

# UMAPP

## The Navigator

January / February 2012

Upper Midwest Association of Promotional Professionals

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Melinda Marr

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"Better Organization"  
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UMAPP  
2012 Calendar

Your 2012  
Board of Directors

UMAPP  
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umapp.sue@comcast.net  
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www.facebook.com/umapp



## Have you seen the new website?

To enhance your member experience, UMAPP has built a new site that makes just about everything you need as a UMAPP member become easier, quicker, and more convenient.

- Print off registration forms.
- View the 2012 Board of Directors.
- Study the committees and volunteer.
- Search for a supplier, business services member, or multi line rep.
- Distributors, your contact information is now available to the public. (end buyers can search for a distributor in their area).
- Create your own member portal (all staff of each UMAPP member company must have their own profile (member portal) to register for events or utilize the search).
- Legislative tab and industry resources menu.
- "About Us" tab - read the history of UMAPP!

Remember, the search engine is only as good as the information you, as staff of a UMAPP member, put into either your own member portal, or if you're the primary contact person for the member company, then you can update the company's portal and pay invoices online. Go to [www.umapp.org](http://www.umapp.org)!

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## President's Column

Melinda Marr

New 2012  
UMAPP President



Happy New Year!

It's hard to believe that another year has come and gone. It's even harder to believe that this is the start of my twenty-sixth year in this industry and also the start of my one-year term as UMAPP president. So much has changed since I was first hired at a small distributorship to do "filing and light typing". First of all, no one "types" anymore and "filing" now means moving things out of my email in-box into digital file folders.

There have been a lot of other industry-changing advancements since I started in 1986 -- production times have gone from 3-4 weeks to 3-4 days (or less). Artwork used to be cut off a sheet called a "stat or slick" and was mailed with a typed purchase order; now artwork is a jpg, tiff or PDF file that's emailed directly to the art department. And the receptionist took pages and pages of phone messages because there was no voice mail, no email, no instant messaging and no texting...just a live person to write down what you needed.

I remember how scary it was when we got our first fax machine. We were sure the order wouldn't really get there, so we invested in a big rubber stamp that said- "Faxed Order. Do NOT Duplicate" and mailed a paper copy as a back-up (which in retrospect, was probably a good idea anyway because the first fax machines had that horrible thermal paper that was very hard to read).

As scary as some of the changes and advancements have been during the last twenty-six years, one thing that has been a constant comfort was that we were all in it together...and we had UMAPP (called SAAUM back then) to help make it easier. There was always another distributor to befriend and laugh or lament with about this crazy industry, a multi-line rep to show you the newest products, or a factory rep at the show to answer all of your questions.

UMAPP has embraced all of these changes while continuing to remember what's most important -- *You, the members*. Every event or function of our non-profit organization is focused on creating opportunities for you to get better educated, to make it easier to connect with your peers, and to get what you need to make your business a success. Check out the new website for event details, "like" us on Facebook for quick updates, learn a new skill at a dynamic professional development seminar, get fresh ideas at "The Show" and learn ways to grow your business at the Selling Solutions Showcase.

And don't forget that we are always looking for new ideas, suggestions and volunteers. As the saying goes, "The more things change, the more they stay the same." We don't know what the next big change will be for this industry, but we do know that UMAPP will be here to help you with it!

**Happy New Year from UMAPP!** We're looking forward to a great 2012!

Melinda

## UMAPP's Legislative News

### A UMAPP committee dedicated to protecting the industry against adverse legislation

This week, I met with Senator Amy Klobuchar's (D-MN) Senior Advisor, Erika Nelson, at their Minneapolis headquarters. Erika seemed very concerned about the legislative challenges our industry has encountered this year. We briefly discussed President Obama's mandate.

