

# 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!

January 2024

9

Tuesday Learning Lab:  
Workplace Violence  
Preparedness: Active  
Assailant Response

15-18

Expo in Las Vegas

26

The TOM Show at the  
San Marino Club in Troy

31

Wild Wednesday Webinar  
with Tim Andrews, CEO  
and President of ASI on  
the State of the Industry



On December 31, we ceremoniously sealed the well named '2023', marking an end to its depths and limitations. As the calendar turned to January 1, our focus shifted. We embarked on a quest to uncover a fresh fountain of opportunities to quench our business thirst for 2024. Yet, in this journey, it's crucial to remember the age-old adage from our financial advisors: Past performance may not be a reliable compass for future outcomes.

Reflecting upon the tokens of appreciation we distributed this past holiday season, it became evident that our efforts did not yield uniform results. Just as some wells might run dry or yield less, some of our valued clients did not produce as expected. Conversely, others blossomed beyond our wildest hopes. This introspection taught us a valuable lesson: while it's essential to explore and invest, it's equally vital to diversify our efforts and understand that every venture might not reap immediate rewards.

As we navigate the vast landscapes of business in 2024, let's focus on drilling deeper and also on casting our nets wider, ensuring that our endeavors are both profound, diverse and creative.

# PRESIDENT'S LETTER



Intent (n): the fact that you want and plan to do something. That is the theme that I introduced for 2024 at the MiPPA annual meeting. Paul has preached to the board as we are deliberating an event or activity, start with asking “What is your why?”. Start with that and work backwards. That way you know the outcome you want to achieve, and can be deliberate in your planning to make sure you achieve that goal.

Our intent as an organization this year is to bring as much value as we can to our members. Our “why” is YOU. Our goal is to show that bringing our community together at different events, whether an end user

show, supplier show, educational event or just a social event, provides a value that is more than transactional. It builds a community through relationships that flourish outside of work, friendships built over time and opportunity that you could not have imagined on your own.

We are asking how MiPPA can bring more value to you. **Here** is a “Tell Tony” survey asking for your opinion and your insight. Please take the time to fill it out. It is a simple, yet powerful, way to know what we need to change or add to make your MiPPA membership more valuable. The best part is there are only two questions!!

To your success in 2024 and see you at the TOM show on January 26.

For you and because of you,

A handwritten signature in black ink that reads "Tony". The signature is fluid and cursive, with a long horizontal line above the first letter 'T'.

**Tony Shereda, MAS**

# WELCOME NEW MIPPA MEMBERS!

## New Distributors: McCoy Advertising Specialties Allied Printing

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 January 2024

## Distributor Renewal:

G.E. Distribution Services, The Corporate Game Incorporated, On Purpose Branding, Lasting Impressions, Highest Honor, Inc, Graphic Resource Group, A. Dean Watkins Company, PlayAll LLC, The Promotion Agency, Vernon Company, AIA/Third Power Promotions, Whiterock Specialties, MBK CORPORATE PROMOTIONS LLC, J.K. Promotions Inc

## Multi Line Renewal:

Marketing Motivators

## Supplier Renewal:

One Stop Inc, Augusta Sportswear, Howard Miller Company, Starline USA, Walters Seed Company, Gempire gwi, Hit Promotional Products, Color 3 Embroidery, Express A Button

# PAST PRESIDENTS OF MIPPA

1969 Chris Franklin  
 1970 Harold Burnstein  
 1971 Harold Burnstein  
 1972 Bernie Brauer  
 1973 Bernie Brauer  
 1974 Mike Harrison MAS\*  
 1975 Mike Harrison MAS\*  
 1976 Mike Harrison MAS\*  
 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 Chaundra 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**  
 2023 Glenn Miotke

### 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.*



## SPECIAL EDITION

featuring

**Mike Wierenga**

Co-Founder

**TWO THE RESCUE, LLC**

Tuesday, January 9, 2024  
12:30 pm ET / 11:30 am CT /  
10:30 am MT / 9:30 am PT

**Registration URL:** <https://attendee.gotowebinar.com/register/795921510307849567>

## Workplace Violence Preparedness – Active Assailant Response

No one can realistically expect to eliminate the potential for workplace violence. These events continue to occur with increasing regularity and severity. However, with training to recognize the indicators and preparation to react appropriately, any company or organization can minimize the devastation from these tragedies.

