

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!

September 2023

12

Tuesday Learning Lab
Cliff Quicksell

19

Grid Iron Club
Pre-ROAR Party

20

Promotions That ROAR

27

Wild Wednesday Webinar:
State of the Industry Report

My Report Card

As the days grow shorter and September ushers in the back-to-school season, memories of my high school days resurface, bringing both nostalgia and a tinge of parental critique. While my recollections of those years are largely fond, my report cards often told a different tale. Amidst the comments urging greater application of effort and a quieter demeanor, those report cards served a purpose beyond mere grades—they measured my progress and provided essential insights into my learning journey.

Reflecting on this, I've often pondered the idea of offering my clients a "business report card." However, the intention is not to reprimand them for past shortcomings, but rather to illuminate how they could harness our services more effectively. Just as in school, where certain subjects were strengths while others were challenges, businesses too exhibit disparities in various areas. Imagine a scenario where a client receives an A+ in Apparel but an F in Print when evaluating their engagement with our services.

Naturally, the goal isn't to label a client's efforts as failures, nor to initiate a discouraging conversation. Instead, through careful phrasing and a constructive approach, we can guide them towards the unexplored avenues of our offerings. By highlighting the areas they've yet to tap into, we provide an educational opportunity rather than a reprimand.

In this new month of September, much like the beginning of the school term, it's an ideal moment for such an approach. Just as students receive feedback to refine their learning, clients can benefit from insights that enhance their business strategies. So, let us seize this chance to offer our partners a thoughtful business report card—a tool not for criticism, but for shared growth and untapped potential.



PRESIDENT'S LETTER

Time's Up!

Well not quite but Promotions that ROAR! is only two weeks away. Even with what might be setting record setting attendance by clients, suppliers and distributors the ROAR committee is ready to make 2024 ROAR a great experience for everyone.

This year Promotions that ROAR will cover two out of Ford Field's four sides – that's 124 booths representing 75 exhibitors - with entrances and parking open on each end of the show floor for everyone's convenience. We'll have a pre-show address by Dale Denham CEO of PPAI about the

Magic of Promotional Products as well as the return of show favorites field goal kicking, selfies with ROARY and PAAW with their kittens. Because who doesn't appreciate a break in the action?

If you haven't done so already, please register soon so that you and your clients have time to plan for the biggest end user in the country.

And Promotions that ROAR isn't your only opportunity learn about and enjoy our industry and your colleagues from now until the end of the year. There's the *Power Partner meetings* in October, MiPPA's Annual Dinner along with a Top Golf event in November as well as the Annual Luncheon in Grand Rapids in December. I hope to see you at any, if not all of these events.

Glenn Miotke
2023 MiPPA President



WELCOME NEW MIPPA MEMBERS!

New Supplier:

- Continental Premium Corp
- Midnite Snax
- Sock Club
- Pin Machine
- Well Played
- Flags Unlimited
- Arch Promo Group
- TechLok Solutions

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

September 2023

Distributor Renewal:

- Foresight Group • Krystal Marketing • Proforma Image & Design
- Proforma Marketplace • Ashgrove Marketing Agency • Alliance Prints, LLC
- Standout Solutions • Metron Branding • MacKellar Associates

Supplier Renewal:

Paragon Sales Company

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 1529 1921" 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		



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

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

Registration URL: <https://attendee.gotowebinar.com/register/4722033438748760668>

Seven Reasons Why Marketing Fails and Ways to Prevent Them

This seminar will uncover the seven major reasons why marketing fails, and most importantly we will discuss how to prevent those failures. What are some of the things that you need to be looking at? How can you identify those issues long before they take hold and become too difficult to uproot? You have this amazing opportunity now to analyze your marketing efforts and get on the right path to success. Not only that but this seminar will also help you when you're out speaking with your clients and prospects so you can help them to identify areas where they may need improvement.

Learning Objectives:

- Understanding the Seven Marketing Fails
- Prevention Methods to Ensure your Marketing Does NOT Fail
- Building a Sound Message and Marketing Protocol
- Helping Themselves, AND Their Clients Have Better Outcomes
- Determine Client's Needs, Wants, and Desires

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/4722033438748760668>

Tuesday, September 12, 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

Nate Kucsma

Sr. Exec. Dir. of Research, ASI

Sara Lavenduski,

Exec. Editor for Digital Content, ASI

Wednesday, September 27, 2023

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

Registration URL: <https://attendee.gotowebinar.com/register/8009899760753420122>

2023 State of the Industry from ASI

The 2023 State of the Industry will provide a comprehensive overview of the promo industry's most pressing issues along with strategies for success and the latest sales, product, and market trends. Bring your questions for Nate and Sara!

