July | 2022

News from the Premier Regional Association

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!

July 2022

12
Tuesday Learning Lab

26
Luncheon With The Stars

27
Wild Wednesday Webinar

Seriously Eric? Bon Jovi?!

Perhaps not the most professional headline you've seen here but some things go beyond the professional and become family matters.

What is family to you? For me, it's many things. There's a common ground, traditions and the history that results. A history that encompasses landmark events, like holidays and weddings, and everyday experiences. Like inside jokes or that story about how your uncle fell asleep in an inner tube on the 4th of July. Waking up half a lake away.

There's also the support and comfort family can provide. Resources, experience and encouragement when we want to grow. All of that plus a shoulder to lean on or ear to bend when we're doing our to keep standing.

MiPPA began as a professional organization over 50 years ago but is now so much more to many of its members. Our educational offerings, end user shows and more make MiPPA, professionally, the premiere regional association. On the cutting edge instead of some fringe thing like Jon Bon Jovi's jacket.

But it's our everyday support, and comfort, that makes MiPPA a family. You're almost always able to find another MiPPA member who can help you through your latest challenge by offering perspective, insights and more that you hadn't considered possible. You may even find an inside joke along the way. Avoid inner tubes though.

Do go to page five, however. One of our family members, Jennie Eberz, can use our help.

Then turn the page for our esteemed president's July letter. He's dragging us back to the 80's and I'm having seriously mixed emotions about it. Click the pic if you'd like to join in the fun/misery.
♫ Woah, woah ♫

PRESIDENT'S LETTER

As the great Bon Jovi once said, "Woah, we're half way there". If "Livin' on a Prayer" is now stuck in your head, I apologize. Perhaps I should say you're welcome because that's a pretty awesome song. Either way, before I get too off track and write a letter about 80's hair metal let me refocus.

We are now at the halfway point of 2022. Let me repeat, we are halfway done with the year! Hard to believe for many, I'm sure. I know its catching me off guard. Part of me feels like time is going too fast. Yet part of me feels like some things from earlier this year happened a lifetime ago.

It has been an interesting year for myself. There have been highs and lows. Big changes and little changes. Personally and professionally. I started the year as a distributor, now I'm over on the supplier side. Something I didn't see coming! This year I embraced change. I won't lie, it's been scary at times. In fact, I resisted it at first, but made the decision to welcome a change and continue my path in the world of promotional products.

As for us here at MiPPA? Yup, there's been change there too. We've made changes to events. Changes to our meetings. Changes to the board. Changes to our by-laws. Actually, let me detail those for you… ok, I won't do that. I don't want to put anyone to sleep.

Ashley Grenell, formerly with Alphabroder/Primeline, embraced change too and had to step down from the board. Carly Jaeger, with Koozie Group, embraced change and joined us on the board to fill Ashley's role. We've shifted our focus from more traditional areas to new ones. We're continuing to adapt to the "new normal". We've accomplished a lot and have a lot more to do.

I think it is a good time to look at things. Are you a resolution person on New Year's Day? How are those going? Got a goal sheet? Are you checking off those goals? Wipe the dust off that business plan you spent so much time on last year. How does it look? Where have you succeeded? Where have you failed? What do you have left to accomplish? Maybe this year hasn't been what you thought it would be. That's ok! Guess what? You still have half of it to go. Perhaps its been better than you thought. Well, keep that momentum going. Kick it in to overdrive and finish the year stronger than expected!

It's easy to get caught up in the routine, to stay the course or to follow the path of least resistance… whatever analogy you want to use. I challenge you now to take 15 minutes and really think about where you are at this halfway point of the year. Professionally and personally. Take some time to reflect and contemplate on the year so far and think about your path forward. How will you end the year? How will your organization end the year? Is change needed? If so, maybe it's time to embrace change.

