

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!

May 2023

9

Tuesday Learning Lab on Company Stores

16

Supplier Love Party

17

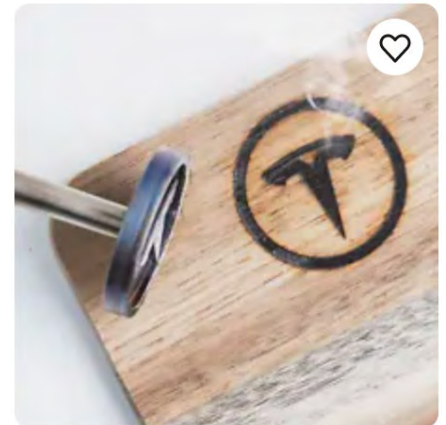
Ideas in Bloom Show

31

Wild Wednesday Webinar with Cliff Quicksell MAS+

A brand to brand a brand is bland

When I first saw this marketing tool from Tesla I wondered if Sir Elon had decided to venture into a new market. Maybe he was planning a Yellowstone themed electric transport device. Surely that was the reason there is a Tesla branding iron. Upon further investigation I realized it was for branding your steaks and burgers. The irony of Tesla using a branding iron to promote its cutting-edge technology with a tool that dates back to the 19th century seems a bit off key, yet interesting and attention grabbing, so I guess the branding worked.



Next they might even consider a limerick to connect their branding dots even more:

There once was a company named Tesla,
Whose branding tool caused some unrest-a,
A branding iron they'd wield,
To leave their logo on a shield,
For a modern company, quite the test-a!

Maybe we should all take time to look for ironic branded items that will grab attention and further our customer's marketing efforts. And if you want your own Tesla Branding Tool...do a quick search on eBay...it is easily had for around \$200.00.

PRESIDENT'S LETTER

In Brief

Because after my word fest last month we both deserve a break.

Everything MiPPA continues to come up, well, tulips as our first end user show “Ideas in Bloom” arrives in west Michigan at the Frederik Meijer Gardens and Sculpture Park on Wednesday May 17th. Distributors and their clients will not only be able to attend one of the country’s premiere end user shows but have free admission to the entire Gardens and Park for the day.



But as every master gardener, both promo and otherwise, knows events of this scale take a lot of work. Please consider contacting our volunteer committee at volunteers@mippa.org to help. Not only will you be able to give back to our industry but it’s an excellent way of getting better acquainted with your colleagues not only here in Michigan but from across the country.

Elsewhere and when you can head north for the Traverse City Showcase in June, Promo 101 in July and a “surprise” golf event in August or expand your industry knowledge all summer long with our Tuesday Learning Labs and Luncheon with the Stars. This month features company stores and Cliff Quicksell.

And that’s it. Thanks for your membership and involvement!

Glenn Miotke


2023 MiPPA President

WELCOME NEW MIPPA MEMBERS!

BRB Group Inc • Pride Slides

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 May 2023

Supplier Renewal:

Wynne Marketing
 Toddy Gear
 WOWLine
 BlackKnight Press
 AmeriFoam® - The House of Foam

Distributor Renewal:

The Identity Source
 Impress Printed Products
 Smart Source

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 | AI 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 data-bbox="1031 1711 1534 1927" data-label="Text"> <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 | | |



Michigan Promotional Professionals Association

PRESS RELEASE - FOR IMMEDIATE RELEASE - PRESS RELEASE

April 17, 2023 - for more information contact Paul A Kiewiet MAS+, Executive Director
paul@mippa.org 269-806-4489

MiPPA Joins PPAI as a Business Services Member

(Grand Rapids, MI) The Michigan Promotional Professionals Association (MiPPA), the non-profit trade association for the promotional products industry in the state has been approved for membership in the Promotional Products Association International (PPAI) as a Business Services Member.

This new relationship will provide MiPPA Members and leadership access to many of the resources available through the international association. The two associations share many of the same strategic goals to build up the promotional products industry, increase awareness among buyers and the general public, build professionalism, advocate for the industry and continue to evolve with more relevancy in a changing marketplace.

“This relationship gives our leadership access to important industry benchmarks and best practices to help us train our board members, keep our governance and policies current and participation in the annual Leadership Development Conference, said MiPPA President, Glenn Miotke (Unfolding Communications). “We look forward to the continuing partnership and support from PPAI for the growth of our members and our industry”.

Dale Denham MAS+, President and CEO of PPAI said, “I’m grateful to MiPPA for the support of PPAI over the years including their leadership around government advocacy and end buyer advocacy among many other areas of support. PPAI is looking forward to working even closer with MiPPA who are committed to the vision of ensuring promotional products are universally valued and essential to every brand.”

About MiPPA: MiPPA is the premier regional association serving the needs of promotional marketing professionals. It is dedicated to providing fun experiences and educational exchanges for our members to build promotional professionals and increase positive industry awareness.

