

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!

March 2024

12

Tuesday Learning Lab:

Brian Vallone from Vallone Research Group, "Targeted Sales Solutions"

21

Pizza with the Stars

27

Wild Wednesday Webinar:

Charity Gibson PROFORMA Chief Marketing Officer "Level Up Your Marketing in 2024"

Celebrating Our Leap in Social Media Excellence

A Toast to Innovation and Engagement



As award season dazzles us with its celebration of cinematic, musical, and television achievements, we at MIPPA find ourselves reflecting on our own notable triumph this year—a spectacular ascent in the realm of social media within the promotional products industry. Mirroring the excitement of a blockbuster hit, our journey from being unlisted to securing a spot in the top 20 as recognized by PPA is a narrative of strategic brilliance, community engagement, and, most importantly, the hard work of our dedicated volunteers.

Just as many of us delight in the annual tradition of immersing ourselves in the movies vying for top honors—this year, with the joyous and colorful universe of Barbie capturing the hearts of those who, like many of us, cherish the magic of film—we must also shine a spotlight on the stars behind our social media success. Lane Hokanson from Goldstar and Casey Lounsbury from QMI have been the architects of our social media renaissance. Their expertise and commitment to posting content that resonates with our members and the wider community have propelled MIPPA to new heights.

Their strategy was simple yet profound: engage our community with relevant, meaningful content across our channels, thereby fostering a vibrant online ecosystem where ideas, inspiration, and industry insights flourish. This achievement is a testament to the power of collaboration and the importance of adapting to the digital age with creativity and purpose.

As we celebrate this significant milestone, we invite every member of our community to participate actively in our continued rise. By liking, giving a thumbs up, retweeting, or re-xing our posts, you contribute not just to our visibility but to the enrichment of our industry's online dialogue. Together, let's aim for even greater heights and prove that, in the world of promotional products, innovation and engagement are the keys to success.

Here's to climbing higher, inspired by the stories we love, like Barbie's, and fueled by the collective spirit of our MIPPA family. Join us in this exciting journey forward, and let's make our social media channels a beacon of excellence and community in our industry.

View the entire list [here](#)

PRESIDENT'S LETTER



I wish I had another hour to finish this, or another 8 hours because I am so far behind, or even a day to try and catch up. I have said all of these sayings so many times it is scary! Especially since the end of the pandemic, as a world starts to continues to open up, time seems to be my scarcest commodity.

Then I got my wish. Every 4 years we get an extra day to work with. So how did you use it? Was it totally unexpected and just sort of flowed like a normal work day or did you realize it ahead of time, understand that it was a blessing that you do not get often and take advantage of that extra 24 hours that you did not have last year? Did you do extra research on a client project, take in a webinar or class to make yourself stronger in your field, meditate/

self help taking the time off to make yourself a better you? Maybe some introspection on how to make your company better or how to make you better?

Hopefully you planned and were deliberate in your use of the extra time. It seems that if you prioritize what is important to you and make sure you get those things done, the rest just seems to fall into place.

We lost a great friend to MiPPA and the promotional world on February 19. Joe Eberz was a multiline rep who was passionate about the industry, family and life. The world is a little less with his passing. It just demonstrates how short life is so seize all of the extra days that you can and live them to the fullest.

I look forward to seeing you at LEAD Lansing on March 6. Help us advocate and educate on behalf of our industry. If nothing else, reach out to your state senator and representative to join us between 8am and 10:30 for a free breakfast and presentation in the Mackinac Room in the House Building.

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.

Tony Shereda, MAS

JOE EBERZ

IN LOVING MEMORY

JANUARY
22,
1957



FEBRUARY
19,
2024

JOE BROUGHT SMILES AND LAUGHS,
SUNSHINE AND MEMORIES
EVERYWHERE HE WENT.

LONG-TIME MIPPA MEMBER, MULTILINE REP AND FRIEND TO EVERYONE, JOE EBERZ PASSED AWAY MONDAY MORNING ON FEBRUARY 19 FROM CANCER. HE WILL LONG BE REMEMBERED FOR HIS POSITIVE SPIRIT, HUMOROUS STORIES, AND THE SMILES HE BROUGHT TO PEOPLE'S FACES. HE WILL BE MISSED.

MIPPA HAS MADE A CONTRIBUTION IN JOE'S MEMORY TO THE PROMOTIONAL PRODUCTS EDUCATION FOUNDATION.