### Learning Objectives:

- *Discussion of Current Gun Violence Archive and FBI Active Shooter Events, Situational Awareness*
- *What's Important Now, W.I.N. to have the survival mindset to survive an active violence event.*
- *Breaking down what Run Hide Fight really looks like*

**About Mike:** Mike Wierenga is a co-founder of Two The Rescue L.L.C. and has over 31 years of law enforcement experience combined with 18 years as a firefighter and over 7,000 hours of classroom and practical skill instruction in police, fire, and EMS departments as well as several government organizations, colleges, universities, hospitals, and security agencies. Mike's training and experience includes over 600 hours of critical-incident stress management programs combined with an immeasurable number of front-line applications in line-of-duty deaths, officer-involved shootings, suicides, violent tragedies, and deaths. Mike was a team leader with his department's peer support Cop to Cop Critical Incident Stress Management team and was instrumental in the creation and implementation of a pre-incident wellness educational program for new recruits and their families. Mike's passion for the emotional wellness and the safety of his class attendees is readily apparent in his professional presentation skills.

**Registration URL:** <https://attendee.gotowebinar.com/register/795921510307849567>

**(SPECIAL EDITION)**

Tuesday, January 9, 2024

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

**Timothy M. Andrews**  
President & CEO, ASI

Wednesday, January 31, 2024  
12:30 pm ET / 11:30 am CT / 10:30 am MT / 9:30 am PT

**Registration URL:** <https://attendee.gotowebinar.com/register/4776419684671299677>

## “2024 State of the Industry with ASI CEO Tim Andrews”

The 2024 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 2024 and beyond

**About Tim:** Timothy M. Andrews is president and chief executive officer of the Advertising Specialty Institute® (ASI), the leading technology, marketing and information provider 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/4776419684671299677>

Wednesday, January 31, 2024  
12:30 pm Eastern / 11:30 am Central / 10:30 am Mountain / 9:30 am Pacific

**Your Regional Associations — Where Professionals Go to Grow!**



**TOM CAT AND PROMO ALL-STARS**

# ROCK & ROLL



**GET READY TO ROCK THE NEW YEAR!**

**SEE ALL OF YOUR FAVORITE SUPPLIERS AND REPS AT THE JANUARY 26 TOM SHOW**

**SAN MARINO CLUB - 1685 E BIG BEAVER RD - TROY, MI**

**CONTINUOUS SHOW FROM 9 AM - 1 PM**

**FREE ADMISSION FOR DISTRIBUTORS OF PROMOTIONAL PRODUCTS**

See all of your favorite industry rock stars as they play their greatest hits and their newest numbers straight outta PPAI Las Vegas and ASI Orlando. You'll be moving and a-grooving into 2024 with all the latest trends, colors, new products and proven winners to get your year off to a strong start.

**REGISTER TODAY!** <https://mippa.org/event-5401987>

The TOM Show is open for promotional products distributors only, ages 17 and up. Non-member distributors are welcome to attend this show. There is no charge to attend but bring a business card to confirm eligibility. No end users are allowed at this show

**TOM Cat and the Promo All-Stars featuring:**

AAA Innovations, Alphabroder/Primeline, American Ad Bag, Arch Promo Group, Ariel Premium Supply, ATS Printing, BagMakers Inc., Big River Marketing, BRB Group Inc, Brentwood Line/Sourcing Dept., Bridge Marketing Services, Burnside/Sierra Pacific, Casual Image, Charles River Apparel, Cotton Heritage, Cutter & Buck, DManning Results, Edwards Garment, Express-A-Button, Goldstar, Hess and Associates, Hit Promotional Products, Howard Miller, Incentive Source, Joe Eberz & Associates, Jones & Company, KC Fields & Associates, Koozie Group, KS Sales Inc, Marketing Motivators, McGovern Marketing Group, MK Marketing, Modern Line, NC Custom, NG Labs, Outdoor Cap, Peerless Umbrella, Preferred Lines Marketing, PromoToss, RK Marketing, S & S Activewear, SAGE, SanMar, Showdown Displays, Snugz USA, Sock 101, Starline USA, Team Donlin, Tekweld, The Chest, The Magnet Group, Vantage Apparel (as of 12/18/23)



