

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!

December 2022

1

West Michigan
Holiday Luncheon

6

Tuesday Learning Lab

14

Wild Wednesday Webinar

15

Members Holiday
Happy Hour Party

December = Difference

I caught up with good friends, and industry people, over the Thanksgiving weekend. A true treat as they were in town. Text and emails aside, we could "just" sit and talk without interruptions or time limits. Besides sharing our lives with each other, we delved into how our respective distributorships were doing in 2022 and what might be ahead for 2023.

We had both come to the realization this year that purchasing is much different from when we entered the industry oh so many decades ago. The new generation has many different criteria not only for who they do business with but also for the products that they buy.

Sustainability is now a key part of their decision making and while some of our colleagues, on both the supplier and distributor side of our industry,

see this as an obstacle we see it as an opportunity of the first degree.

Not only does moving our businesses away from "Brandfill" by aligning with like minded suppliers better reflect our values but makes us an essential partner to the growing number of companies that are part of this growing trend. Improving our world while growing our business seems to be one of the better paths to take.

Please consider taking some time as this year comes to a close and use the coming month to figure out how to make a difference for your clients, your business and our industry as a whole.

On the same topic here is a recent article from Fast Company about our industry regarding "Brandfill" and the PPAI and Branders response as well as a previous ASI response on the same topic.



PRESIDENT'S LETTER



Goodbye and farewell!

Ok, not really. I'm not going too far. However, this is the last month I'll have the privilege and honor of being the President of the Michigan Promotional Professionals Association. What a year it has been!

In 2021 we slowly started returning to in-person events. I'm happy to say that in 2022 we were fully back to in-person event. LEAD Lansing returned and we spoke with our lawmakers to promote and raise awareness for the promotional products industry. Ideas in Bloom returned to Frederick Meijer Gardens and was as big as ever. Luncheon with the stars returned. We brought back Promotional Products 101 and had a couple of great classes that included a lot of people new to the industry,

and even some industry veterans. The feedback we received was incredible! Smitten with the Mitten returned with a behind the scenes tour of Edwards Garments.

We are starting a Corporate Social Responsibility (CSR) committee and our award winning educational programs remain strong. Thousands of professionals across the county, and even Canada, took advantage of our Tuesday Learning Labs and Wild Wednesday webinars.

In 2022 MiPPA worked with more charitable partners than ever. At the TOM show in January we collected over 200 coats for a great organization called the Neighborhood House who serves over 3,000 households a year with assistance in a variety of ways. Special thanks to Paul Gualtieri MAS for all his hard work with this. At Ideas in Bloom we raised money for Kids Food Basket, a nonprofit on the west side that works to provide nutritious meals for children. At Promotions that ROAR we were honored to have the Gift of Life there raising awareness for organ and tissue donation. Special thanks to John Anderson MAS for his help with this cause that is very near and dear to his heart. Also at ROAR we raised money, and hopefully found a new home for some furry friends, with the good people at Pet Adoption Alternatives of Warren.

We have some ambitious plans for 2023 and I assure you that you are in good hands. Glenn Miotke will be serving as the President of MiPPA. I met Glenn through MiPPA years ago and am proud to call him a friend. He has contributed so much over the years and will be a terrific President.

I'm so very proud of all that we accomplished and would like to thank the entire board of directors, and our Executive Director Paul Kiewiet, for all their hard work. To be surrounded by this kind of talent has truly been special and something I'll cherish forever.

Eric Pehrson

2022 MiPPA President

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

December 2022

**Mercury Promotions &
Fulfillment**

Sanmar

Warwick Publishing Company

**Mercury Promotions &
Fulfillment**

Preferred Lines Marketing

Crystal D

Sales Marketing Group

Creative Studio Promotions

Marketing Motivators

CFS Promotional Products

Bradley + Company

**MCS Marketing Powered
by Proforma**

Media Solutions Inc

Team Donlin

Powerful Incentives

HOT Printing & Graphics

Crystal D

Stahls

Essence Upscale Promotions LLC

Halo

PAST PRESIDENTS OF MiPPA

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

1992	Jim Thomson MAS
1993	Linda Hall MAS
1994	John Wanat
1995	Christine Haberski MAS
1996	Ruth Kramer CAS
1997	Jess Elson MAS
1998	Pauline Listerman MAS
1999	AI 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

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.