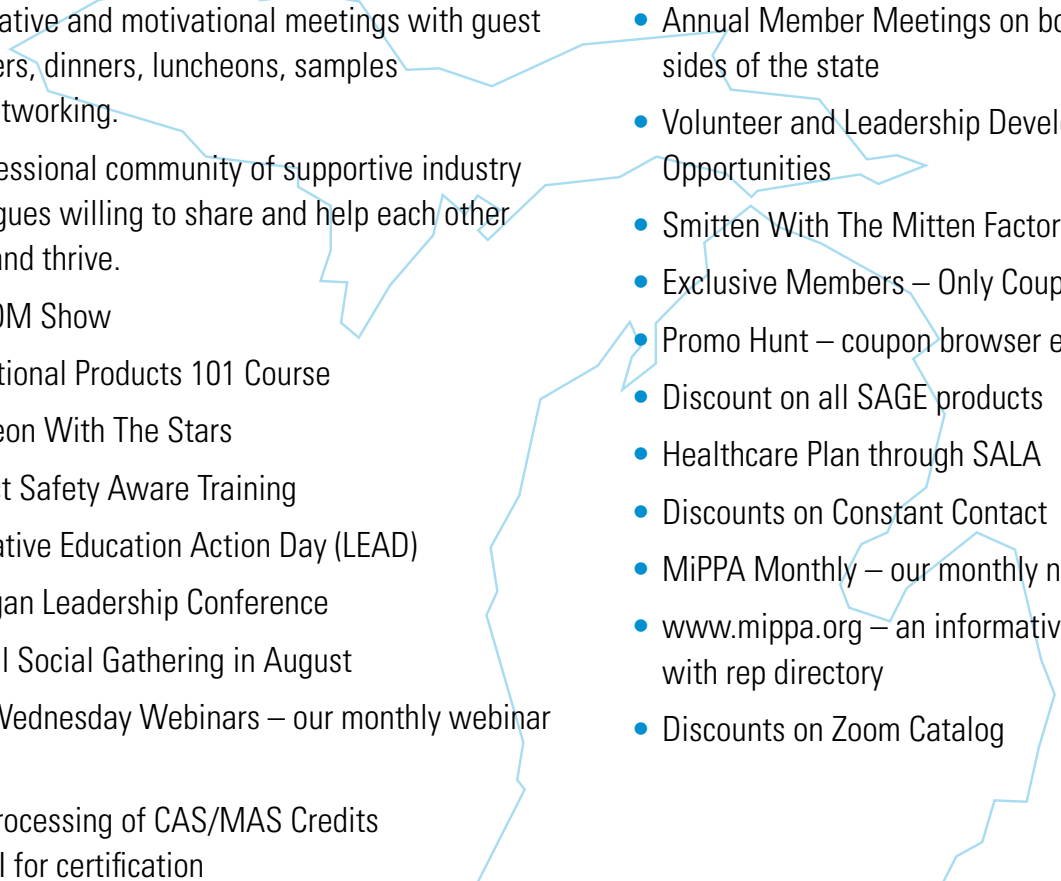
THE OBITUARY.

FAMILY AND FRIENDS WILL BE RECEIVED SUNDAY, MARCH 3RD FROM 1 TO 3 P.M. AT HOPKINS LAWVER FUNERAL HOME, 547 CANTON RD. AKRON, OH 44312. A MEMORIAL SERVICE WILL BEGIN AT 3 P.M.

WELCOME MIPPA MEMBERS!

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

March 2024

Distributor Renewal

3rd Coast Branding
Ace Business Forms and Systems
Unitex Direct Inc
John Payne International
Bay Supply
DM Promotions Inc
QMI Group
Target Promotions
Mabco USA

Anitina Promotions
The Identity Source
Fields Advertising
AIA Corporation

Multiline Renewal

Paragon Sales Company
Brbgroup
Jones & Co
Multiline New
Hess & Associates

Supplier Renewal

Bentcil
Goldstar
ModernLine
Toddy Gear
Showdown Displays

Business Services Renewal

Genessee Intermediate School District

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 MAS*	1997	Jess Elson MAS	2020	Sarah Merrill
1975	Mike Harrison MAS*	1998	Pauline Listerman MAS	2021	Sandra Kelley MAS
1976	Mike Harrison MAS*	1999	Al Bates MAS*	2022	Eric Pehrson
1977	Al Thomas	2000	Ralene Ehardt	2023	Glenn Miotke
1978	Ken Kelsey MAS*	2001	Eric Wittel / Jess Elson MAS	Executive Directors	
1979	Ken Kelsey MAS*	2002	Michael Crawford MAS	1981	Carolyn Quinn
1980	Ken Kelsey MAS*	2003	Penny Koch	1982-1984	Al Ellwood*
1981	Tim Quinn MAS	2004	John Bell	1985-1992	Bob Temske
1982	Tim Quinn MAS	2005	John Bell	1993-2012	Donna Hall*
1983	Joseph Nelson	2006	John Andersen MAS*	Interim 2012	LaDonna Belcher*
1984	Joseph Nelson	2007	Tim Hill	2012-Present	Paul Kiewiet MAS+*
1985	Tim Quinn MAS / Jim Thomson MAS	2008	Tim Hill		
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		

