

# Spectrum

A Newsletter from the Michigan Promotional Professionals Association

MiPPA is dedicated to providing fun experiences and educational exchanges for suppliers and distributors to help build promotional professionals and increase industry awareness.

# January 2017

**The TOM™ SHOW**  
Friday January 27th  
San Marino Club  
1685 E. Big Beaver Road • Troy, Michigan

**9:00 am - 10:00 am**  
**How to Sell Series**  
Four 15 min sessions from top suppliers!

**10:00 am - 2:00 pm**  
**The TOM Show**  
Featuring the newest products, catalogs, samples and ideas from your favorite suppliers and reps!

**Free Admission**  
Open only to distributors of promotional products (18 yrs. or older)

For more information visit:  
[www.TheTOMExperience.com](http://www.TheTOMExperience.com)  
Like us on Facebook:  
[www.facebook.com/TheTomExperience](http://www.facebook.com/TheTomExperience)

**This show is the cat's MEOW!**

Join Us For  
The TOM Show  
Bowling Party  
on January 25!

**The TOM stamp of approval**



**MIPPA**

HAPPY NEW YEAR! We look forward to an exciting year of connections and growth. MiPPA is

- Connected and Tuned In To Our Members
- Dependable
- Fun
- Imaginative
- Optimistic



# Regional Rendezvous at the Regional Affiliate Lounge at The PPAI Expo

The Regional Affiliate Lounge is the perfect place to take a break or solidify new relationships. This lounge doubles as a business center—

- Charge your devices
- Enjoy coffee and tea
- Access computers and printers
- Catch up with old friends

This year we are offering extended hours Sunday through Thursday, in room Reef F on Level 2 of the Mandalay Bay Convention Center.

[www.regionalassociation.org](http://www.regionalassociation.org)



**Open Hours**

Sunday, Jan. 8	Noon-5 pm
Monday, Jan. 9 <i>thru</i> Wednesday, Jan. 11	8 am-5 pm
Thursday, Jan. 12	8 am-noon

**2016 President - John Bates**

As you read your Facebook feed or watch any type of news, most are saying that 2016 was a bad year and they can't wait for it to end. Those people obviously did not bother to check out MiPPA over the past 363 days! As the final squares on the calendar get crossed off, most of us will take some time to reflect on the year that was, both personally and professionally.

MiPPA made up of a mighty team of volunteers did some amazing things in 2016:

- Reenergized the MiPPA brand with a new logo
- Created organizational structure through our Pillars
- Donated hundreds of dollars to important charities such as Gleaners Food Bank, Safe Haven, PromoKitchen, etc.
- Educated dozens of Members with our Wild Wednesday Webinars, Luncheon with the Stars, and MiPPA University programs
- Launched one of the first local Legislative Education Action Day (LEAD) initiatives in the industry with our breakfast meeting in Lansing with our representatives.
- Produced three of the best regional shows EVER.....with one particular show becoming the LARGEST in the industry!
- Connected so many distributors and end users to our suppliers through those three successful shows
- Provided multiple networking/social events where Members could connect and relax in a fun environment

This list is not inclusive of everything and I'm sure I missed a few since there were so many positive outcomes over the past year.

As I completed this year as your President and looked back on this year, I am extremely proud of what we have accomplished together. I am proud to be associated with such a great group of individuals who, on most days, are competitors but have put that aside for the greater good of our local industry. While most regional associations go through the motions, this association decided to go against that trend and work hard to live up to your Vision Statement stating "to be the premier regional association". I am confident that we have lived up to that statement.

I want to thank you for giving me the opportunity to be your President. It has been an honor to serve amongst the best in Michigan and I appreciate all of your support over the last twelve months. You have built something great this year and I can't wait to see what the future holds for MiPPA.

Happy New Year to you and your family!

**John Bates**

Field Sales Manager - Polyconcept NA  
2016 MiPPA President  
2017 MiPPA Immediate Past President

**What Are We Building?****OUR VISION STATEMENT**

MiPPA will be the premier association to serve the needs of promotional marketing professionals.