Eric Pehrson
2022 MiPPA President

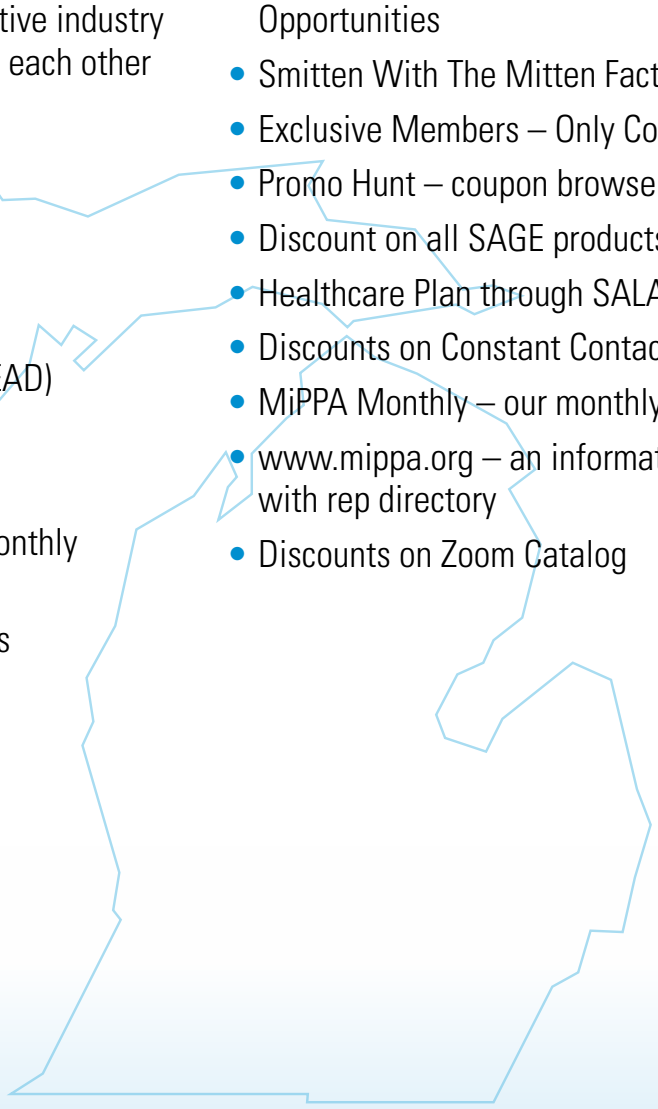
WELCOME NEW MIPPA MEMBERS!

Antigua Group • Keepsake Box USA

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 softward. 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 July 2022

Ashgrove Marketing Agency LLC

The Certif-A-Gift Company

Creative Promotions of Jackson

Five Star Screen Printing and Embroidery

Joe Eberz & Associates

Staples Promotional Products

Vantage Apparel

PAST PRESIDENTS OF MIPPA

1969	Chris Franklin
1970	Harold Burnstein
1971	Harold Burnstein
1972	Bernie Brauer
1973	Bernie Brauer
1974	Mike Harrison
1975	Mike Harrison
1976	Mike Harrison
1977	Al Thomas
1978	Ken Kelsey MAS*
1979	Ken Kelsey MAS*
1980	Ken Kelsey MAS*
1981	Tim Quinn MAS
1982	Tim Quinn MAS
1983	Joseph Nelson
1984	Joseph Nelson
1985	Tim Quinn MAS / Jim Thomson MAS
1986	Jim Thomson MAS*
1987	Jim Thomson MAS*
1988	Greg Campagna MAS
1989	Earl Sisson
1990	Earl Sisson
1991	Doug Fraser
1992	Jim Thomson MAS
1993	Linda Hall MAS
1994	John Wanat
1995	Christine Haberski MAS
1996	Ruth Kramer CAS
1997	Jess Elson MAS
1998	Pauline Listerman MAS
1999	**Al Bates MAS***
2000	Ralene Ehardt
2001	Eric Wittel / Jess Elson MAS
2002	Michael Crawford MAS
2003	Penny Koch
2004	John Bell
2005	John Bell
2006	**John Andersen MAS**
2007	Tim Hill
2008	Tim Hill
2009	Cyndi Waldren
2010	Kari Moravec Caruso
2011	Roger Burnett CAS
2012	Scott Petrowski
2013	Tim Stedman
2014	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.