GIFT OF LIFE BOOTH

At the MIPPA Promotions That Roar show, and at three other regional association shows, volunteers from area organizations and I met with over 500 distributors, suppliers and end users to raise awareness of organ donation registration.

Earlier this year, Jennie Eberz, multi-line rep for Eberz and Associates, needed a liver transplant. I thought her cause would be a great way to increase awareness in the community. I presented the idea to MIPPA, OPPA and TSSPA and the response was an overwhelming yes that they would donate space at their fall shows.

Working with the Gift of Life in Ann Arbor, Lifebanc in Cleveland, Lifeline of Ohio in Columbus and Life Center in Cincinnati, they brought in volunteers to run the booth at each stop.

At the Canton OH show, Jennie made an appearance. Properly masked, and keeping her distance, she shared the success of her August 7th transplant. It was great to see she is on the road to recovery.

The thing I recognized at each show, each one of the Gift of Life groups used promotional products to get the word out. It starts with the table throw, and besides the literature they had, they also had hand



sanitizers, silicon bracelets, lip balms, magnets pen, chip clips, enamel pins and even plush toys—a bumblebee with the tag line Be a donor. They also walked the show floor looking for future giveaways.

The Eurofit step and repeat wall in the pictures was donated by Showdown Displays. At the show, each group asked if they could get a similar display, so I referred them to a distributor in their area.

The reason I do what I do is I received an organ donation, both a liver and kidney transplant in 2012. I want to honor my donor and pay it forward to others who may be going through this. In 11 years, I have helped a dozen people, including three in the industry, get through their transplant.

It's easy to sign up to be an organ donor. You can do this at your local Secretary of State office and some states offer the flexibility of doing this online. If you would like to have a more in-depth discussion on this, please let me know. I am a certified Peer Mentor with Beaumont Hospital in Royal Oak. My cell # is 763-367-0589.

John Andersen MAS

MIPPA HOF 2021





What Events Can We Plan for You?

*It's
Beer
O'clock*



Let's get together and have some fun. What's your idea of fun? Please take a moment for our one minute survey.

[Take Our Survey!](#)



featuring
Nicki Witek,
OWNER
Wellspring Business Solutions

Tuesday, December 6, 2022
12:30 pm ET / 11:30 am CT /
10:30 am MT / 9:30 am PT

Registration URL: <https://attendee.gotowebinar.com/register/8565986556201340432>

Local SEO – A Guide to Getting Found on Google Using Your Google Business Profile

The pandemic changed the dynamic of online searches, with consumers pivoting to support and do business with locally based businesses. But how do they find you? By using your Google Business Profile and Local SEO strategies. Your Google Business Profile is an easy (and free) tool to attract new prospects to your business. By optimizing and updating your Google Business Profile, you can ensure that local searchers looking for your business can find you, you get more visibility in your community, and increase your revenue (76% of people will connect with a business after interacting with their Google Business Profile)!

Learning Objectives:

1. How to verify and optimize your Google Business Profile.
2. When and what to post on your Google Business Profile.
3. Using copy and keywords on your website pages, as well as citations/online directory listings to gain better organic search engine rankings.

1 CAS Credit when you submit your PPAI Certification PIN Number with your survey.

About Nicki: Nicki Witek is the owner of Wellspring Business Solutions, a digital marketing agency specializing in SEO, Content Marketing and Paid Ads. A former distributor, she has been serving distributors and suppliers from across the country with digital marketing services since 2016. With over 10 years of industry experience, she is an expert in helping promotional products companies increase their visibility online. She prides herself in helping her customers deepen their customer relationships, and developing those relationships into repeat, loyal and trusting customers. Her customers rave about her creative energy, practical solutions, absolute reliability, and her commitment to their ongoing success. When not developing digital content for her clients, she enjoys spending time with her family (her husband, 3 kids and black lab Maddie), kayaking, glamping and watching her high school aged son play football, baseball, and basketball.

Registration URL: <https://attendee.gotowebinar.com/register/8565986556201340432>

Tuesday, December 6, 2022
12:30 pm Eastern / 11:30 am Central / 10:30 am Mountain / 9:30 am Pacific

TSPPA, OPPA, MiPPA, PPACHicago, PPAW, UMAPP, CAAMP, PPAMidwest, AzPPA RMRPPA, NWPMA, HPPA, PPAS, GCPPA, PPAF, PMANC, GAPPP, SAAC, SPPA, PPAMS, PPPC, CASA and NEPPA, CPPA

Your Regional Associations — Where Professionals Go to Grow!