Learning Outcomes:

- Issues impacting Promo.
- Recent sales, product, and market trends
- Predictions for Q4 and beyond

About Nate: Nate Kucsma is ASI's senior executive director of research. Nate earned his MBA in Marketing from Rutgers University in 2007 and has over 25 years of research experience across 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, the Global Ad Impressions study, and the European Market Sizing study.

About Sara: Sara Lavenduski is an executive editor for digital content at ASI. She joined the company in 2014 and has since won multiple awards for her coverage of best sales practices and market trends. Sara also leads ASI's Canada coverage and regularly contributes to reporting for ASI Research's annual studies.

Registration URL: <https://attendee.gotowebinar.com/register/8009899760753420122>

Wednesday, September 27, 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!

ALLIE TSCHIRHART



Congratulations to Allie Tschirhart of SWAG Consultants in Novi for being named our September Volunteer of the Month! Allie has been instrumental in the planning of our upcoming signature show, Promotions that Roar. Allie has been coordinating volunteers for the show as well as assisting with giveaways and prizes. Both critical parts of the show that requires time, organization and commitment. For that we want to say thank you to Allie for all her time and hard work.

Outside of promo you can find Allie spending time with her dog Parker, running, golfing or playing some Pickleball. Also, for the record, that is the picture Allie provided us and we're here for it!

On September 8, voting MiPPA members will receive a ballot via email for the 2024-2025 Board of Directors slate of candidates.



Election Ballot for Board of Directors

We have two candidates for two openings for the 2024-2025 Class of Directors.

Ballots must be completed by September 22, 2023



Regina Harrington, Central Regional Sales Manager for Tekweld covering six states in the Midwest. Based in Central Indiana, a twenty year veteran as I joined this industry in 2003. With first hand success that stems from affiliation with regional associations. Almost immediately I had the benefit of a leadership team that believed in the power of regional associations. I was encouraged to participate in events and to serve as a volunteer. All of which helped to submerge me in my region and develop relationships that are two decades old. Regional associations are necessary and provide a key foundation for knowledge, relationship building and to our industry's preservation and advancement. I am eager and excited to join The MiPPA Board and to partner with a group of extremely talented and dedicated members. I look forward to developing some of my personal passions for innovative strategies that will advance industry education, diversity and growth. With twenty years of industry experience, it is my privilege to help ensure we have another twenty plus years of promotional & ad specialty products.



Jake Wylonis is the Owner at SWAG Consultants, a distributor in Novi, MI. He was recognized as Volunteer of the Month in 2023 for his support of the TOM Show. Jake has a BA in Advertising and Promotion Management from Western Michigan University and is an active supporter of many philanthropic organizations across Metro Detroit.

Invite Your Clients to

Wednesday, September 20

Ford Field - Home of the Detroit Lions

10 am: *The Magic of Promotional Products*

11 am - 3 pm: Show Floor Open

VIP Stadium Tours

Field Goal Kicking

Selfies with ROARY -

the Lions' Mascot



Send an invitation.

Send them to a client friendly website.

After they have confirmed that they wish to attend, register them here.

Client registrations are \$20.00 each. Your clients will receive a confirmation email with their badge credentials and free parking instructions.

Be Our Guest



The biggest Promotional Products Show in Michigan.
Wednesday, September 20, 2023
"The Magic of Promotional Products" Presentation

Featuring Dale Denham CEO / President of PPAI
10 am - 11 am

Show Floor Open 11:00 am - 3:00 pm
Ford Field - Home of the Detroit Lions

Enter at Gate G - 1902 St Antoine St., or Gate B at Montcalm and Brush St.
Free Parking in the Lions Ramp or the Tigers Ramp with pre-registration.

You'll see, hear, and touch the hottest new ideas in branded merchandise and experience the thrill of the sensory media. Free parking. Free bag of samples. Free VIP Stadium Tour, Free on-field kicking experience.
By invitation only. RSVP to me today!