** Indicates MiPPA Hall of Fame*

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



featuring
Brian Vallone
Principal
Vallone Resource Group

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

Registration URL: <https://attendee.gotowebinar.com/register/830224075447081815>

Targeted Sales Solutions

In this webinar, as distributors in the promotional products arena, you'll learn how to improve your new business development techniques to increase your productivity with improved sales techniques, approaches, and processes.

Learning Objectives:

- Sales 101...It's truly a numbers game...
- The personal touch ALWAYS PREVAILS...
- It's all about building trust to become an invaluable resource for your client...
- Relationship's – "interactions" vs "transactions" and how to stay relevant...

About Brian: I am a Senior Level Sales Executive who has enjoyed over thirty-five successful years in the uniform industry. I have documented highly successful results in both sales and management along with managing sector profit centers. One of my proudest achievements-I am one of a handful of individuals in the industry that has sold more than \$30 million dollars in one year representing over \$180 million in contracted sales/revenue for my employer. I have been blessed to have developed and sold numerous iconic National and Global brands in Food service, Transportation and Grocery Store sectors including organizations such as Dominos, Subway, Sonic Drive-In, Panda Restaurant Group, Five Guys, Swift Transportation, Danone Waters of North America, Swissport, Vons, Bimbo Bakeries, and many more. On a personal level, I moved back to Northern California 7 years ago to be closer to family and friends. My wife Anne and I enjoy the outdoors and frequently take walks along the beach. We are a large Italian family that enjoys Sunday pasta dinners with our children (now grown men) and try to do so as often as possible.

Registration URL: <https://attendee.gotowebinar.com/register/830224075447081815>

Tuesday, March 12, 2024
12:30 pm Eastern / 11:30 am Central / 10:30 am Mountain / 9:30 am Pacific



Wild Wednesday Webinar

Charity Gibson
Chief Marketing Officer
Proforma

Wednesday, March 27, 2024
12:30 pm ET / 11:30 am CT / 10:30 am MT / 9:30 am PT

Registration URL: <https://attendee.gotowebinar.com/register/8211861359239672926>

Level Up Your Marketing in 2024

The always popular Ms. Charity Gibson is back with valuable industry advice on how to level up your marketing efforts thereby increasing your sales. Practical industry advice that works and can work for you! Tune in as Charity shares her special brand of knowledge delivered as only, she can!

Learning Outcomes:

1. What you can do to level up your marketing efforts for in 2024
2. Best ways to use these tips to position your business for success.
3. Practical advice on how to best market your business.

About Charity: Charity Gibson is the newly appointed CMO of Proforma. Prior to joining the Proforma family, she spent more than two decades in the promotional products industry as a distributor, service provider, and supplier. Charity is most well known for her presence on social media, deep industry knowledge, and creative marketing concepts, as well as her role as an industry educator and mentor. Please feel free to connect with her on LinkedIn before or after the session: www.linkedin.com/in/charitygibson

Registration URL: <https://attendee.gotowebinar.com/register/8211861359239672926>

Wednesday, March 27, 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!



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>



Visit the Largest Michigan Supplier



Check out the State of the Art
Order Processing
Decorating
Customization
Service

Edwards®
EST. 1867

Smitten With The Mitten Factory Tour and Lunch

Tuesday, April 30, 2024

Edwards Garment Company - 4900 S 9th St, Kalamazoo, MI 49009

10:30 - 11:00 am am: Arrivals and Coffee Service

11:00 am - 12:00 pm: Edwards Factory Tour

12:00 - 1:45 pm: Edwards Presentation & Lunch

Visit this Michigan-Based Top Twenty Supplier's headquarters in Kalamazoo. Enjoy the tour and learn about the modern and contemporary options Edwards has to offer while, learning to sell uniform programs and custom apparel! Edwards also provides it's customers with a single vendor purchase order model- saving you time and money!