About PPAI: Since 1903, PPAI has been the standard-setting international trade association for the promotional products industry. PPAI is the world’s largest not-for-profit promotional trade association with a 120-year history of serving a membership of more than 15,000 corporate members and 500,000 professionals.

Promotional products are one of the oldest, yet one of the fastest-growing advertising media with annual US sales of over \$26 Billion.

Keepsake Products and the Mariano Rivera Foundation team up to support the underserved students in Northern New Jersey.

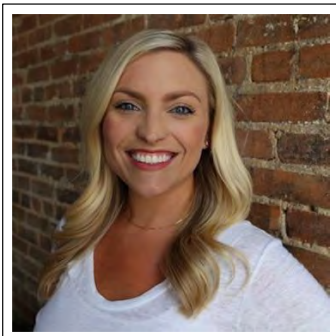
Keepsake Products is proud to announce that they have teamed up with the Mariano Rivera Foundation and their “SAVE 653” mentorship program. Keepsake is set to host an onsite training classroom along with an in-depth program to teach the community’s underserved high school students the fine art of Printing and Packaging.

The foundation was created by Hall of Fame pitcher Mariano Rivera of the New York Yankees with a mission to create a reality where each child is afforded an opportunity to see beyond their circumstances and to discover new ways to make a better life for themselves confidently.

For more information on Keepsake Products:
[Website: www.keepsakeproducts.com](http://www.keepsakeproducts.com)

For more information on Foundation:
[Website: www.themarianoriverafoundation.org](http://www.themarianoriverafoundation.org)





featuring
Britney Mueller
Sr. Dir. of Business Development
OrderMyGear

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

Registration URL: <https://attendee.gotowebinar.com/register/7045986501333071963>

Winning the Pitch: Selling Best Practices Using Online Stores

Join us as Britney Mueller gives us another tool to “Win the Pitch” using online stores. Learn how to differentiate yourself from other sellers with a solution to help make the client’s tasks easier and more streamlined.

Learning Objectives:

- Simple ways to generate new business using online stores.
- Unique ways to resonate with your audience.
- Effectively showcase product offerings
- How data should play a role in every pitch
- And much more!

About Britney: Britney Mueller is a seasoned business development professional with over 14 years of experience in the tech industry. Currently, she serves as the Senior Director of Business Development at OrderMyGear, a leading group commerce platform that enables businesses to streamline their ordering and fulfillment processes through online stores. In this role, she is responsible for identifying new business opportunities, building strategic partnerships, and driving revenue growth for the company. Prior to joining OrderMyGear, Britney held various leadership positions at technology companies, including Manager & Senior Manager of Implementation at Dealertrack Technologies. She has a proven track record of success in driving sales growth, developing and executing successful go-to-market strategies, and building strong relationships with clients and partners. Britney is a graduate of the University of Kentucky, where she earned a Bachelor of Science in Communication. In her free time, she enjoys boating on the lake, traveling, and spending time with her family.

Registration URL: <https://attendee.gotowebinar.com/register/7045986501333071963>

Tuesday, May 9, 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

Cliff Quicksell Jr., CSP, MAS+, MASI
President & CEO
Cliff Quicksell Associates & QuicksellSpeaks

Wednesday, May 31, 2023
12:30 pm ET / 11:30 am CT / 10:30 am MT / 9:30 am PT

Registration URL: <https://attendee.gotowebinar.com/register/5368310977743431769>

Packaging – YES, it IS a Promotional Product and it's Not Going Away

"Named ASI's 2022 Product of the Year, packaging has been the fastest growing category in the promo industry. As an industry, when a crisis occurs, we step up, pivot, and make it right, for ourselves, and for our clients. Today's latest technology has provided you with amazing innovations. This unique interview style presentation will unlock a multitude of profit-generating opportunities. **Cliff will interview one of our industry leaders in our industry; Andy Griffin, managing Partner with Keepsake Products USA** to 'unpack' these opportunities so you can hit the ground running with higher sales, and more importantly explosive profits. Attendees who attend and stay on the call will receive a big surprise.

Learning Outcomes:

- Deeper understanding of the packaging market.
- New technology which allows lower minimums, without sacrificing quality, making your box smarter.
- Methods and techniques to sell and profit at a greater level.
- Ideas on elevating your creative juices and getting them flowing.
- Opening doors to clients you never thought you could.
- Explain why all promo boxes don't necessarily need a product.

About Cliff: Cliff Quicksell, Jr., CSP, MAS+, MASI, has been involved in the promotional marketing nearly forty years. During this tenure, he has achieved the MAS+ professional designation, Master Advertising Specialist+. For over thirty-five years, Cliff has been speaking, training, and consulting internationally to associations and national business groups on more effective ways to market themselves, their products and services, as well as how to motivate their personnel. Cliff is a regular speaker at PPAI EXPO and all ASI Shows, additionally he is the proud recipient of numerous awards. His BLOG, **30 Seconds to Greatness**, won the 8-Legged Media Award for Most Passed Around Content, gaining 80,000 opens and social shares in the first three months. Cliff has also authored three books. In addition to his writing, consulting, and speaking, he is the President of Cliff Quicksell Associates. Cliff is building momentum with the launch of a new company named **The Marketing Academy**.