**Why Are We Building It?****OUR MISSION STATEMENT**

MiPPA is dedicated to providing fun experiences and educational exchanges for suppliers and distributors to help build promotional professionals and increase industry awareness.

**2017 MiPPA President - Paul Zafarana CAS**

Happy New Year!

Let me be the 100th person to welcome you to a brand new year! As I sit and ponder what a great year we have had in 2016, I want to look forward to 2017 and all the great things we have coming up. If you are reading this you have made a great decision to align yourself and your company with a great organization. I mean seriously, where else can you get access to all the latest industry trends, all the great networking events and industry changing education? Not too many places. We have built a great team of folks to listen to your needs, and understand where we can help you build your business. We are just like you, we own a distributorship, may be a salesperson, a supplier, a multiline rep or manage the phones. We have families and common interests. We love to love this business!

No two days are ever the same in this business, and we love that. That same passion is what drives us to get up in the morning and make that call to solve a clients problem. Those of us at MiPPA share that same desire to make our industry fun and exciting as well as feeling a need to give back. We give back by volunteering our time and talents to you our members. We love it when a new member makes a connection and makes a great sale. We live for this stuff! Please joins us in spreading the word about how great our industry is, make a few connections along the way. Join us at our education events, our trade shows and our networking events. Make some memories and lifetime friendships, trust me you will not regret it! We are our own family!

Love, Peace and Hair Grease

Paul Zafarana

Paul Zafarana CAS  
Pica Marketing Group  
2017 MiPPA President  
[paul@picamarketinggroup.com](mailto:paul@picamarketinggroup.com)

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**What Will We Measure in 2017?****OUR OBJECTIVES**

MiPPA will increase membership by 10% in 2017

MiPPA will produce 3 high-quality, revenue positive trade shows

MiPPA will support Legislative Education Action Days in Washington DC and Lansing

MiPPA will offer certification testing and increase certification efforts among members

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**2017 Dues are Due Now.**

Your 2017 Membership dues invoices were mailed last month and are due by January 15. If you haven't yet renewed, you may renew online at [www.mippa.org/membership](http://www.mippa.org/membership), or can call in with your credit card

information to 269-806-4489, or drop a check in the mail to MiPPA, P.O. Box 151520, Grand Rapids, MI 49505-1520.

## Meet Your 2017 Board of Directors



**Paul Zafarana CAS - President**  
Pica Marketing Group (Distributor)  
Executive Committee  
Governance  
[paul@picamarketinggroup.com](mailto:paul@picamarketinggroup.com)



**Sarah Merrill**  
Mercury Promotions & Fulfillment  
(Distributor)  
Ideas in Bloom and Promotions That  
ROAR! Chair  
[merrills@mercuryfs.com](mailto:merrills@mercuryfs.com)



**Jane Mitchell CAS - President-Elect**  
Jungle Jane Promotions (Distributor)  
Executive Committee  
Advocacy /Governance  
Lansing LEAD Program  
[jane@junglejanepromotions.com](mailto:jane@junglejanepromotions.com)



**Valerie Hayman Sklar CAS**  
Corporate Specialties, LLC  
(Distributor)  
RAC Delegate  
Membership Chair  
[vhs@corporatespecialties.com](mailto:vhs@corporatespecialties.com)



**Marci Schwartz Taran - Secretary**  
Bradley Company (Distributor)  
Executive Committee  
TOM Show Chair  
Professional Development /  
Education  
[marci@thebradco.com](mailto:marci@thebradco.com)



**Michael Crawford MAS**  
Crawford Creative Group (Distributor)  
Professional Development / Education  
[mcrawford@genessisd.org](mailto:mcrawford@genessisd.org)  
[crawfordcreative@charter.net](mailto:crawfordcreative@charter.net)