PLEASE HELP SUPPORT JENNIE'S MEDICAL EXPENSES FOR LIVER TRANSPLANT

Please help my daughter Jennie with medical expenses while she is waiting for a liver transplant. Two years ago, she started having issues with a fatty liver, and in April of 2022 it turned into cirrhosis of the liver. While she has been waiting for a liver transplant she has spent over a month in a hospital trying to keep her levels balanced, salt and hemoglobin and her kidneys functioning. Now the wait is on for a donor to get a transplant which can take 6+ months of doctor's visits and unfortunately some very long stays at the hospital

Jennie joined the Promotional Products Industry 8 years ago to help me rep Joe Eberz & Associates. Since 2014 we have traveled together calling on Distributors and attending trade shows. She has been telling everyone I've changed her name to "Joe's Retirement Plan". Over the years she has worked hard to support the industry by serving on the OPPA board as their treasure and planning trade shows for the distributors we call on.

Throughout all of the struggles that come with being a sales rep in the promotional products industry, and even with her ongoing health issues, she has remained positive and a constant inspiration not only as my daughter, but also as a sister, an aunt, and a wonderful friend... Oh yeah let's not forget a fantastic dog mom to Slr Fredrick. Any and all help is welcomed. We truly appreciate all of the support we have gotten from everyone.

gofundme™

PLEASE DONATE!

Traverse City Mini Showcase
June 14, 2022 - Hotel Indigo

Thank you Exhibitors!

Alphabroder/Prime - Scott Wakefield
J Charles - Patrick Eppert
Certif-A-Gift Co - Ryan Tobutt
ETS-Express - Michael Contreras
Toddy Gear - Kristian Pawlikowski
Rustico - Allen Clawson
Peerless Umbrella - Peter Hiatrides
Coloring Book Solutions - Scott Ward
Edwards Garment - Nancy Martin
RK Marketing - Rob King
Goldstar - Brett Long
Sweda Company - Paul Gamboa
American Ad Bag - Stacie Woltman
Hit Promotional - Craig Donnelly
K.C. Fields and Assoc. - Doug Yount
Bentcil - Carla Matlock Killion
SanMar - Lance Long
Delta Apparel - Jeff Zimmerman
KS Sales - Kerry Schmock
Koozie Group - Carly Jaeger

The view from the ballroom show space.

MIPPA Luncheon with the Stars!

Chicken With The Stars
Tuesday, July 26, 2022
11:45 am - 1:30 pm
Zehders of Frankenmuth

Join us in Frankenmuth for a chicken luncheon feast with all the fixin's while learning about all of the greatest new products and ideas from three great suppliers.

Steve Donlin - Team Donlin This multiline rep group represents great lines and has hundreds of great ideas for you. He's a multiple award-winning multi-line rep you should know.

John Andersen MAS - Showdown Displays A MiPPA Hall of Famer, past president and a Rep of the Year award winner, John will show you how easy it can be to find new profits selling trade show displays and products.

Craig Donnelly - Hit Promotional Product Hit Promotional Products is a fifty year old innovator in the promo space delivering the categories that are hot right now and brands your clients will love!

REGISTER

How this works

The "Stars" will set up displays in the legendary Zehnder's of Frankenmuth. You may arrive as early as 11:30 to talk to the reps and check out their displays. At noon, we'll start with 20 minute presentations from each of the exhibitors. When they are done, you can revisit the displays and request samples and more info. While they are presenting, you'll be enjoying a Zehnder's classic chicken luncheon with a Sanders Hot Fudge Sundae for dessert. Plan on picking up samples, catalogs and maybe even some great door prizes too.

REGISTER

VOLUNTEERS OF THE MONTH

Thank you!

MOLLIE HARTLIEB
DAN HARTLIEB
OWNERS
ON PURPOSE BRANDING

Putting on a trade show the size of Ideas in Bloom requires lots of things needing to all come together. This wonderful couple drove to Grand Rapids from Schoolcraft (south of Kalamazoo) on set-up day before the show and made sure it all came together!

Mollie helped us set up the registration tables. Because the Gardens are open to the public, we need to set this up away from the final registration area and then move it into the atrium after the facility closes for the day. Mollie kept it organized and made it a smooth move.