Wild Wednesday Webinar

featuring

Paul Kiewiet MAS+
Coach, Speaker, Facilitator,
Exec. Director, MiPPA

Wednesday, December 14, 2022

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

Registration URL: <https://attendee.gotowebinar.com/register/4944668044374269711>

The 7 Deadly Sins of the Promotional Products Buyer

When used correctly, promotional products are a powerful advertising and communications tool. Unfortunately, too many buyers don't understand the medium or how to get the most value for their investment. ***This presentation is suitable for end user viewing.***

Learning Outcomes:

- Learn how to talk about the power of promotional products
- Position our medium as an effective problem-solving tool
- Help your clients understand why working with a professional will improve results.

1 CAS Credit when you submit your PPAI Certification PIN Number with your survey.

About Paul:

Paul, a former chairman of the PPAI, is an international speaker, writer, coach, and facilitator. He earned the Master Advertising Specialist Plus from PPAI and the Certified Incentive Professional designation from the Association of Incentive Marketing. Paul is also a Certified Life Coach from Fowler Wainwright International Institute of Professional Coaching. He's the winner of ten Golden Pyramid Awards from PPAI for creativity and results and has received two ASI Spirit Awards including Marketer of the Year. He has been inducted into the Michigan Promotional Professionals Association Hall of Fame and the PPAI Hall of Fame.

He founded the sales promotion agency, Promotion Concepts, Inc and grew it into a multimillion-dollar distributorship servicing great brands and companies such as Kellogg's, Coca-Cola, and a host of other fortune 500 Companies. He is the Executive Director of the Michigan Promotional Professionals Association and the author of "Summit: Reaching the Peak of Your Potential", a promo industry business book on how to succeed and become a top professional.

Registration URL: <https://attendee.gotowebinar.com/register/4944668044374269711>

Wednesday, December 14, 2022

12:30 pm Eastern /11:30 am Central / 10:30 am Mountain / 9:30 am Pacific

Another TOM Experience from TSPPA, OPPA, MiPPA, PPChicago, PPAW, UMAPP, CAAMP, PPAMidwest, AzPPA RMRPPA, NWPMA, HPPA, PPAS, GCPA, PPAF, PMANC, GAPPP, SAAC, SPPA, PPAMS, PPPC and CASA

Your Regional Associations — Where Professionals Go to Grow!

VOLUNTEER OF THE MONTH

Thank
you!

DEAN SORENSEN STAPLES PROMOTIONAL PRODUCTS



Someone who exemplifies, servant leadership, Dean Sorensen served the board of directors with distinction. After needing to step down from the board, Dean continues to make sure that the members get the best. Dean organized our storage facility, donated shelving units and made sure we always had what we needed for our shows and events.

Dean co-chaired the membership committee and sent out packets to each member when they joined or renewed their membership.

Dean is that person who you can call on when you need to get a job done and know the answer is yes and the job will be done right. Just because he's no longer serving as a director, he continues to serve you.

He's currently helping us get ready for the January 20 TOM Show - sharing his experience and knowledge with others.

Thank you, Dean - your service to the members of MiPPA has always been Above and Beyond!



Call for Volunteers and Future Leaders

The TOM Show



Committee
Advisory
Set-up Day
Day of Show

Join ZOOM committee calls when available on 12/16, 1/6 and 1/13 to understand the various components of the show.

Assist on Set-up Day - January 19 at the San Marino Club between 1 pm and 4 pm. Involves stuffing bags, helping exhibitors find their tables.
Assist on Show Day - January 20 - Assist with late set-up exhibitors, assist with registration, giveaways, signage and tear down.

Commit to a few hours or many as schedule allows.

Contact TOM Show Chair: Craig Kelley
Craig.Kelley@prestigepronotionsgb.com



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



DISTRIBUTOR ONLY
SHOW

ALL THE BEST REPS
AND SUPPLIERS

NO CHARGE FOR
QUALIFIED
DISTRIBUTORS

SEE ALL OF THE
NEWEST TRENDS,
PRODUCTS,
IDEAS!