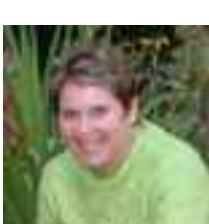
**Lisa Bascom - Treasurer**  
Amerifoam® The House of Foam -  
(Supplier)  
Executive Committee  
[lisa@amerifoam.com](mailto:lisa@amerifoam.com)



**Patrick Kelleher**  
Headfirst Printing (Supplier)  
Community Outreach Chair  
Advocacy / Governance Committee  
[patrick@headfirstprinting.com](mailto:patrick@headfirstprinting.com)



**John Bates - Immediate Past President**  
Polyconcept North America -  
(Supplier)  
Executive Committee  
Marketing (Social Media,  
Communications)



**Sue Kinch**  
Kitchen Happy (Supplier)  
Membership Committee  
[sue.kinch@kitchenhappy.com](mailto:sue.kinch@kitchenhappy.com)



**Paul A Kiewiet MAS+  
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269-806-4489  
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PO Box 151520  
Grand Rapids, MI 49515-1520



**Jim McCollough**  
Edwards Garment Company  
(Supplier)  
Events/Member Engagement Chair  
Ideas in Bloom and Promotions That  
ROAR! Committee  
[jmcollough@edwardsgarment.com](mailto:jmcollough@edwardsgarment.com)



## Lunch and Learn at Your Desk!

### Wild Wednesday Webinar

featuring  
Brett Garran

Wild Wednesday Webinar

Wednesday, January 25, 2017

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

## “How to Sell Uniform Programs”

There is a huge opportunity for you to sell more apparel and create apparel program business that repeats and grows. Brett Garran with Edwards Garment will teach you how to sell more into the hospitality and other industries to build your business. Attendees will learn:

1. Understanding the difference between a rental/laundry program versus an employee wash and wear program
2. How to target opportunities for program uniform business
3. Who you should target
4. What industries are the best prospects for you
5. What questions you need to ask to uncover a need and provide a solution

#### Bio

Brett has been in the promotional products industry since 2008. He started his apparel career working for a large apparel supplier in New Jersey. Brett joined Edwards Garment in 2013 to help educate and train distributor reps on how to win medium to large apparel programs.

Brett has earned double digit growth with his book of business for four consecutive years at Edwards.

1 CAS Credit

Registration Form URL: <http://www.anymeeting.com/PIID=EC58D986874639>

Wednesday, January 25, 2017

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

Registration Form URL: <http://www.anymeeting.com/PIID=EC58D986874639>

Another TOM Experience from  
TSPPA, OPPA, MiPPA, PPAChicago, PPAW, UMAPP, PPAMidwest, AzPPA, RMRPPA and PMANC

Your Regional Associations — Where Professionals Grow!



**MI PPA** Michigan Promotional Professionals Association

**When:**  
Thursday January 26, 2017 from 6:30 PM to 9:00 PM  
EST  
[Add to Calendar](#)

**Where:**  
Troy Lanes  
1950 E. Square Lake Rd.  
Troy, MI 48085



**TOM Show Bowling Party**

Join us the night before the TOM Show at Troy Lanes at 1950 Square Lake Rd in Troy for a rollicking good time of friends and fun. Roll a few games, enjoy pizza, soft drinks and a cash bar. Two and a half hours of bowling with shoe rental, lane rental, one pizza and one pitcher of soft drinks per lane for only \$15.00 or host a lane for 5 bowlers for just \$60.00.

**Register Now!**

Bowling from 6:30 pm - 9:00 pm. Includes shoe rental, one large pizza and 60 oz pitcher of Pepsi products per lane. Just \$15.00 per person for MI PPA Members (\$25.00 for non-members). Rent a lane for five bowlers for just \$60.00.

Register today for the fun event of the year! The TOM Show Bowling Party at Troy Lanes!

Register @<http://bit.ly/FunnyBowling>



## Are You Ready to Take the Exam and Get Certified?

MiPPA is offering the CAS / MAS Exam at the San Marino Club in Troy, MI on Friday, January 27 from 8 am - 11 am. No need for you to travel to a national event, we're bringing the exam to you!