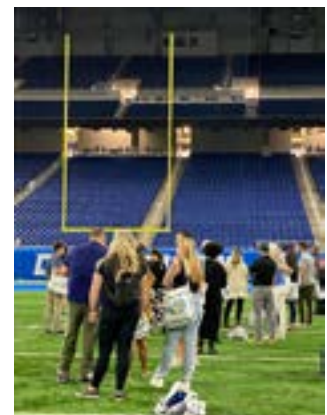
In order to attend this promotion industry show, you will need to be pre-registered which we can take care of for you. Just RSVP back to us and we'll do the rest. You'll receive a confirmation email and a reminder a couple of times before the show. You'll also receive the code for free parking right next to Ford field.

Show Rules: This is an indoor show and will follow any safety mandates in place at the time of the show. Ford Field does have metal detectors that you must pass through to enter the building.

Name Badge Pick-Up: Your registration confirmation will have a bar code which you can scan in the registration area to generate your own badge or you can stop at the registration desk to pick it up.

How to Get The Most from the Show Experience: Plan on taking it all in. You can take a VIP Stadium Tour, attempt to kick a field goal on the playing field, pet puppies and you'll see hundreds of exhibitors, thousands of products and generate a million and one ideas. You'll see lots of items that you'll want us to get you more info about, maybe a sample or a quote. The best ways to capture them to share with us are...

1. Take a picture of the item with your phone. Just make sure you also get a picture of the exhibitor's booth so we can identify it.
2. When you arrive, you'll receive a show bag with lots of goodies including a journal book and pen. You can use these to capture your thoughts, ideas and brainstorm at the show to review with us later.



Wednesday, September 20, 2023
 Ford Field - Home of the Detroit Lions
 10 am - "The Magic of Promotional Products"
 11 am - 3 pm Exhibits Open
 Free Parking with Registration



More than 124 Booths
 76 Exhibiting Companies
 Thousands of Product Lines
 Free for MiPPA Member Distributors
 Client Registration \$20.00.
Register today.

Exhibitors (as of 8/28/23)

AAA Innovations
 AJJ PromoToss
 Alphabroder/
 PrimeLine
 American Ad Bag
 Apogee Commemoratives
 Apollo USA
 Arch Promo Group
 Ariel Premium
 AZX Sport
 Bag Makers
 Bates Group
Augusta Sportswear Man Cave Clocks
Perry Ellis International Powerstick
Innovation Line Colemax
Sonic Patch and Pin
 Brentwood Line / Sourcing Dept
 Big River Marketing
Fibertok FPS Apparel
Xpres KeyBak Leashables/Oralabs
Totally Bamboo Cedar Crest
ProTowel Dixon Ticonderoga
Travel Diary Utica Cutlery Notes
 Black Knight Press
 BRB Group
Storm Creek Apparel
Key Smart
EcoVessel
Candela
Funky Chunky
TShirt-Tycoon
Cap Space
Bulldog Packaging
St Regis Group
 Bridge Marketing
Visions Awardcraft
Spector & Co,
Numo,
ProTowels,
Midnite Snax
Pioneer,
Pop! Promos,
Picnic Time
 Charles River Apparel
 Coloring Book Solutions
 Continental Premium
Bissell Acer Bell Sports Carson Optics
Rooney & Bourke Electra Fender GoPro
 Cotton Heritage
 Crystal D
 DManning Results
Edwards Garment Company
WOW Line Pinnacle Designs
Hirsch Best Promotions

Eberz & Associates
Bel Promo Larlu
Warwick Publishing
Illini Line ID Line
 Edwards Garment Co.
 EMT
 Engraving Job Shop
 Express A Button
 Gemline
 Gift of Life - Michigan
 Goldstar
 Graphik Business Accessories
 Great Lakes Incentives
Bulova Michael Kors
Buck Knives Ray Ban
Bushnell Citizen Watch
Camelbak Sony
 Hit Promotional Products
 Holland Bar Stool Co
 Howard Miller
 iClick
 ImagenBrands
 J.Charles
 Keepsake Products USA
 Koozie Group
 Jones & Company
Fossa Apparel Riteline
Towel Specialties Member's Only
GSS Safety ADG Promo Products
Head to Toe Apparel Blue Mill Weavers
VU Line Direct Tomax USA
Alexander Wenger - Swiss Gear
Dunbrooke Storm Duds
Paramount / Imperial Headwear
Crown Matting Technologies
Toadfish Non-tipping drinkware
Honest Abe / IGC
 K.C. Fields and Associates
3M Promotional
Eversole Run
 KS Sales Inc
Cap America
Landway Apparel
EG PRO
Southern Plus
Premium Custom Products
Socks Quick
 Maple Ridge Farms
 Marketing Motivators
American Tourister Apple
Beats by Dre Bose
Coach Fitbit
Keurig Seiko
Yeti
 McGovern Marketing
Hub Pen Galaxy Balloon
Maple Ridge Farms Terry Town
Outdoor Cap Beacon Promotions
Mixie Mike Brothers Emblematic