Dan moved the products that suppliers had shipped in before the show to the appropriate display tables. and then met with our exhibitors as they arrived and helped them have an easy load-in.

On show day, they continued to help us when and where they were needed most. Talk about extra effort!

Volunteers Get It Done!

Thank you Mollie and Dan!

www.mippa.org/Volunteers

Nominations Are Now Being Accepted.

Request Nomination Forms and Instructions at: https://mippa.org/HALL-OF-FAME

MiPPA Hall of Fame Award

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

Eligibility and Deadlines: To be eligible for our highest honor, a candidate shall have made significant contributions to the membership of MiPPA, the promotional products industry and their community. The candidates may be living or deceased. Candidates must have been a member of MiPPA for a minimum of five (5) years as defined by the MiPPA bylaws.

Current MiPPA Board of Directors are not eligible. Candidates must have been off the board for a minimum of two years to be considered.

Nominations open on June 1, 2022 and close on September 1, 2022. Inductees will be announced and honored at the MiPPA Annual Meeting and Dinner.

Nomination Procedure and Election:
Nominations for Hall of Fame shall be made by Association membership. All current MiPPA members are eligible to submit a nomination. Nomination forms are collected by the Executive Director who will forward eligible nominations to the MiPPA Hall of Fame Selection Committee. The Hall of Fame Selection Committee will select and notify the President of the Association and the Executive Director of their selection.

Nominees who are not selected will automatically be reconsidered the following year. If not inducted the second year, candidates will need to be nominated again before being reconsidered.

MiPPA Hall of Fame Members
2009 - Kenneth R. Kelsey MAS, Alvin H. Elwood, Sr; Howard J. Steinmetz MAS; 2010 - Paul A. Kiewiet MAS+; 2012 Donna Hall; 2013 Allen Bates MAS; 2017 LaDonna Belcher; 2018 Jim Thomson MAS; 2019 David DeWitt, Paul Gualtieri 2020 Mary Jo Tomasini MAS+; 2021 John Andersen MAS

Nominations must be returned by September 1, 2022 to Paul A Kiewiet MAS+, Executive Director MiPPA • PO Box 151520 • Grand Rapids, MI 49515-1520 • paul@mippa.org •

Nomination Forms and Instructions Available at: *https://mippa.org/HALL-OF-FAME*

GREAT LAKES SUPPLIER

REP OF THE YEAR AWARD

Nominate YOUR Favorite Rep for the 2022 Honor

The Great Lakes Supplier Rep Award recognizes the industry supplier representative or multiline representative that has provided **outstanding service, products, support and dedication** for the past twelve months.

Some of the things that make an exceptional rep: **Creative Ideas - Supportive - Partner - Accessibility - Follow-through - Product Knowledge - Inspiring Sales Presentations - Understands Your Goals - An Asset to Your Business**

Please nominate the Rep you feel should be recognized for their outstanding service.

Previous Great Lakes Supplier Rep Award Winners
2021 - Regina Harrington - Tekweld
2019 - John Andersen MAS - Showdown Displays
2018 - John Bates - Polyconcept North America
2017 - Matt McCluggage - The Magnet Group
2016 - Kurt McGovern - McGovern Marketing Group
2015 - June Moran - Multiline Rep
2014 - John Gibson - Ash City
2013 - Maureen Dwyer - MK Marketing

Nominations open and accepted from June 1 - September 1

Nominate Here: https://bit.ly/3PyhnpM

Save the Date: Thursday, November 3

MiPPA's Annual Members' Meeting, Dinner and Awards Celebration where we will be celebrating the volunteers, Rep of the Year, and Hall of Fame inductees.