Most of our time was devoted to the independent contractor issue. The Super Committee's failure to perform will produce a budget reduction frenzy in December. Erika supports our position and will communicate the following to their office in Washington, DC:



Erika Nelson and David Hawes

Using independent contractors to perform sales-related services is a long-standing practice in the promotional products industry. In our industry, the distributor develops solutions to marketing challenges through the innovative use of promotional products and is a resource to corporate buyers, marketing professionals and others. A supplier manufactures, imports, converts, imprints or otherwise produces or processes promotional products offered for sale through distributors and the distributors' sales force known as promotional

consultants. The promotional consultants are the independent contractors.

Independent contractors in the promotional products industry are so by choice. They run their own businesses, set their own hours, and are their own bosses.

Measures being considered to raise revenue could eliminate a "safe harbor" provision of tax law, known as "Section 530" that recognizes the long-standing industry practice as a basis for classification as an independent contractor.

Our trade association members and their families need your help. We ask you to please support the "safe harbor" provision of Section 530 of the Revenue Act of 1978.

Before leaving, I gave Erika a wooden pen engraved with UMAPP's logo, compliments of Halls & Co. in Brooklyn Park, Minnesota. Then I invited her to tour the Norwood Bic facility in Red Wing, Minnesota. She agreed to extend the invitation to Senator Klobuchar.

Respectfully,  
David J. Hawes  
2011 Chairman, UMAPP Government Relations Council

#### New UMAPP Members November/December 2011

##### **Bertelson Total Office Solutions**

(Distributor)

Carter Sharp

6645 James Avenue North

Brooklyn Center, MN 55430

763-595-5324

##### **Hog Wild Toys**

(Supplier)

Jake Love

221 SE Main Street

Portland, OR 97214

503-517-8787



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## More Legislative News from UMAPP

### Your local association working for you

#### Launch of the UMAPP L.E.A.P. Program

UMAPP's Government Relations Council recently decided to celebrate leap year by implementing their Legislator Education & Advocacy Program (L.E.A.P.). Bill Benolken (Norwood), GRC Chair-Elect, will encourage UMAPP's leadership to set the pace by meeting with their state representatives before February 29, 2012. L.E.A.P. will launch in January.



Sue Selseth, UMAPP's Executive Director, with Bill Benolken, UMAPP's 2012 Government Relations Council Chair

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#### Ron Paul and Dan Livengood (Newton Manufacturing).

During a recent campaign stop by Republican presidential candidate Ron Paul at the Iowa Speedway, Dan Livengood, senior sales manager of Newton Mfg, and a member of UMAPP's legislative committee, took the opportunity to present a case for the promotional products industry in light of recent government cutbacks.

Livengood presented Jesse Benton, the congressman's campaign manager, with materials supporting the promotional products industry. He expressed his and the industry's concerns regarding local, state and federal cuts, including President Obama's recent executive order, are hurting the promotional products industry. Benton assured he would visit with Paul regarding the importance of these issues.

"Several of those in attendance were surprised to hear that there are 458,000 jobs and 32,000 companies associated with the promotional products industry, of those companies, 95 percent are small business owners," said Livengood.

In Livengood's presentation to Benton, he referenced data provided by Ann Lardner-Stone, senior manager of communication of Promotional Products Association International and case studies from Newton Manufacturing showing the effectiveness of promotional products in education and other government programs.

While being interviewed by CNN, Livengood further expounded on how Obama and other politicians need to educate themselves on the benefits and value of promotional products before encouraging widespread cuts or bans

in local, state and federal governments.

"We need to raise more visibility in our industry," added Livengood. "It's a matter of taking a little time to reach out with genuine concern and willingness to educate those who are of political influence."

On behalf of UMAPP's Government Relations Council, best wishes for a prosperous and healthy 2012!

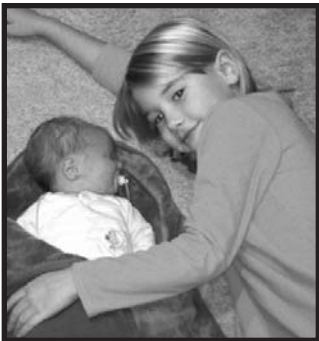


Jesse Benton (left) of the Ron Paul Campaign, and Dan Livengood (Newton).