**FEATURING:**

AAA INNOVATIONS,  
 ALPHABRODER/PRIMELINE,  
 AMERICAN AD BAG,  
 ARCH PROMO GROUP,  
 ARIEL PREMIUM SUPPLY,  
 ATS PRINTING,  
 BAGMAKERS INC.,  
 BIG RIVER MARKETING,  
 BRB GROUP INC,  
 BRENTWOOD LINE/SOURCING  
 DEPT.,  
 BRIDGE MARKETING SERVICES,  
 BURNSIDE/SIERRA PACIFIC,  
 CASUAL IMAGE,  
 CHARLES RIVER APPAREL,  
 COTTON HERITAGE,  
 CUTTER & BUCK,  
 DMANNING RESULTS,  
 EDWARDS GARMENT,  
 EXPRESS-A-BUTTON,  
 GOLDSTAR,  
 HESS AND ASSOCIATES,  
 HIT PROMOTIONAL PRODUCTS,  
 HOWARD MILLER,  
 INCENTIVE SOURCE,  
 JOE EBERZ & ASSOCIATES,  
 JONES & COMPANY,  
 KC FIELDS & ASSOCIATES,  
 KOOZIE GROUP,  
 KS SALES INC,  
 MARKETING MOTIVATORS,  
 MCGOVERN MARKETING GROUP,  
 MK MARKETING,  
 MODERN LINE,  
 NC CUSTOM,  
 NG LABS,  
 OUTDOOR CAP,  
 PEERLESS UMBRELLA,  
 PREFERRED LINES MARKETING,  
 PROMOSS,  
 RK MARKETING,  
 S & S ACTIVEWEAR,  
 SAGE,  
 SANMAR,  
 SHOWDOWN DISPLAYS,  
 SNUGZ USA,  
 SOCK 101,  
 STARLINE USA,  
 TEAM DONLIN,  
 TEKWELD,  
 THE CHEST,  
 THE MAGNET GROUP,  
 VANTAGE APPAREL  
 (AS OF 12/18/23)

**JANUARY 26, 2024**

**9 AM - 1 PM**

**SAN MARINO CLUB IN TROY**

**TOM CAT AND THE PROMO ALL-STARS**



**THE TOM SHOW  
 IS OPEN TO  
 ALL  
 PROMO  
 DISTRIBUTORS.  
 NO END USERS.  
 MUST BE 16  
 YRS OR OLDER.**

**THE SAN MARINO CLUB IS  
 LOCATED  
 AT 1685 E BIG BEAVER  
 ROAD**

**BRING GENTLY USED  
 WINTER CLOTHES  
 AND NON-PERISHABLE  
 FOODS FOR A CHANCE  
 TO WIN GREAT PRIZES.  
 BENEFITING THE  
 NEIGHBORHOOD HOUSE  
 SERVING LOCAL FOLKS  
 IN NEED.**

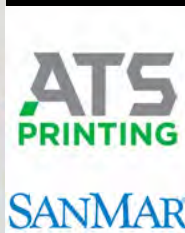
**Register Today!**

**GREAT GIVEAWAYS AND SAMPLES FROM OUR SPONSORS  
 WHILE SUPPLIES LAST!**

**FREE T-SHIRT TO THE  
 FIRST 200 ATTENDEES**



SPONSORED BY



**FREE CAP TO THE  
 FIRST 200 ATTENDEES**

SPONSORED  
 BY



**FREE NOTEBOOK TO THE  
 FIRST 200 ATTENDEES**



SPONSORED  
 BY





Share The Warmth

# WINTER COAT DRIVE

GET PRIZE TICKET FOR YOUR SHARE THE WARMTH DONATION!

**COATS, BOOTS, GLOVES, SCARVES, SOCKS, BOOTS, & BLANKETS**

On average, the Neighborhood House Clothes Closet provides over 13,000 gently used household and clothing items to families in need each year. The Neighborhood House Clothes Closet provides clothing and household items free of charge to our neighbors in need, helping them on their path to self-sustainability.