POWERSTICK.COM

Represented By:
BATES GROUP

We're a little different

- Quick Turnaround : 5-7 Days
- Low to No Minimums on all products
- Custom packaging options for all products
- Canadian-Made power banks w/ Lifetime Warranty
- Safety & Certifications are a priority
- Duty Free shipping from both Canada & the US
- Speakers, Chargers, Trackers, Phone Accessories, Puzzles & Kits
- Lots of inventory

Aura #4116
Clip-on Ring Light & Camera Cover

Portable
Works with phones, tablets & laptops

ClearPad #4128
Reusable Memo Pad with Chalk Marker

Easily Wipes Clean

Jot #4129
Retractable Infinity Pencil

NO Sharpening Required

PowerStand #4122
Desktop Wireless Charging Dock

2-in-1
Wireless charger & Phone Stand

ASI # 51566 | SAGE # 69081 | PPAI # 383252 | https://powerstick.com/main/

Tuesday Learning Lab

Growing Your Skills

featuring

Tony Shereda MAS, MASI

Vice President of Sales,

QMI Group

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

Registration URL: https://attendee.gotowebinar.com/register/7484426651918148876

"Fulfillment Programs: Potential and Pitfalls"

Doing a fulfillment program can be very rewarding if the right questions are asked up front and designed properly. It can also be a nightmare if the client does not understand what you need or why you need it! "Wait, there is international shipping involved also…to how many different countries????" We will review the proper set up of a program, important questions to ask and review SOME of the challenges to shipping internationally.

Learning Objectives:

* The RIGHT questions to ask a client before setting up a Fulfillment Program
* Domestic & International Shipping requirements.
* Proper set up of a Fulfillment Program
* Challenges to look out for when developing a Fulfillment Program

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

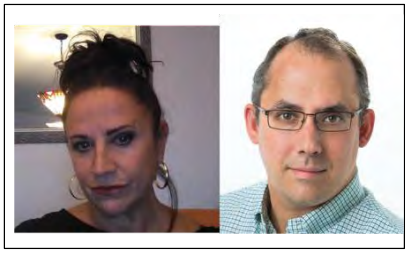
About Tony: Tony Shereda, MAS is Vice President of Sales for QMI Group, Inc. and an industry veteran with over 38 years of experience in the Promotional Marketing arena. QMI Group has been working with clients on domestic and international fulfillment programs for over 15 years. He has made every mistake in the book and wants to make your learning curve much smaller than his!

Registration URL: https://attendee.gotowebinar.com/register/7484426651918148876

Tuesday, July 12, 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

Your Regional Associations — Where Professionals Go to Grow!



Wild Wednesday Webinar

featuring

Michele Bell, V.P. Editorial, Educ. & Special Events
Nate Kucsma, Sr. Exec. Dir. Research & Corp. Mktg.
ASI Central

Wednesday, July 27, 2022
12:30 pm ET /11:30 am CT / 10:30 am MT / 9:30 am PT

Registration URL: https://attendee.gotowebinar.com/register/9037957417084251662

Data-Driven Blueprint for Success

In this special webinar, ASI's Michele Bell and Nate Kucsma will share key highlights from Counselor's just-released State of the Industry report. The overview of results from ASI's annual industry surveys will include a recap of key issues that matter most to the promo industry along with hot product and market trends, while arming suppliers and distributors with resources, data, and strategies for moving forward.

Learning Outcomes:

- **Hottest markets**
- **Top product categories**
- **Distributor sales results**
- **Supplier delivery trends**

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

About Michele: Michele Bell is ASI's Vice President of Editorial, Education & Special Events. With more than 30 years of journalism experience, she has been with ASI for 25 years and is the recipient of multiple Neal Awards, known as the Pulitzer Prize of business journalism. Michele also covers the overseas promo markets extensively, attending events around the world to profile for ASI's content platforms.

About Nate: Nate Kucsma is ASI's Sr. Executive Director of Research and Corporate Marketing. Nate earned his MBA from Rutgers University in Marketing in 2007 and brings with him over 25 years of marketing research experience in a variety of industries. Nate joined ASI in 2014 and has partnered with his colleagues on many of the promotional product's industry's most influential studies such as the annual Counselor State of the Industry study and the Global Ad Impressions research.

Registration URL: https://attendee.gotowebinar.com/register/9037957417084251662

Wednesday, July 27, 2022
12:30 pm Eastern /11:30 am Central / 10:30 am Mountain / 9:30 am Pacific

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

Your Regional Associations — Where Professionals Go to Grow!