## CAS / MAS Scholarship Winners for 2012



**Rena Ashfeld**, 2010 and 2011 Supplier Director on UMAPP's Board, and 2012 Secretary, announces the arrival of Cole Robert Ashfeld (below). Rena is also the recipient of the 2011 Volunteer of the Year Award and the 2011 Factory Rep. of the Year Award. Rena is the National Sales Manager of supplier Winning Edge, Inc. located in Maple Plain, Minnesota. ([www.winedgeinc.com](http://www.winedgeinc.com)).



**Cole Robert Ashfeld**, baby brother of **Jade Elizabeth Ashfeld**  
Born: 12/29/11  
Time: 7:52am  
Weight: 9lbs 3oz  
Height: 22 inches long

Congratulations to **Naloni Spence** (Corporate Advertising and Incentives) and **Kristen Koch** (Treadway Graphics) for winning the two UMAPP Scholarships awarded each year to members.

Are you interested in obtaining more CEUs at one time to go towards your CAS or MAS designation? Each year, UMAPP awards two scholarships in the amount of \$1,500 each to qualified staff of UMAPP member companies.

### What should I do now?

Watch for scholarship applications online by September 15, 2012 for the 2013 year. Check [www.umapp.org](http://www.umapp.org) for a printable application. "Events" tab and then "Printable Forms."

### How does it work?

UMAPP provides a maximum of \$1,500 for a scholarship winner to attend one of PPAI's professional development seminars held in 2012 (excluding seminars held at the Expo in Las Vegas). The scholarship covers tuition for the seminar, airfare, hotel, and ground transportation up to a maximum of \$1,500.

### Why Should I Apply?

Only a small percentage of promotional products professionals ever obtain their CAS or MAS designation. It is a distinction that sets one apart from the competition. It can take years to accumulate enough CEUs to sit for the exam, so UMAPP offers an opportunity for members to gain more CEUs at one time by attending one of PPAI's professional development seminars. Go to [www.ppai.org](http://www.ppai.org) to view their list of upcoming events for education.



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# The 2011 Year in Review Pictures



# The 2011 Year in Review Pictures



## Press Releases - Continued on page 10

**Showdown Displays** announced it has received the highest A+ Rating with SAGE.

**DARD Products/Tagmaster** is pleased to announce the appointment of **Mike Schenker, MAS**, to the position of East Coast Sales Director.

**ProTowels Etc.** has appointed **Catherine Talbert** as the new Midwest ProService Regional Contact. Catherine will support the states of IL, IN, IA, MI, MN, MO, NE, ND, OH, SD, and WI. She will be the inside point of contact for Bridge Marketing Services, Pro Towels' multi-line representative group in the Midwest.

**Bodek and Rhodes** has been selected to receive the SAGE Rating Award for having an A rating among SAGE distributors for the second year in a row.