Registration URL: <https://attendee.gotowebinar.com/register/5368310977743431769>

Wednesday, May 31, 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!

JOHN ANDERSEN



What can we say about MiPPA Hall of Famer John Andersen that hasn't already been said? Safe to say if you are reading this you know John. John represents Showdown Displays here in Michigan and shares his world-class customer service, and knowledge, with clients in Indiana and Ohio. John is a Past President of MiPPA and served on the OPPA Board of Directors for several years as well. To this day John is the "Steward of our Signage". John, and the team at Showdown, has generously donated so many pieces to MiPPA for all of our various events. He will often be the first at one of our shows to help us set them up, make sure all are in working order and give us the reminders we need to give the a good cleaning. Thank you John for your continuous support



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

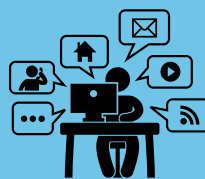
Committee Chair

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

Supplier

Love is in the Air Party

MIPPA · Where Professionals Grow



Tuesday, May 16
6:30 pm - 9:30 pm
Gravity Taphouse Grille

Located at the intersection of I-96 and East Beltline in front of the Country Inn and Suites.

Join us as we thank the true industry champions and road warriors for all that they do to help all us grow.

Let's show them some LOVE!

Get together with us Wednesday night before the show and share your love for good food, drink and friendship with the supplier reps who make this industry so great.

Admission is free for our Ideas in Bloom exhibiting suppliers and our Hospitality Suite sponsoring distributors. Members can join the fun for just \$25.00 which includes two drink tickets and all of the great food we'll be serving all night long.

Your suppliers make it possible for MiPPA to bring you the best programs in the industry. Didn't your mother teach you to say "Thank You?"

Great reps make you look good. They're like having an extra sales force and CSR. They make you more profitable. Show them some Love!



Menu

- Pretzels and Beer Cheese
- White Truffle Tator Tots
- Seasonal Vegetables
- Sweet Treats
- Taco Buffet
- 2 drink tickets per person

A casual gathering of friends in a private section of Gravity Taphouse Grille. Good food, good drinks, good conversations. It's been a long time. Let's get together again and celebrate!

RESERVE YOUR PLACE NOW!

<https://mippa.org/event-5256047>

The *Most Beautiful* Show in the Business!

MIPPA
Ideas 
in Bloom



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.

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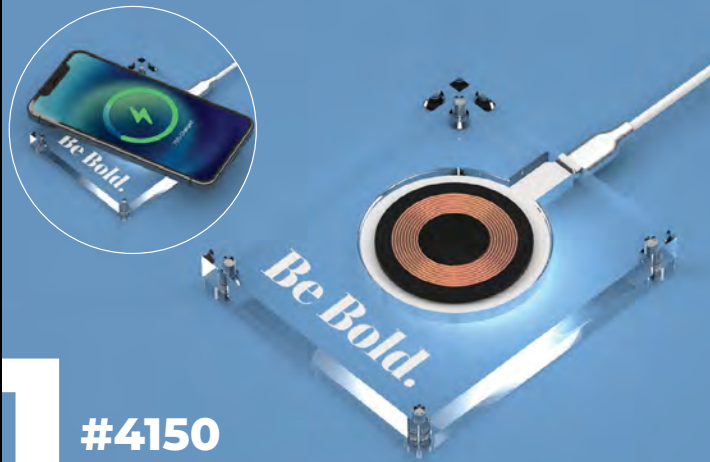
Members: \$50.00

Non-Members: \$95.00

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



TOP FIVE PRODUCTS



1 #4150
ClearCharge



2 #4141
DeskShield
Charge



3 #4038
Spot



4 #4128
ClearPad



5 #4139
PetitPop

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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!

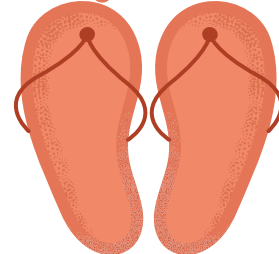
2023 MIPPA Events

May

MIPPA Ideas in Bloom

9th: Tuesday Learning Lab
on Company Stores
16th: Supplier Love Party
17th: Ideas in Bloom Show
31: Wild Wednesday Webinar
with Cliff Quicksell MAS+

June



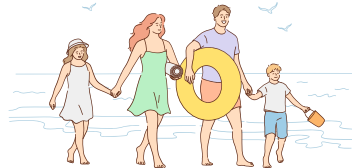
13th: Tuesday Learning Lab on SAGE
13th: Traverse City Mini Showcase
28th: Wild Wednesday Webinar
on Trend Spotting

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

August



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

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

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

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.

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

Visit www.mippa.org for more details.