ASISHOW CHICAGO

EDUCATION: **July 19** | EXHIBITS: **July 20-21, 2022**
McCormick Place, North Building, Halls B1 & B2

Get Ready for the Busy Selling Season at ASI Show® Chicago

Here's a preview of the excitement the event has to offer (besides the incredible energy you can only get from a promo products trade show floor!):

- Tens of thousands of products from hundreds of suppliers, including new products and best sellers that are in-stock and ready to ship.
- A full day of education sessions plus Power Sessions held on the show floor throughout the event to learn from experts on how to grow your business.
- Fun and exciting events that will take your networking off of the show floor and create those unique moments that you'll remember!

Register for free* at asishow.com.

*Prospective members pay $199 to attend Education and Exhibits, and $10 to attend just Exhibits (this will increase to $25 onsite).

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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.

Ford Field - Home of the Detroit Lions
Free Parking in the Lions Ramp at Gate G
Detroit, MI

Promotions that ROAR

Wednesday, September 21, 2022
Show Hours 11 am - 3 pm

MiPPA Member Distributors - Free
Non-Member Distributors - $120.00
Client Registrations - $20.00 each

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

Promotions That ROAR! is the one show you can't miss. You'll get the early new product introductions, pick up great samples, get free parking in the Lions Ramp at Gate G, see old friends and make new ones, too. See special displays of new and trending products. Make 2022 your Winning Season.

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

REGISTER FOR PROMOTIONS THAT ROAR!

HOSPITALITY SUITE

Entertain your clients in style in a Sweet Suite

Get More ROAR out of Promotions That ROAR!

Based on the response to our Ideas in Bloom Show last month, it appears that show fever is back and we may be back to 2019 attendance levels. Clients are excited about seeing, feeling, touching the new products you can offer. We are once again returning to Ford Field and all the exciting experiences we offer there. The show committee is hard at work to create even more enhancements this year.

Reserve Your Corporate Suite and entertain you clients at the biggest and best fall end user show in the Midwest. Impress your clients with a space to relax, share ideas and enjoy all that the Promotions That ROAR! Show has to offer.

Promotions That ROAR! - Wednesday, September 21, 2022 - Ford Field, Detroit, MI

Promotions That ROAR! will feature exhibits from 11 am - 3 pm with lots of extras for you and your clients to enjoy. Once again, we'll be offering opportunities to go onto the playing field and attempt a field goal. VIP Stadium Tours will be offered every 15 minutes during the show. We'll have a special tour available at 9:30 am for Hospitality Suite Holders and Exhibitors so you can enjoy the tour without taking time away during Show Time.

Your suite is equipped with large monitors that can display your program, logo, power point and messages.

The cost for the suite is for the rental for the day. You will determine your own menu and extras to be ordered directly with Levy Restaurants. Your client registrations will be invoiced at $20.00 per badge printed.

We have two suite sizes available: 600 sq ft, 1200 sq ft.

Hall of Legends and Sponsor Bar are reserved for charter suite holders.

Reserve your suite and start planning your End User Experience of the year!

This is the address that can make it all happen: https://mippa.org/event-4861884

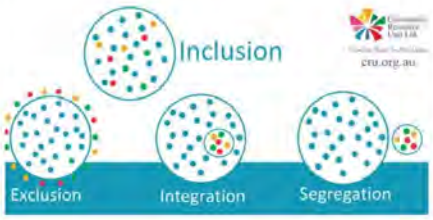
More ideas on How to Improve Diversity and Inclusion

DIVERSITY

diversity is less about what makes people different—their race, socioeconomic status, and so on—and more about understanding, accepting and valuing those differences

EQUITY

equity is about creating fair access, opportunity, and advancement for all those different people. It's about creating a fair playing field, to use a familiar metaphor



INCLUSION

inclusion is the extent to which various team members, employees, and other people feel a sense of belonging and value within a given organizational setting

15. Give visible recognition when employees do go above and beyond by picking up extra duties. Contributing to your workplace isn't just about hitting sales goals or shipping products — it's also about doing your part to make your company a great place to work, and it deserves props too.