SADDLE UP, PARDNERS!
THE TOM SHOW IS
RIDIN' INTO TROY



Friday, January 20, 2023

9 am - 1 pm

The San Marino Club

1635 E Big Beaver Road - Troy, MI

Distributor Registration Is NOW Open!

MIPPA INVITES YOU TO OUR

Ugly Sweater Happy Hour Silly Games Holiday Party

ZOOM IN YOUR UGLIEST, FLUFFIEST,
ITCHIEST CHRISTMAS SWEATER!

BYOB and Snacks

4:00 PM - 5 PM THURSDAY, DECEMBER 15
VIA ZOOM



Join us on Zoom

4:00 pm - 5:00 pm

Thursday, December 15
(ugly sweater and favorite beverage
encouraged but not required)



Let's take a moment to give Holiday Greetings to our friends, play some games, share some cheer and say
Good-Bye to 2022~

Register to receive reminder emails.

Or, show up on December 16 on Zoom.

CALIFORNIA'S IMPENDING FOOD PACKAGING STANDARD TO BE FELT NATIONWIDE

by **Christina Sanders**

On January 1, a new food packaging standard goes into effect in California that will have implications far beyond the state's borders. In October 2021, California Governor Gavin Newsome signed Assembly Bill 1200 into law, which bans perfluoroalkyl and polyfluoroalkyl substances (PFAS) in food packaging at the beginning of 2023.

Impact On Promo

Considering the size of California's economy – approximately 15% that of the United States, making the state the world's fifth largest economy – its PFAS requirements on food packaging will likely impact U.S. promotional products businesses regardless of where they are located.

Grimaldi Law Offices, a firm specializing in chemical and product law, noted in its analysis of the impending rule change that it "effectively creates a new national standard for food packaging and cookware disclosure requirements."

Food packaging is defined in the regulations as being, in part, to mean a nondurable package, packaging component or food service ware that is comprised, in substantial part, of paper, paperboard or other materials originally derived from plant fibers.

- Examples of these products include food or beverage containers, take-out containers, liners, wrappers, eating utensils, straws, wrappers, utensils and disposable plates, trays and bowls.

- PFAS substances are used in paper-based food packaging to resist liquids and grease.

PFAS was also a topic of discussion at this year's PPAI Product Responsibility Summit, which included a session on the substances and how industry companies can respond to impending regulations.

The Regulations

Assembly Bill 1200 requires manufacturers use the least toxic alternative when replacing regulated PFAS in food packaging.

- Additionally, beginning January 1, the bill requires the manufacturer of cookware containing certain intentionally added chemicals to list online the presence of those chemicals. Manufacturers will have to include similar information on the product label beginning January 1, 2024.

PFAS are a group of synthetic chemicals used in several industrial and consumer products. They are sometimes referred to as "forever chemicals" as they do not readily break down in the environment. They can also accumulate and persist in the human body. Due to these factors and more, PFAS substances are coming under increased scrutiny at the federal level.

Published with Permission from PPAI





Product Safety, Sustainability, Compliance



February 28

Holiday Inn Downtown Grand Rapids
10 am - 2 pm

March 2

Marriott Livonia
10 am - 2 pm

**Gain a competitive advantage.
Protect your company, your clients and the
recipients.**

Product safety can be a life and death issue. Learn how to ensure that the products you sell do good, get results and do no harm.

Compliance is not optional. It's the law. Failure to comply with the law can result in fines, penalties and the loss of your business.

Sustainability is an issue for everyone on the planet. Learn how to be a responsible corporate citizen and turn this into a competitive advantage. More and more end users are making this issue a part of their marketing decisions.

Anne Stone, director of member engagement for PPAI is a leading expert on Product Safety and Compliance, and Corporate Social Responsibility. Anne will be presenting everything a professional NEEDS to know to protect their reputation, their company, their clients and the general public. Lunch will be provided during this important seminar.

Product Safety Aware designation and 4 CAS credits will be awarded to attendees.

Grand Rapids

February 28

Holiday Inn Downtown Grand Rapids
310 Pearl St NW
Grand Rapids, MI 49504

10 am - 2 pm

Register Today - <https://mippa.org/event-5041368> <https://mippa.org/event-5041418>

Livonia

March 2

Detroit Marriott Livonia
17100 N Laurel Park Dr
Livonia, MI 48152

10 am - 2 pm

Register Today -

Two Great Learning Experiences

PROMOTIONAL PRODUCTS 101

Thursday, February 9

9 am - 3 pm

Embassy Suites Downtown,
710 Monroe Ave NW
Grand Rapids, MI 49503



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.