Donate to receive tickets for chances to win great prizes donated by our fantastic supplier partners.



# FOOD DRIVE

With the help of many community supporters, the Neighborhood House Food Pantry distributes about 200,000 meals annually to local families in need. The Neighborhood House Food Pantry provides not only canned foods, but also dairy, protein, fresh fruits/vegetables, and more. We even have food for the family cat/dog. Our families receive food based on nutritional guidelines provided by dietetic interns from Beaumont Hospital. In addition to regular visits to the pantry, our neighbors also have access to bonus Thursdays and emergency food at our main office.



**Rock Your World at the TOM Show  
Friday, January 26  
9 am - 1 pm  
San Marino Club in Troy.**

Rock the world of your neighbor in need this winter with your donations of non-perishable food, warm winter wear, and cash.

Donations earn raffle tickets for chances to win great prizes donated by our fantastic supplier partners!

GET RAFFLE TICKET FOR YOUR FOOD DRIVE DONATION.

**\$5 CASH DONATIONS EARN AN ADDITIONAL TICKET.**

## Luncheon

## with the Stars!



SANMAR

think  
TEKWELDShowdown  
DISPLAYS

kooziegroup®

Tuesday, February 13

11:30 am -1:30 pm

Holiday Inn Downtown Grand Rapids

310 Pearl St NW

Grand Rapids, MI 49504

### Learn from these MiPPA Supplier Rock Stars

How this works...

You may arrive as early as 11:30 am to visit with Shawn Rogers - SanMar, Regina Harrington - Tekweld, Carly Jaeger - Koozie Group, 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 3 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.

**REGISTER  
NOW!**

**[RESERVE YOUR PLACE AT THE TABLE](https://mippa.org/event-5457765)**

**<https://mippa.org/event-5457765>**

PROMOTIONAL PRODUCTS DISTRIBUTORS ONLY - SEATING IS LIMITED TO 30



Jennie Eberz Joe Eberz & Associates



Kent Getsee Preferred Lines Marketing



Deborah Mann DManning Results



Kurt McGovern McGovern Marketing

## Pizza With The Stars Thursday, March 21, 2024

### 11:30 am - 1:30 pm

### Shields Pizzeria

1476 W Maple Rd, Troy, MI 48084

## Learn from the MiPPA Supplier Rock Stars

### How this works...

You may arrive as early as 11:30 am to visit with Jennie, Kent, Deborah, and Kurt who will have nice displays of their best ideas to help you increase your sales. A great buffet of the famous Shields Detroit-style pizzas, pastas and bread sticks will be available 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 \$20.00 for non-member distributors. This luncheon is open to the first 30 registrants. Open only to promotional products distributors - no clients at this event.

MARCH 21, 2024  
SHIELDS PIZZERIA AND BAR  
1476 W MAPLE RD  
TROY, MI 48084  
PRESENTATIONS FROM 12 NOON - 1 PM  
EXHIBITS OPEN 11:30 AM - 1:30 PM



## REGISTER TO ATTEND

<https://mippa.org/event-5403885>







A Brand New End User Experience is coming to central Michigan at Michigan State University.

## SAVE THE DATE!

“Sizzle in the City Showcase” brings top suppliers and reps to the middle of our state for an opportunity for you to show your clients the splendor and awesomeness of our industry. For all member distributors, this is another chance for you to educate your clients on all of the ways you can make them look great.

Distributor and client registration will be opening in March.

**Supplier/Exhibitor Registration is open now!** <https://mippa.org/event-5444876>



2023 Hall of Fame Inductees, Mike Harrison MAS and Roger Burnett CAS with previous Hall of Fame members.

### MiPPA Annual Members’ Meeting and Award Celebration November 9 at Carpe Diem Banquet Hall - Southfield



2023 Supplier Rep of the Year Award Winner, Lance Long - SanMar with 2022 recipient, Kerry Schmock - KS Sales, Inc.

The Annual Members’ Meeting and Award Celebration was called to order by President Glenn Miotke. The 2023 Board of Directors was recognized and the newly elected board members - Regina Harrington and Jake Wylonis were introduced.