**Global Miniatures** is now **Ovation Framing**.

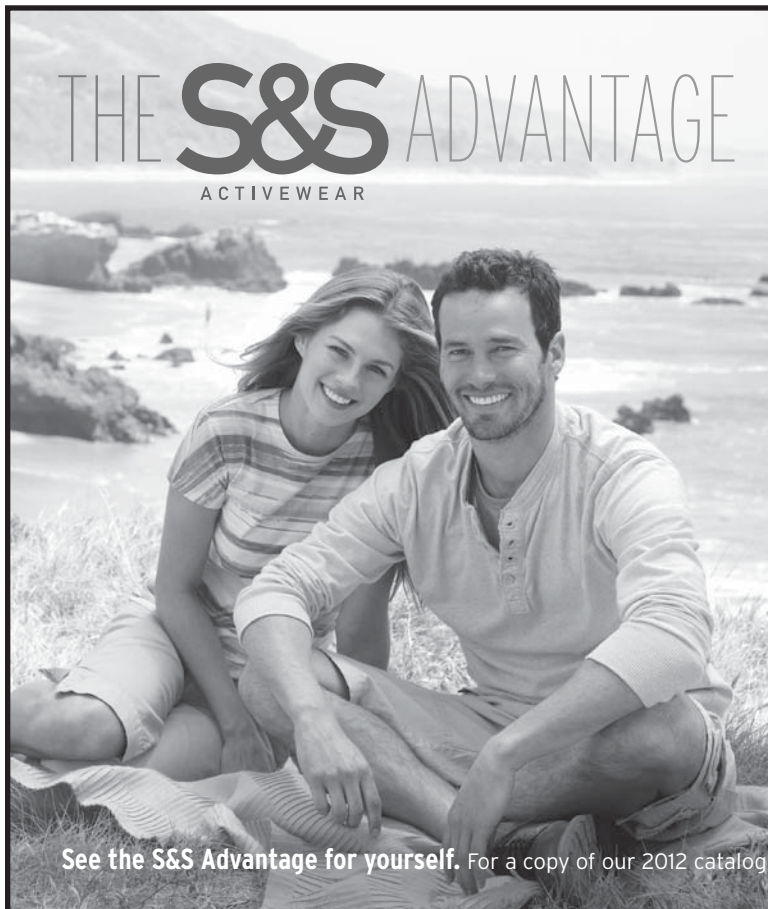
**Crystal D** recently hired two new employees and has created one new position. **Deb Wallenta** was hired as an executive assistant to the president. **Marcy Koopman** was hired as a marketing assistant. She will be responsible for all internal market-

ing and sales support. **Tom Warkel** has filled a new position in supply chain called project manager. In this position, Warkel will work with all customers on special projects.

**Artwork Services USA** and **Soundline, LLC** announce their joint venture, the **AWSome App**. Created for the iPhone and Android smart phones, it is now available for free downloading for all regional association members. To download, simply go to your App store and search for awesome directory (watch the spelling) or go to the awesome site on a desktop: <http://awesomeapp.com/register.jsp> and register there, then download to your phone and use it immediately.

**Visions/AwardCraft/AITG** is pleased to announce **Bridge Marketing** has joined them as their Multi-Line Reps in the Midwest. Bridge Marketing consists of **Cory Schroeffer, John Bugele, and Richard Schmidt**. They will represent Visions/AwardCraft/AITG in MO, KS, NE, MN, ND, SD, WI, IL, IA, IN, MI, and OH.

**Norwood & BIC Graphic North America** announced that its Field Sales team will soon be unified and cross trained to sell and support both productlines. The new structure will be in place January 1, 2012.



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ACTIVEWEAR

See the S&S Advantage for yourself. For a copy of our 2012 catalog, call 800.523.2155 or visit [ssactivewear.com](http://ssactivewear.com).

**The biggest collection ever for 2012** With over 500 pages, 60 leading brands and more than 1,500 styles of clothing, headwear and accessories, our 2012 catalog represents our best-ever collection of apparel for the imprintables industry. **Design Savvy** Our new Design Studio, powered by InkSoft, is a fantastic tool for creating artwork and presenting ideas to clients. Upload your own graphics or create unique artwork using fonts, templates and other elements from an extensive library. **Within reach** Our one-day shipping zone is one of the largest in the industry. In fact, we can deliver to 35 states in one or two days. **Simply put...** We know you have many choices when it comes to selecting your sportswear partner, and we constantly strive to earn your business.

*If it's hot, it's here.*

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## Two Upcoming UMAPP Events Both on February 28, 2012

### Business and Home Organizing Solutions

8:00 Check in and continental breakfast

8:30 - 10:00 Seminar

Are the piles of papers on your desk and those boxes overflowing with samples blocking out light and air in your office? Do you waste time looking for things? Do you feel like you could be more productive if you could just get your workspace under control? Karen Bumgardner, Chief Executive Organizer for Better Organization will show you how you can untangle the mess and create an organized workspace-and keep it that way! Karen focuses on improved office efficiency and productivity-which leads to greater balance and less stress in every area of your life.