Comments from previous attendees: "Fantastic! Breadth of knowledge and detail given." "Very relevant, will use every day!" "Paul did a great job. He's very engaging and knowledgeable." "Flowed well, perfect timing" "Perfect!" "Really filled in the gaps for me" "I understand the jargon now!" "was easy to pay attention and he explained things well" "Definitely knows his stuff!" "Paul was extremely knowledgeable, a great teacher!"

MiPPA Luncheon with the Stars



Luncheon With The Stars

11:30 am - Visit Exhibits

Noon - 1:15 pm Lunch and Presentations

1:15 pm - Visit Exhibits and Departures

Enjoy new ideas from these Promo Rock Stars!

John Andersen MAS - Showdown Displays

Carly Jaeger - Koozie Group

Deborah Mann - DMannding Results

Shawn Rogers - SanMar

See what's new, what's hot and what's trending.

Samples and door prizes.

Member Pricing: Luncheon With The Stars Only \$10.00

Promo 101 includes Luncheon and Book: \$50.00

Non-Members: Luncheon With The Stars Only \$25.00

Promo 101 includes Luncheon and Book: \$95.00

REGISTER

YOU MAY ATTEND THE LUNCHEON ONLY OR BOTH EVENTS.

Full Day Schedule

9 am - 9:30 am: Arrivals, Networking and Coffee

9:30 am - 11:30 am: Promo Products 101 - Industry Knowledge

11:30 - Noon: Luncheon With The Stars Exhibits

Noon - 1:15 pm: Luncheon With The Stars Presentations

1:30 pm - 3pm: Promotional Products 101 - Practical Applications

All Promo 101 attendees will receive a copy of the book - *Summit: Reaching the Peak of Your Potential*

REGISTER

Choose packaging style



Choose a kit

Ask about the full selection of kits



SousChef 5-in-1 Gourmet Cutting Board

25 pcs	\$143.25c
50 pcs	\$138.25c
100+ pcs	\$133.25c

Includes laser etched logo on board and gift box with custom sleeve.



DeskSaver Kit Music 3pcs Desk Accessories Kit

25 pcs	\$65.99c
50 pcs	\$60.99c
100+ pcs	\$55.99c

Includes full color print on each product, box top and custom box sleeve



Sound & Lights Kit Ringlight & Earbuds Kit

25 pcs	\$75.99c
50 pcs	\$70.99c
100+ pcs	\$65.99c

Includes full color print on each product, box top and custom box sleeve



PowerJam Kit Speaker & Power Bank Kit

25 pcs	\$87.45c
50 pcs	\$82.45c
100+ pcs	\$77.45c

Includes full color print on each product, box top and custom box sleeve

10 days production time



ASI # 51566 | SAGE # 69081 | PPAI # 383252

More ideas on How to Improve Diversity, Equity, Inclusion and Belonging

Diversity

is a FACT

Equity

is a CHOICE

Inclusion

is an ACTION

Belonging

is an OUTCOME

36. Hold office hours. If your HR/People team has the bandwidth, hold recurring office hours and welcome input around D&I.

37. Sponsor an event. Get other companies together to talk about D&I, and share what's working and what isn't working. Even if you can't meet in person, you can easily meet with other teams using video conferencing tools.

38. Sponsor organizations. If there are organizations doing the work that you would like to be doing or the work that you admire, offer to sponsor them. Even if you don't have the resources to help in any other way, sponsorship shows employees that your company puts its money where its mouth is and is committed to supporting positive change.

39. Partner with nonprofits and community organizations. Bonus points for supporting orgs that are aligned with your mission! Are you a food company? Reach out to soup kitchens or food banks and offer to support their fundraisers. Ed-tech? A variety of nonprofits offer tutoring and volunteer opportunities where your employees can share their skills.

40. Include D&I in performance conversations. Even if you're not tying D&I directly to individual goals, you can still touch upon hiring managers' efforts, progress, and the expectations you have for them in performance conversations to keep it top of mind.

41. Provide Learning & Development workshops for employees to develop and refine adjacent skills like communication and empathy. An inclusive workforce is an emotionally intelligent one.