After a review of the past year, 2024 incoming President - Tony Shereda presented his agenda for the upcoming year.



2023 Hall of Fame inductee, Roger Burnett CAS with 2023 Leadership Award recipient, Past President and Director Sandra Kelley MAS



2023 Volunteer of the Year Award accepted by Michael Crawford on behalf of the Genesee Career Institute.

Special Leadership Awards were presented to Past Presidents - Sandra Kelley MAS and Eric Pehrson MASI. The Genesee Career Institute which educates high school students about our industry and provides volunteers to help at our shows was awarded the **2023 Volunteer of the Year Award** accepted by **Michael Crawford** their instructor. **Lance Long**- SanMar received the **Great Lakes Regional Supplier of the Year Award**. One of the association’s early leaders and multiple-term past president **Mike Harrison MAS** was inducted into the **MiPPA Hall of Fame**. Also receiving our top honor, **Roger Burnett CAS** was inducted into the 2023 **MiPPA Hall of Fame**.

**Finish the  
Year Strong!**

**Start the Year  
Stronger!**



Tuesday, October 8

or

Wednesday, October 9

10 AM - 4 PM

EMBASSY SUITES - LIVONIA / NOVI

19525 Victor Parkway

Livonia, MI 48152

## **Limited to 15 Distributor Companies**

**Up to 2 people per company per meeting.**

**20 minute private meetings with 15 Top Suppliers**

- **Get Free Virtual and Spec Samples**
- **Self Promotion Specials**
- **Everything you need to finish the year strong.**
- **Everything you need to reach new heights in 2025.**
  - **Includes Group Networking Lunch**
  - **Free Parking**
  - **Free Wi-Fi**

**Create true partnerships with key suppliers  
that will pay huge dividends for years to come.**

**REGISTER TODAY**

**[HTTPS://MIPPA.ORG/EVENT-5514716](https://mippa.org/event-5514716)**



# Reach New Heights

Apply For A Scholarship Today! The Deadline Is March 15, 2024 At 11:59 PM CDT.



**Apply Only At:**

[www.ppef.us/college-scholarships/](http://www.ppef.us/college-scholarships/)

*Through March 15, 2024 At 11:59 PM CDT*

PPEF awards higher education scholarships to students with a parent working in the promotional products industry or who work at an industry company themselves.

**4-Year College Scholarship  
For High School Seniors:**

**\$9,000** Need-Based  
Scholarship

*Awarded \$2,250 Annually*

**4-Year College Scholarship  
For High School Seniors:**

**\$5,000** Merit-Based  
Scholarship

*Awarded \$1,250 Annually*

**Chairman's Scholarship For  
Career Candidates Entering  
Their Junior Year Of College:**

**\$5,500** *Awarded \$2,750  
Annually For  
Two Years*

**1-Year College Scholarship  
For Current College Students  
Or Trade School Applicants:**

**\$2,250** Need-Based  
Scholarship

**1-Year College Scholarship  
For Current College Students  
Or Trade School Applicants:**

**\$1,250** Merit-Based  
Scholarship

Contact Us @ [PPEF@ppai.org](mailto:PPEF@ppai.org)



# Going to PPAI Expo?

# PPAI EXPO

## MIPPA MEMBERS SAVE 50% ON SHOW REGISTRATION

PPAI MEMBER DISTRIBUTORS - INCLUDES ACCESS TO EXHIBIT HALL AND CONFERENCE.

\$0 REGISTRATION FEE NOW THROUGH DECEMBER 7, 2023

\$49/PERSON DECEMBER 8, 2023 - JANUARY 18, 2024

MIPPA DISTRIBUTOR MEMBERS (NOT PPAI MEMBERS) - DISCOUNT CODE [PKMIPPA24](#) REQUIRED

\$49.50/PERSON BETWEEN NOW AND DECEMBER 7, 2023

\$74.50/PERSON STARTING DECEMBER 8, 2023 - JANUARY 18, 2024

QUALIFIED NON-MEMBER DISTRIBUTORS - INCLUDES ACCESS TO EXHIBIT HALL AND CONFERENCE.