If you are ready to sit for your certification examination, apply for your exam at <http://www.ppa.org/Documents/Certification%20Exam%20Application%20Form.pdf>

You must qualify and apply with PPAI to take the exam which will be administered on the morning of January 27.

Experience the competitive advantage of being one of the experts in our field.

Three letters behind your name identify you as someone committed to education, to professionalism, to brand protection. That's why MiPPA offers more than a dozen CAS accredited education hours every year. The TAS is like an associates degree. The CAS is like a batchelor's degree. The MAS is the Masters Degree and the MAS+ is a doctorate in our industry.

Go for it !



If you are ready to sit for your certification examination, apply for your exam at <http://www.ppa.org/Documents/Certification%20Exam%20Application%20Form.pdf>  
The examination will take place at the San Marino Club Conference Club in Troy, MI from 8 am - 11 am on Friday, January 27, 2017.

## Only At The TOM Show - Friday, January 27 at the San Marino Club, Troy

1.

### A chance to Win One of Two Smart TV's!



Two lucky members will be taking home more than the latest catalogs and samples. We're giving away TWO - count 'em - 2 - Element 32" Smart Televisions. You must be present to Win.

Plus we'll have more great giveaways and door prizes throughout the show including a **custom TOM Cat Cap** from Paramount Apparel. Custom TOM Tee Shirt from AlphaBroder and Headfirst Printing, folders from Warwick, pens from Goldstar, bags from Bag Makers, RFD blocking sleeves from CFS and lots, lots more.

### 2. The BEST Suppliers and the BEST Reps

A.T. Cross  
AlphaBroder  
Amerifoam® - the House of Foam  
Ariel Premium Supply  
Bag Makers Inc  
Ball Pro Promotional Group  
Bic Graphic  
Brentwood Line  
Bridge Marketing  
CFS Promotions For Now  
DMannding Results  
Doyle Group  
Edwards Garment Company  
Evans Manufacturing  
Fey Promotional Products  
Flagsource / JC Schultz  
Gemline  
Great Lakes Incentives  
Headfirst Printing  
Howard Miller Company  
Jim Dunn Inc  
JMI Michigan  
Joe Eberz and Associates  
John Bell Associates  
Kitchen Happy  
Lanco Corporation  
Logomark  
Marketing Motivators  
McGovern Marketing

MK Marketing  
One Stop Inc  
Paramount Apparel  
Peerless Umbrella  
Polyconcept North America  
Preferred Lines Marketing  
Promotional Partnering Group  
Richard Vaughn  
RK Marketing  
RuMe  
S & S Activewear  
SanMar  
Showdown Displays  
Starline USA  
The Bentcil Company  
The Magnet Group  
TSC Apparel  
Vantage Apparel  
Weepuline LLC

Your MUST- SEE Companies and Reps to start your year off right!

Only At The TOM Show - Friday, January 27 at the San Marino Club, Troy

### 3. Learn How to Sell MORE in 2017 and earn 1 CAS Credit too!



#### How to Sell...

Technology Solutions,  
Time Management Solutions,  
The Latest Apparel and Decorating Trends, and  
How to Turn a Promotional Product into a Brand  
Experience!

**9 am - 10 am - Before the TOM Show on January 27**

Earns 1 CAS Point - Each presentation is 15 minutes packed  
selling advice you can use to increase your sales now!

Learn How to Sell The Latest Apparel and Decorating Trends from Bryan Vaughn - Vantage Apparel

Learn How to Sell Time Management Solutions from Joe Eberz presenting Warwick Publishing

Learn How to Sell the Latest and Hottest Technology Solutions from Stuart Johnson with CFS Promotions

Learn How to Turn Any Product Into a Brand Experience with Kent Getsee from Preferred Lines Marketing

### 4. Help Support a Worthy, Local Cause and Make a Difference!

#### Feed Your Neighbors

Please bring non-perishable food items or a  
generous donation to support Gleaners  
Community Food Bank of Southeastern  
Michigan.