MK Marketing
CFS Promotions Pebble Beach
MV Sports Weatherproof
Aloe Up KTI Promotions
Cloth Promotions Natural Trends
Paragon by Century Place
Coaster Stone/4 Quarts / Buttons Galore
Corporate Confections Nucom
 ModernLine
 One Stop
 Orbus, Inc.
 Par One
 Peerless Umbrella
 Pet Adoption Alternatives
 Pin Machine
 Polyconcept North America
 Preferred Lines Marketing
Pentel tervis
Devara Compass
Superior Promotional Bags,
Discount Marketing Products
 PrideSlides
 ReturnMe
 RK Marketing
Stormtech Safety Made Kits
Origaudio, Handstands,
Batch & Bodega, Richardson Sports
 Rustico
 S & S Activewear
 SanMar
 Seville Gear
 Showdown Display
 Sierra Pacific / Burnside
 Snugz USA
 SOARDIST Displays and Apparel
 Sock Club
 Sock 101
 Tekweld
 The Magnet Group
 Toddy Gear
 Travel Chair Company
 Vantage Apparel
 VSSL
 Warwick Publishing
 WOW Line
 Wynne Marketing
Amazon Kindle, Dirt Devil,
Black & Decker, Dyson,
Briggs & Stratton, Garmin
Calphalon, Fossil, Canon
REGISTER TODAY

REGISTER TODAY

Ford Field - Home of the Detroit Lions
Free Parking in the Lions Ramp at Gate G
Overflow free parking in the Tigers
Ramp at Gate B.



Wednesday, September 20, 2023

Education/Entertainment 10 am - 11 am

The Magic of Promotional Products!

Show Floor Hours 11 am - 3 pm

VIP Stadium Tours Every 15 minutes

Field Goal Kicking Experience on the Field.

Bring Your Best Clients.

Gridiron Club Party - Tuesday, September 19

6:30 pm - 9:00 pm

MiPPA Member Distributors - Free

Non-Member Distributors - \$100.00

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 2023 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!



The Party Before the ROAR!

Tuesday, Sept 19
6:30 pm - 9:00 pm

Gridiron Club - 2nd Level of
Ford Field overlooking the
stadium with outdoor patio
overlooking Comerica Park.
Dinner, Cocktails, Magic

Register.





Thank You! Sponsors!

Giveaway and Prize Wheel Sponsors



Gold Sponsor



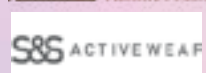
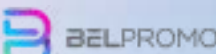
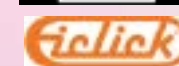
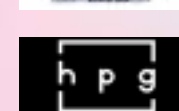
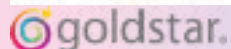
"The Magic of Promotional Products" Sponsor



The ROAR Before the ROAR Party Sponsors



Stadium Tour Sponsor



BRB Group

RK Marketing

THE MAGIC OF PROMOTIONAL PRODUCTS

Promotional
Products
Work!



Dale Denham MAS+
President CEO of PPAI



Cliff Quicksell Jr MAS+ CSP
Speaker Motivator Consultant
Author - PPAI Hall of Fame

Sponsored by



Wendy Knapp
Vice President of Sales - iClick



Jeff Olds
Jeff the Magician

Wednesday, September 20, 2023

10 am - 11 am

Ford Field - Home of the Detroit Lions

"The Magic of Promotional Products"

Don't miss this entertaining and inspiring, client-friendly presentation by industry leaders about the power and magic of our medium.

Cliff Quicksell MAS+ and Certified Speaking Professional leads the discussions and presentations by

Dale Denham MAS+, President and CEO of PPAI on the power and effectiveness of our medium.

Wendy Knapp, Vice President of Sales of iClick on how our industry has embraced Sustainability.

Jeff Olds - Jeff the Magician - with entertaining magic demonstrations between presenters.