\$99 REGISTRATION FEE NOW THROUGH DECEMBER 7, 2023

\$149/PERSON DECEMBER 8, 2023 - JANUARY 18, 2024

**REGISTRATION AND HOUSING IS NOW OPEN!**



**PPAI EXPO**  
**JANUARY 15-18**  
**MANDALAY BAY - LAS VEGAS**



**SALA**  
Healthcare Program

## THE FALL HEALTHCARE OPEN ENROLLMENT SEASON IS HERE.

Through our membership in the Small Association Leadership Alliance, MiPPA can offer our members access to a low-cost healthcare program alternative. This is a shared benefit program (different than traditional insurance).

It is not for everyone. But for those who can take advantage of it, it offers substantial savings.

**FOR MORE INFORMATION ON THIS MIPPA MEMBERSHIP BENEFIT, VISIT THIS SITE.**



# 2024 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,
- Power Partners Meetings** in Livonia

## 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 26: The TOM Show at the San Marino Club in Troy
- February 13: Luncheon With The Stars - Grand Rapids
- March 23: Pizza With The Stars - Shields of Troy
- May 15: Ideas in Bloom Show - Meijer Gardens Grand Rapids
- June 11: Traverse City Mini Showcase
- July 11: Sizzle in the City End User Show in East Lansing
- September 18: Promotions That ROAR!
- October 8-9: Power Partner Meetings - Embassy Suites in Livonia
- November 7: Annual Members Meeting and Awards Celebration
- December 5: West Michigan Holiday Luncheon
- December 19: Holiday Happy Hour and Reindeer Games ZOOM Meeting

## 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



# YOUR HEADWEAR SOLUTION

WWW.CAPAMERICA.COM

## QUICK TURN TIMES

Flat and 3D embroidery ships just 4-5 days after sample approval. Heat-sealed appliques ship three weeks after approval, and sewn-on patches ship one month after approval.

## MULTIPLE DECO METHODS

Decoration options include flat and 3D embroidery, one-color screen print, heat-sealed appliques and sewn-on patches. Patches and appliques include faux and genuine laser etched or debossed leather, embroidered, sublimated, woven, rubber, and FlexStyle®.

## FREE SPEC SAMPLES

Free spec samples include flat and 3D embroidery, laser etched leather, embroidered, and sublimated patches. We also offer free specs on overseas samples, although some decoration methods do incur a mold fee.

## CONTRACT DECORATION

Cap America offers expert headwear decoration on ANY headwear brand or style. With over 550 embroidery heads running 24 hours a day, 6 days a week, we can offer quick production for all of your headwear decoration needs. Plus we offer free in-bound freight from SanMar and S&S Activewear.

## DEDICATED CUSTOMER SERVICE

Your customer service rep is just a phone call or email away. No need to worry about who to contact for art, production, overseas, or invoices. Your CSR takes care of it all. They will work closely with each department to make sure your order is as easy and efficient as possible.



## WE ALWAYS OFFER:

FREE VIRTUALS

FREE SETUP

FREE DIGITIZING

FREE SAMPLES



**KERRY SCHMOCK**  
support@kssales.org  
kschmock@comcast.net  
616-304-0040



**TOP SELLER CAMPFIRE MUGS!**

Spotted and Unspotted 15 oz. Campfire Mugs



#5209 Coral



#5209 Orange



#5209 Red



#5209 Cobalt Blue



#5209 Aqua



#5209 Hawaiian Blue



#5209 White



#5209 Black

**Special MiPPA Discount – mention this ad on your purchase order between January 20<sup>th</sup> 2024 and February 20<sup>th</sup> 2024 and receive an additional 10% off the product portion of your order!!**