Free for MiPPA Members

REGISTER

Traverse City Mini Showcase

Tuesday, June 11, 2024

11 am - 1:30 pm

Great Wolf Lodge



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.](#)

Great Wolf Lodge, 3575 N US Highway 31 S, Traverse City, MI 49684

PURE *M*iPPA



PURE *M*iPPA





SIZZLE IN THE CITY SHOWCASE

a Summertime End User Experience

Thursday, July 11, 2024

10 am - 2 pm

KELLOGG CONFERENCE CENTER

Michigan State University

219 S. Harrison Rd

East Lansing, MI 48824

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>

Marketing Committee

Help with Promoting MiPPA

Social Media

Website

Events Committee

Help with MiPPA Trade Shows

May 15: Ideas in Bloom - Grand Rapids

June 11: Traverse City Mini Showcase

July 11: Sizzle Showcase in Lansing

September 18: Promotions That ROAR!



Diversity, Equity,

Inclusion, Belonging

Help develop a more diverse and inclusive association.

Professional

Development

Become a Webinar Producer

Course Accreditation

Speaker Recruiting

Advocacy Committee

Help with Legislative Education Action Day in Lansing (LEAD Lansing).

Promote speaking opportunities about the industry.

WANT TO HELP? CONTACT US

VOLUNTEERS@MIPPA.ORG

**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/

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



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
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

Puzzle 120pcs
Jigsaw Puzzle
#4135



A Flat-Packed Phone
#4103



Ultra-Portable Bluetooth Speaker
#4026



Presto Eco
Pocket Speaker
#4204

PowerTag
Bluetooth Finder with
Apple Find My
#4194



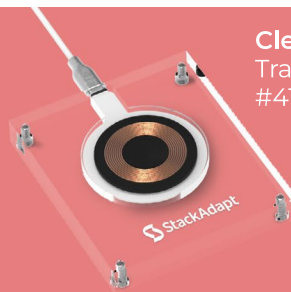
Spot
Two-Way Bluetooth Finder
#4038

Willow
Traditional Size Notebook
#3094



TOP 10 BEST SELLERS

ClearCharge
Transparent Wireless Charger
#4150



Nova+
Mobile Back-up Charger
#4082



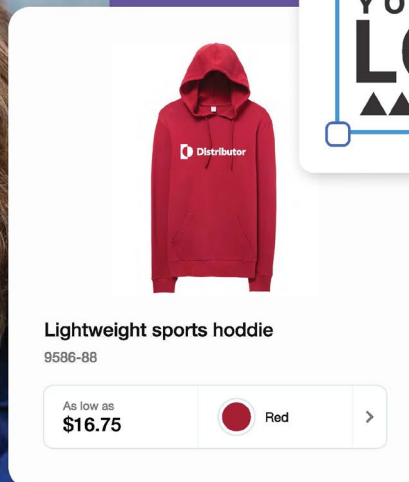
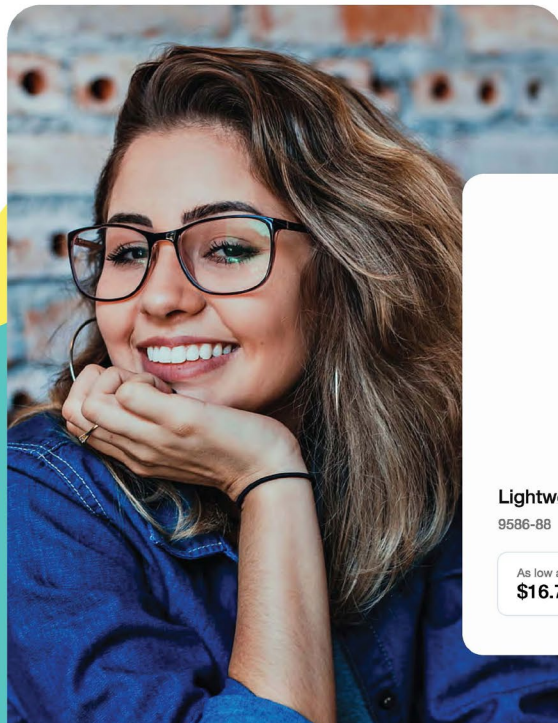
MagnaSculpt
Magnetic Desktop Sculpture
#4191



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catalogs and flyers



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And more!

Work smarter with one easy-to-use solution.

www.trySAGE.com

COMING ATTRACTIONS!

Coming 2024 March



Events



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

APRIL



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



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

JUNE



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



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

August



- 13- Tuesday Learning Lab
- 28 - Wild Wednesday Webinar

September



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

OCTOBER



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

NOVEMBER



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

December



- 3 - Tuesday Learning Lab
- 5 - West Michigan Holiday Luncheon
- 18: Wild Wednesday Webinar
- 19 - Holiday Happy Hour - Zoom

January 2025

Visit www.mippa.org for more details.