42. Have every employee take a working styles test — such as the Insights Discovery test — to help coworkers understand each other's work and communication styles. Understanding ourselves leads to better understanding of others and the appreciation of differences.

43. Offer flexible PTO. Empower your employees to decide when it's the right time for them to take a break. By giving them the option to take time when they need it, you're inherently telling them that you trust their judgment.

44. Update your sick leave policy to cover mental health days. Allowing employees to use their sick days when they need to take a mental breather shows your company prioritizes their mental health. This small change to your policy can also help you prevent burnout and loss of productivity.

If you would like to serve on the MiPPA DEIB Committee and help us implement positive change, please email volunteers@mippa.org. The committee is chaired by MiPPA Past President, Roger Burnett.

This article is a continuation of the important discussion of improving communication and understanding. This content is from a 2020 article in LinkedIn by Jennifer Kim. Read the full article at: <https://bit.ly/3wqr5BP>



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.)

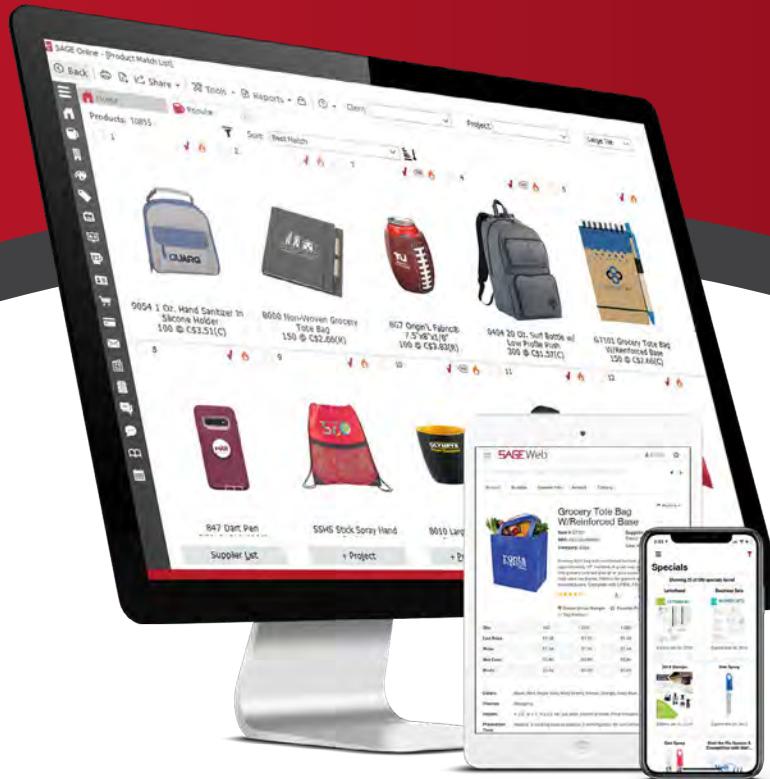
Requirements: What educational or professional experience is required of the candidate.

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!



December



- 1st: West Michigan Holiday Luncheon
6th: Tuesday Learning Lab
14th: Wild Wednesday Webinar
15th: Members Holiday Happy Hour Party

2023



Events

January



- 2023 Coupon Book Available
17th - Tuesday Learning Lab
20th - The TOM Show - San Marino Club
25th - Wild Wednesday Webinar

February



- 9th: Grand Rapids Luncheon With The Stars and Promo 101 Course
14th: Tuesday Learning Lab
22nd: Wild Wednesday Webinar
28th: Product Safety Seminar - Grand Rapids

March



- 1st: LEAD Lansing
2nd: Product Safety Seminar - Southfield
14th: Tuesday Learning Lab
23rd Pizza with The Stars - Troy
29th: Wild Wednesday Webinar

April



- 11th: Tuesday Learning Lab
TBD Luncheon With The Stars
TBD: Midwest Leadership Conference
26th: Wild Wednesday Webinar

May



- 9th: Tuesday Learning Lab
17th: Ideas in Bloom Show
31: Wild Wednesday Webinar

June



- 13th: Tuesday Learning Lab
13th: Traverse City Mini Showcase
28th : Wild Wednesday Webinar

Save the Date:

July 20: Chicken With the Stars and Promo 101 Course at Zehnder's of Frankenmuth

September 20: Promotions That ROAR! at Ford Field

Watch for

New Exciting Events and Offerings in 2023