#1209W Cobalt Blue/White



#1209W Ocean Blue/White



#1209W Burgundy/White



#1209W Red/White



#1209 Dk. Green



#1209 Black



#1209 White



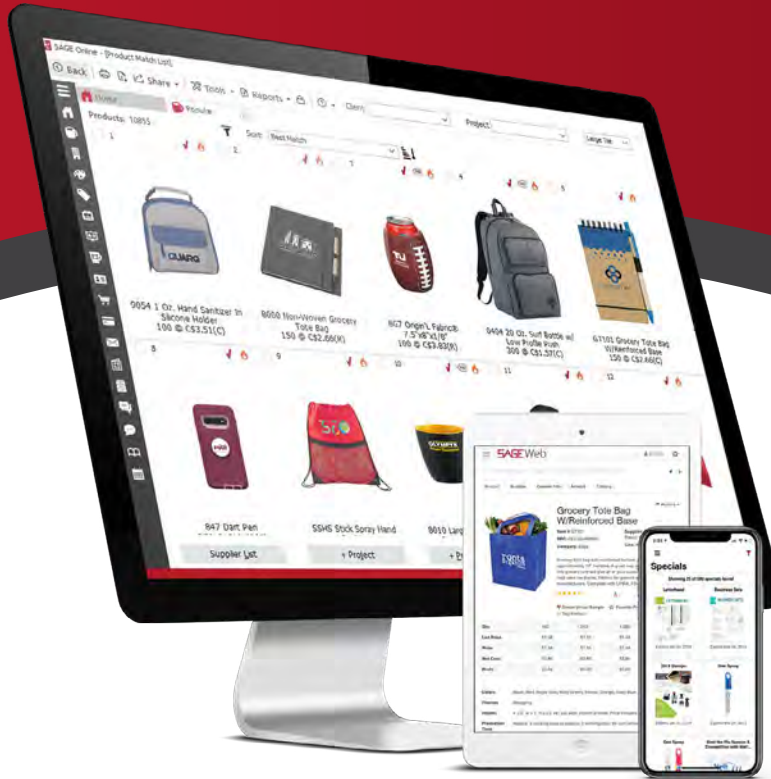
#1209 Athletic Gold

#Item & One Color Imprint:	72	144	288	504	1008
#5209 15 oz. Solid Color Campfire Mug	\$5.29	\$4.69	\$4.49	\$4.39	\$4.19
#1209W 15 oz. Speckle Color Outside/White Gloss Inside Mug	\$5.25	\$4.85	\$4.75	\$4.65	\$4.55
#1209 15 oz. Speckled Campfire Mug	\$5.25	\$4.85	\$4.75	\$4.65	\$4.55

All first time orders have a \$49G set-up fee to make your screen. Customers receive a free digital proof with every order.

# 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



Create custom  
catalogs and flyers



Process payments



And more!

Work smarter with one easy-to-use solution.

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

# COMING ATTRACTIONS!

Coming



Events

March



6: LEAD Lansing  
12 - Tuesday Learning Lab  
21 - Pizza With The Stars at Shields of Troy  
27: Wild Wednesday Webinar

JUNE



11- Tuesday Learning Lab  
11- Traverse City MiniShowcase at Great Wolf Lodge  
26: Wild Wednesday Webinar

September



10- Tuesday Learning Lab  
17 - Ready to ROAR Party  
18 - Promotions That ROAR! Ford Field - Detroit  
25: Wild Wednesday Webinar

2024

JANUARY



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

APRIL



9 - Tuesday Learning Lab  
24: Wild Wednesday Webinar  
30 - Smitten With The Mitten Factory Tour at Edwards Garment in Kalamazoo.

July



9- Tuesday Learning Lab  
11 - Sizzle in the City Showcase End User Show in E. Lansing!  
31: Wild Wednesday Webinar

OCTOBER



8 - Tuesday Learning Lab  
8-9 - Power Partner Meetings Embassy Suites - Livonia  
30: Wild Wednesday Webinar

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

FEBRUARY



13: Tuesday Learning Lab  
13 - Grand Rapids Luncheon With The Stars  
28 : Wild Wednesday Webinar

MAY



14 - Tuesday Learning Lab  
15 - Ideas in Bloom Show  
29: Wild Wednesday Webinar

August



13- Tuesday Learning Lab  
28 - Wild Wednesday Webinar

NOVEMBER



7 - Annual Members Meeting and Awards Celebration  
12 - Tuesday Learning Lab  
20: Wild Wednesday Webinar