Register for Promotions That ROAR! and enjoy the Pre-Show Show!



Sponsored by
SAGE

GRIDIRON CLUB PRE-ROAR PARTY

Tuesday, September 19
6:30 pm - 9:00 pm
Comerica Gridiron Club - Level 2 - Ford Field

The ROAR Before The ROAR!

Join your friends for a night to remember.



- Strolling Dinner - The Southwestern Detroit Menu
 - Premium Cocktails, Craft Beer, Wine, Soft Drinks
 - Desserts
- Spectacular Views of Comerica Park and the Detroit Entertainment District
 - Amazing Magician
- Free Parking in the Lions Ramp at 1902 St Antoine

<https://mippa.org/event-5321057>

Just off the second level concourse, this cozy area offers 2 video walls, comfortable couches and communal seating. You can step outside to the patio and enjoy the outdoor furniture, fireplace and views of Comerica Park and the new arena. The perfect place to network, enjoy a strolling dinner, premium beverages, amazing magic and pre-show connections and re-connections.



REACH NEW HEIGHTS IN 2024



**2023
FINISH STRONG.**

**2024
START STRONGER.**

- LIMITED TO 15 DISTRIBUTOR COMPANIES
(UP TO 2 PER COMPANY) PER DAY
20 MINUTE PRIVATE MEETINGS
WITH
15 TOP SUPPLIER COMPANIES.
- VIRTUAL AND SPEC SAMPLES
 - SELF PROMOTION SPECIALS
 - EVERYTHING YOU NEED TO FINISH THE YEAR STRONG.
 - EVERYTHING YOU NEED TO REACH NEW HEIGHTS IN 2024.
 - INCLUDES GROUP NETWORKING LUNCH
 - FREE PARKING
- DISTRIBUTOR COST: \$100.00**



REGISTER Today

<https://mippa.org/event-5295908>

WEDNESDAY, OCTOBER 11

THURSDAY, OCTOBER 12

10 AM - 4 PM

EMBASSY SUITES - LIVONIA/NOVI

19525 VICTOR PARKWAY

LIVONIA, MI 48152

Save THE Date

April 17-18, 2024



2024 MIDWEST LEADERSHIP CONFERENCE

Keynote Speaker: Mark Ostach "Create a Culture of Digital Wellness"

Additional Topics to include:

AI (Artificial Intelligence) and Chat GPT. How will this affect our industry? What is the future of this? How to implement in your business.

ESG (Environmental, Stewardship and Governance) What every business person needs to know to be relevant in a changing marketplace.

CSR (Corporate Social Responsibility) includes Diversity, Equity, Inclusion, Belonging and Justice. What are others doing? Why is it important to you? What are today's buyers looking for in their supply chain?

Workplace Haptics - Gen Z buying patterns, intergenerational communications.

RRT (Recruitment, Retention and Training) Business Resources to Run Your Business.

This is a great opportunity to meet with industry thought leaders and discuss the future and create the future!

Please take our survey on the important issues facing you today. <https://www.surveymonkey.com/r/9CFSWWJ>



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

SAGE Affiliate Program™

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



Build presentations
for your clients



Stay top of mind with
email campaigns



Create virtual samples



Keep track of your
client info and history



Establish a web presence



Create custom
catalogs and flyers



Process payments



And more!

Work smarter with one easy-to-use solution.

www.trySAGE.com

COMING ATTRACTIONS!

Coming

SEPTEMBER



Events

November



- 7th: Tuesday Learning Lab on Selling Name Brand Premium Items
- 9th: Annual Members Meeting and Gala Awards Celebration in Southfield
- 10th: Members' Top Golf Event in Auburn Hills
- 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

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

JANUARY

2024



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

FEBRUARY

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



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

March

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

JUNE

- 11- Tuesday Learning Lab
- TBD - Traverse City Mini Showcase
- 26: Wild Wednesday Webinar

APRIL

- 9 - Tuesday Learning Lab
- 17-18 Midwest Leadership Conference
- 24: Wild Wednesday Webinar

2024 - Another Great Year is in the works!

- July - Watch for a new End User Mini Show in Lansing!
- August - Special Fun Day Event
- September 18: Promotions That ROAR!
- October - Power Partners Meetings
- November - Annual Meeting and Awards
- December - West Michigan Holiday Luncheon

Visit www.mippa.org for more details.