16. Allow flexible work hours. Show your employees you trust them to get their work done with the freedom to create their own work hours. People have all sorts of personal situations that may affect their ability to work a strict 9 to 5 (like picking up or dropping off children at school). Lack of flexibility makes the lives of some employees unnecessarily difficult, and they may respond by leaving for a company that can provide it.

17. Order a set of knowledge cards. It can be hard to know how to talk about D&I and bring awareness to your coworkers. The Society of Women's Engineers partnered to create a set of knowledge cards designed to facilitate a discussion and prompt reflection around D&I.

18. Have coworkers take an Implicit Association Test to help them realize their own biases. Acknowledging that we all have biases is often a very important first step toward deeper D&I conversations.

19. Check the temperature of your office. The temperature in most buildings defaults to what's most comfortable for men. It's entirely possible a subset of your employees can't even be comfortable at work without constantly layering themselves in sweaters and jackets — how could we ignore that?

20. Check what reading materials you have in your lobby. If you're going to provide magazines, try to make sure they're relevant to your industry as opposed to clearly gendered options. Unless you're in fashion, GQ probably doesn't belong in your lobby.

21. Print inclusive bathroom signs. Hang signs that say "For those who identify as" above the gender signifier on each door to help transgender and genderfluid employees feel comfortable using the bathroom that best fits their gender identity.

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

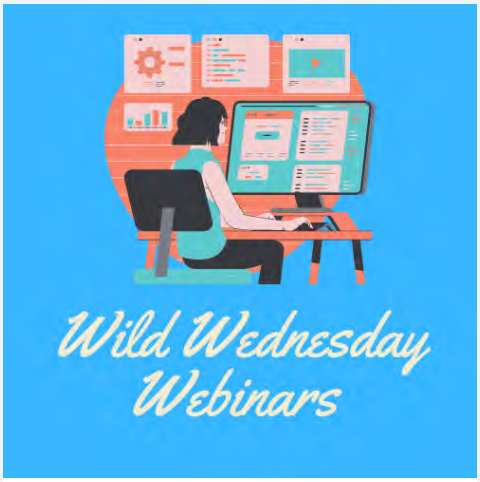
COMMITTEE SPOTLIGHT

Professional Development

MiPPA Membership Committee Co-Chairs

Sandra Kelley MAS - Prestige Promotions - MiPPA Immediate Past President
sandra.kelley@prestigepromotionsgb.com
Don Spencer - Evans Manfacturing - Former MiPPA Board Member
donspencer@protonmail.com

Professional Development Committee
helps develop all aspects of education offerings. Select speakers, webinar series, special programs, end-user education, speaking at colleges and at service clubs and organizations.



Interested in helping?

- Marketing the programs throughout the promotional products industry
- Develop new offerings
- Create a speaker's bureau
- Recommend programs members need
- Train to become a program producer/ moderator
- Find opportunities for MiPPA to educate end users and educators.

MiPPA's Professional Development Programs are Award-Winning and Recognized as Industry Leaders. Our webinar programs are offered by more than twenty regional associations and PPACanada.

Want to get more involved?
Contact:
webinars@mippa.org
volunteers@mippa.org

WHAT SIZE WORKS FOR YOU?

SIZE CHART

SIZE	MiPPA - Powered by Volunteers of all sizes
S	Let us know if you can help out in small ways for limited times. These jobs may be just an hour to help direct people at an event, or perhaps stuffing our show bags for a show, or checking in attendees at an event. One and done.
M	Serve on a task force or committee and help us organize something. Mostly adding your suggestions as a committee member with periodic Zoom or conference calls. Add your thoughts and make things happen.
L	Develop some leadership skills as a Committee Chairperson. Organize a few like-minded volunteers and see specific projects turn into success. Be responsible and feel a great sense of accomplishment.
XL	Serve on the MiPPA Board of Directors where you help develop the vision and strategically create the future for the industry. Be a part of something big and make big dreams come true. Develop relationships across the industry as you guide MiPPA to enduring greatness and regional leadership.