Through your generosity, MiPPA and the TOM  
Show has been able to donate more than  
\$3,000 in food and donations to this important  
cause.

Donors will receive a free TOM Cat Plush Toy.



HELP US HELP MORE! Over the past two years, MiPPA has raised more than \$3,000 in food and cash to feed the hungry in our community. Your cash donations also help greatly. Many member companies have supported us with matching donations as well. Please do what you can to show our community the loving, sharing and giving spirit of our industry.



**VANTAGE**

**FREE  
LOGO SET-UP  
ON A VANTAGE CATALOG  
ORDER OF 24+ PIECES!**

*Discount is valid for \$50.00, expires on 12/31/17  
Reference Promo Code: CNRLOGO  
One-time use per distributor salesperson.  
Not valid on screen print setup.*

**View our decoration videos  
at [vantageapparel.com/video](http://vantageapparel.com/video)  
800-221-0020**

*Left to Right: Styles 7151, GNS7K583, 6106, 3425*

 **VANTAGE**

 **GREG NORMAN**

## **SAVE The Dates – MiPPA Has Plans for You!**

### **January**

- 9-12: PPAI Expo - Las Vegas**
- 25: Wild Wednesday Webinar - How to Sell Uniform Programs**
- 26: TOM Show Bowling Party - Troy Lanes**
- 27: The TOM Show - San Marino Club in Troy**



### **February**

- 20: MiPPA Past Presidents' Dinner - Mitchell's Fish Market**
- 21: MiPPA University Promotional Products 101 Workshop at Marriott Southfield**
- 21: "Luncheon With The Stars" at Marriott Southfield**
- 22: Wild Wednesday Webinar - How to Use Promo to Sell Promo with Charity Gibson**

### **March**

- 8: "Luncheon With The Stars" in Lansing**
- 22: "Smitten With The Mitten" Tour of Amerifoam® - The House of Foam in Brooklyn, MI**
- 29: Wild Wednesday Webinar - Marketing to Millennials with Seth Barnett from PPAI**
- 30: Lansing Legislative Education Action Day (LEAD) Breakfast and Meetings with our state representatives**

### **April**

- 13: MiPPA University - Troy**
- 13: Luncheon With The Stars - Troy**
- 24 - 28: Promotional Products Work! Week**
- 26: Wild Wednesday Webinar - Strategies to Reduce Client Friction with Bill Petrie**
- 27-28: Washington DC Legislative Education Action Day (LEAD) MiPPA's Delegation visits your legislators**

### **May**

- 17: Supplier Love Party - Grand Rapids**
- 18: "Ideas in Bloom" Show at Frederik Meijer Gardens and Sculpture Park - Members Only, End Buyer Show**
- 31: Wild Wednesday Webinar - Explosive Upselling with Cliff Quicksell MAS+**

### **June**

- 6: "Smitten With The Mitten" Tour of Target Line in Owosso**
- 21: Traverse City Mini Showcase at the Traverse City Country Club**
- 28: Wild Wednesday Webinar - Tweet Like the Donald - Twitter for Dummies with Lisa Horn**

### **July**

- 18: MiPPA University Presents "Product Safety Aware" Training in Grand Rapids with Anne Stone, PPAI**
- 19: MiPPA University Presents "Product Safety Aware" Training in the Detroit area with Anne Stone, PPAI**
- 25: Luncheon With The Stars at Zehnders of Frankenmuth**
- 26: Wild Wednesday Webinar - What You Must Know About Product Safety with Anne Stone**

### **August**

- 15: Luncheon With The Stars in Grand Rapids**
- 16: MiPPA University**
- 30: Wild Wednesday Webinar - How to Sell Food Programs with Maple Ridge Farms**

### **September**

- 13: Wild Wednesday Webinar - How to Be Awesome with Kirby Hasseman**
- 26: Supplier Love Party in Detroit**
- 27: Promotions That ROAR! The Premiere Destination, Members Only, End User Experience at Ford Field**