAL AND SPEC SAMPLES
- SELF PROMOTION SPECIALS
- EVERYTHING YOU NEED TO FINISH THE YEAR STRONG.
- EVERYTHING YOU NEED TO REACH NEW HEIGHTS IN 2024.
- INCLUDES GROUP NETWORKING LUNCH
- FREE PARKING

**DISTRIBUTOR COST: \$100.00**



**REGISTER Today**

<https://mippa.org/event-5295908>

**WEDNESDAY, OCTOBER 11**

**THURSDAY, OCTOBER 12**

**10 AM - 4 PM**

**EMBASSY SUITES - LIVONIA/NOVI**

**19525 VICTOR PARKWAY**

**LIVONIA, MI 48152**





# 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](http://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

Ford Field - Home of the Detroit Lions  
Free Parking in the Lions Ramp at Gate G  
Overflow free parking in the Tigers  
Ramp at Gate B.



## Wednesday, September 20, 2023

Education/Entertainment 10 am - 11 am

*The Magic of Promotional Products!*

**Show Floor Hours 11 am - 3 pm**

**VIP Stadium Tours Every 15 minutes**

**Field Goal Kicking Experience on the Field.**

**Bring Your Best Clients.**

**Gridiron Club Party - Tuesday, September 19**

**6:30 pm - 9:00 pm**

MiPPA Member Distributors - Free

Non-Member Distributors - \$100.00

Client Registrations - \$20.00 each

Put a lot of ROAR! into your end of the year sales by attending Promotions That ROAR! This is the industry standard-setting, Award-Winning, largest fall, destination, end-user, experience in the country! See all of the top suppliers, your favorite reps at this premier NFL Stadium. Enjoy a VIP Tour of the Stadium. Come on down to the playing field and attempt a field goal. Love on the puppies at our rescue Puppy Pop-Up display.

Promotions That ROAR! is the one show you can't miss. You'll get the early new product introductions, pick up great samples, get free parking in the Lions Ramp at Gate G, see old friends and make new ones, too. See special displays of new and trending products. Make 2023 your Winning Season.

Registered Distributors may also bring their clients - just \$20.00 to register and provide them with the experience of a lifetime. Make sure to bring your camera for selfies with ROARY - the Lions' mascot.

**REGISTER FOR PROMOTIONS THAT ROAR!**



### **The Party Before the ROAR!**

Tuesday, Sept 19  
6:30 pm - 9:00 pm

Gridiron Club - 2nd Level of  
Ford Field overlooking the  
stadium with outdoor patio  
overlooking Comerica Park.  
Dinner, Cocktails, Magic

**Register.**







Sponsored by  
**SAGE**

# GRIDIRON CLUB PRE-ROAR PARTY

Tuesday, September 19  
6:30 pm - 9:00 pm  
Comerica Gridiron Club - Level 2 - Ford Field

## The ROAR Before The ROAR!

Join your friends for a night to remember.



- Strolling Dinner - The Southwestern Detroit Menu
  - Premium Cocktails, Craft Beer, Wine, Soft Drinks
  - Desserts
- Spectacular Views of Comerica Park and the Detroit Entertainment District
  - Amazing Magician
- Free Parking in the Lions Ramp at 1902 St Antoine

<https://mippa.org/event-5321057>

Just off the second level concourse, this cozy area offers 2 video walls, comfortable couches and communal seating. You can step outside to the patio and enjoy the outdoor furniture, fireplace and views of Comerica Park and the new arena. The perfect place to network, enjoy a strolling dinner, premium beverages, amazing magic and pre-show connections and re-connections.



# Save THE Date

April 17-18, 2024



## 2024 MIDWEST LEADERSHIP CONFERENCE

Keynote Speaker: Mark Ostach "Create a Culture of Digital Wellness"

Additional Topics to include:

AI (Artificial Intelligence) and Chat GPT. How will this affect our industry? What is the future of this? How to implement in your business.

ESG (Environmental, Stewardship and Governance) What every business person needs to know to be relevant in a changing marketplace.

CSR (Corporate Social Responsibility) includes Diversity, Equity, Inclusion, Belonging and Justice. What are others doing? Why is it important to you? What are today's buyers looking for in their supply chain?

Workplace Haptics - Gen Z buying patterns, intergenerational communications.

RRT (Recruitment, Retention and Training) Business Resources to Run Your Business.

This is a great opportunity to meet with industry thought leaders and discuss the future and create the future!

Please take our survey on the important issues facing you today. <https://www.surveymonkey.com/r/9CFSWWJ>

# CLOSE OUT

# PERRY ELLIS

# 25% OFF



### PEM101 / Men's Space Dye Polo

MSRP \$46.00

## \$27<sup>00</sup>\* (a)

5.0 oz.

100% Polyester single knit fabric



**002**  
caviar  
black



**636**  
goji  
berry



**430**  
crown  
blue



**031**  
tradewinds

### PEW106 / Ladies Space Dye Polo

MSRP \$46.00

## \$27<sup>00</sup>\* (a)

5.0 oz.

100% Polyester single knit fabric



**002**  
caviar  
black



**636**  
goji  
berry



**430**  
crown  
blue



**031**  
tradewinds

**Free Shipping:** Minimum purchase of \$250 in Perry Ellis required to qualify.

Offer applies to ground shipment, single shipments within the Continental U.S.

\* Prices apply to sizes S-XL. Add \$4.00 (a) for XXL-4XL.



ASI 77715  
PPAI 255232  
SAGE 68767

PHONE:  
866-231-4309

EMAIL:  
corporatesales@pery.com

FAX:  
800-336-5002

WEB:  
pei-corporateapparel.com

**PERRY ELLIS**  
INTERNATIONAL  
CORPORATE SALES DIVISION







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](mailto: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.

# SAGE Affiliate Program™

Did you know you get **10% off**  
SAGE products and services?



Build presentations  
for your clients



Stay top of mind with  
email campaigns



Create virtual samples



Keep track of your  
client info and history



Establish a web presence



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catalogs and flyers



Process payments



And more!

Work smarter with one easy-to-use solution.

[www.trySAGE.com](http://www.trySAGE.com)



# COMING ATTRACTIONS!

2023



Events

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

JANUARY

2024



- 9: Tuesday Learning Lab
- 26: The TOM Show at the San Marino Club in Troy.
- 31 : Wild Wednesday Webinar

August



- 8th: Tuesday Learning Lab on Selling Food Programs
- 30th : Wild Wednesday Webinar

November



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

SEPTEMBER



- 12th: Tuesday Learning Lab with Cliff Quicksell MAS+
- 19th: Gridiron Club Pre-Show Party
- 20th: Promotions That ROAR! at Ford Field
- 27th : Wild Wednesday Webinar ASI State of the Industry Report

DECEMBER



- 5th: Tuesday Learning Lab on Writing the Perfect Order
- 7th: West Michigan Holiday Luncheon at Grand Rapids Downtown Holiday Inn
- 13th: Wild Wednesday Webinars featuring Paul Kiewiet MAS+
- 14th: Annual Ugly Sweater Reindeer Games Members Happy Hour Zoom

2024

- February - Luncheon With The Stars
- March - Luncheon With The Stars
- April - Luncheon With The Stars
- April 17-18: Midwest Leadership Conference
- May 15: Ideas in Bloom Show
- June - Traverse City Mini Showcase
- July - Chicken With The Stars
- August - Special Fun Day Event
- September 18: Promotions That ROAR!
- October - Power Partners Meetings
- November - Annual Meeting and Awards
- December - West Michigan Holiday Luncheon

Visit [www.mippa.org](http://www.mippa.org) for more details.