VOLUNTEERS NEEDED

Committees of MiPPA

Professional Development - help develop all aspects of education offerings. Select speakers, webinar series, special programs, end-user education, speaking at colleges and at service clubs and organizations.

Membership - help welcome and on-board new members, keep members in touch and engaged with MiPPA. Suggest new member benefits and programs.

Advocacy / Governance - help MiPPA be best in class in our operations. Organize Legislative Education Action Day in Lansing, promote industry Advocacy, monitor Government Relations and issue action alerts as needed. Generate speaking opportunities along with ProDev committee to increase industry awareness and goodwill.

Marketing - create awareness of MiPPA events and activities through Social Media, electronic newsletter, press releases and the mippa.org website. Create socially responsible actions and philanthropy to support local and regional causes.

Events - Implement trade shows, parties, annual meetings, special networking activities, and fun times to engage the membership. Reinvent the traditional into Bold, Best In Class and Fun Experiences.

Let us know your size and interests and join us in creating the premier Regional Association in the Country!

Contact volunteers@mippa.org and let's build something great together.

SAGE Affiliate Program™

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

- Build presentations for your clients
- Create virtual samples
- Establish a web presence
- Process payments
- Stay top of mind with email campaigns
- Keep track of your client info and history
- Create custom catalogs and flyers
- And more!

Work smarter with one easy-to-use solution.

www.trySAGE.com

MIPPA 2021 Coupon Program

Primeline	Free Setup	$44
SnugZ	Free Setup	$36
Sweda	$40 Off	$40
Tekweld	Free Setup	$40

Breakeven with Membership Cost

Bag Makers	Free Setup	$40
Chocolate Inn	Free Setup	$40
Lanco	Free Setup	$40
AAkron Line	$25 Off	$25
Towel Specialties	Free Setup	$60
Peerless Umbrella	Free Setup	$45

Coupons from
90+ Suppliers

Total Value
$3,000

Now Automatic with PromoHunt

Install Free Browser Extension at PromoHunt.com

COMING ATTRACTIONS!

January

2022 Coupon Book Available
11th - How to Put Together Your Marketing Plan
21st - The TOM Show
26 -The 2022 State of the Industry with Tim Andrews - ASI CEO

February

8th: Tuesday Learning Lab
17th: Grand Rapids Luncheon With The Stars
23rd: Wild Wednesday Webinar with Jonathan Isaacson

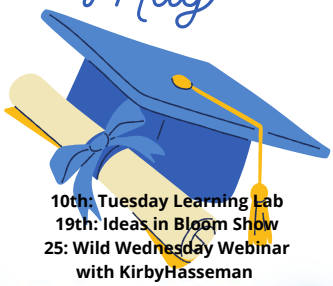
March

3rd: LEAD Lansing
8th: Tuesday Learning Lab with Bill Petrie - Brandivate
15th: Ann Arbor Luncheon With the Stars
30th: Wild Wednesday Webinar with Charity Gibson

April

12th: Tuesday Learning Lab
14th: Troy Luncheon With The Stars
27th: Wild Wednesday Webinar

May



10th: Tuesday Learning Lab
19th: Ideas in Bloom Show
25: Wild Wednesday Webinar with KirbyHasseman

June

14th: Tuesday Learning Lab
14th: Traverse City Mini Showcase
29th : Wild Wednesday Webinar with Roger Burnett CAS

2022 MIPPA Events

July

12th: Tuesday Learning Lab on Fulfillment
26th: Chicken with the Stars at Zehnder's of Frankenmuth
27th: Wild Wednesday Webinar

August

9th: Tuesday Learning Lab
31st: Wild Wednesday Webinar

September

13th: Tuesday Learning Lab
21st: Promotions That ROAR!
28th: Wild Wednesday Webinar

October

6th: Smitten With The Mitten at Edwards Garment in Kalamazoo
11th: Tuesday Learning Lab
26th: Wild Wednesday Webinar

November

3rd: Annual Meeting and Awards Celebration
8th: Tuesday Learning Lab with Charity Gibson
17: Wild Wednesday Webinar

December

6th: Tuesday Learning Lab
14th: Wild Wednesday Webinar