You will learn to:

- Identify and embrace your unique organizing style.
- Understand the basic principles of effective filing and how to develop a system specific to your needs and organizing style.
- Create systems for maintaining and purging product samples, papers and electronic information.
- Develop routines to maintain the systems and process that you've set up.

Cost: \$15.00 per person through February 1, 2012 (discounted from \$20). February 2 - February 24, cost is \$20.00. Includes: CEUs\*, expanded continental breakfast, coffee, sodas, water. Deadline to register: February 24.

\* CEUs have been applied for through PPAI.

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### 2012 Volunteer Fair - Free Event

10:10 a.m. - 11:10 a.m.

Join us for a casual, fun, and informative volunteer event. Interested attendees are welcome to visit round tables where committee chairs will be ready to answer questions about ways to get involved.

Becoming more involved in UMAPP can be a very rewarding experience.

Volunteering can help you:

- Learn new skills and enhance existing skills to grow your business.
- Meet new and important people through networking.
- Make a difference.
- Build your resume.
- Teach your skills to others.
- Feel valued and needed.
- Build self confidence.
- Improve yourself and the Association.
- Communicate to clients that you view this industry and their industry as serious professions.



Register for both events at [www.umapp.org](http://www.umapp.org), click on the "Calendar" tab. Registrants need to have an existing profile (Member Portal) in order to register. Deadline to register: February 24.

**Location:** Marriott Minneapolis West, 9960 Wayzata Boulevard, St. Louis Park, MN 55426.

## Press Releases -- Continued

**Prime Line® (Prime Resources Corp.)** executives **Bob Lederer, Jeff Lederer and Paula Shulman** were named to Counselor Magazine's 2011 Power 50 List of the industry's most influential business leaders.

**Custom HBC Corporation and Next Innovations LTD,** announced today that their companies had entered into a strategic alliance to supply an extensive line of precision laser-cut metal products decorated with the Infusion® full-color image process to the Promotional Industry. Next Innovations had previously marketed some of their products to the Promotional Industry under their NI Promotions banner.

**Kris Kopka of Prime Line® (Prime Resources Corp.)** received the Regional Sales Manager of the Year Award at the company's national sales meeting in Connecticut.

**Crown Products** held their National Sales Meeting recently in Mobile, AL. **Sue Kennedy** won the Sales Rep of the Year award. Sue represents Crown in MN, WI, IA, ND and SD which showed a 46% calendar year to date increase over the previous year.

**Graphik Business Accessories (www.graphikpromo.com),** a manufacturer of quality Padfolios, Ring Binders, Planners and

custom products, announces the hiring of **Sean Fraser** as its new Director of Sales & Marketing.

**Mary Dobsch**, President of **The Chest**, would like to announce that on December 23, 2011, The Chest acquired the **WoodCo** Product Line. "WoodCo offers a variety of magnetic products as well as laminated paper products. Their line will be an excellent compliment to The Chest's," said Dobsch. WoodCo will retain its brand name within The Chest as an additional product line.

We are pleased to announce that **Gill Studios** has hired **Lisa LeMond** as the Director of Sales for the development and management of a new outside sales force.

**Margaret Lanese**, New York Regional Sales Representative for **Prime Line®**, was awarded PPB Magazine's first-ever Service Superhero Award. She is one of fifteen industry professionals to receive the award.

On December 29, 2011, **CAM, Inc.** closed its doors and on January 1, 2012, reopened them as **National Premium, Inc.** CAM, of Overland Park, KS, has been in the process of transitioning to National Premium, a top 50 promotional products distributor headquartered in Pewaukee, WI, since August 2011 when National Premium acquired CAM.



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**2012 WINTER SCHEDULE SHOW TIMES: 9am - 1pm**  
(except where noted)

Jan. 10	<b>Bettendorf</b> 9am - 12pm	<b>Isle Of Capri Casino</b> 1777 Isle Pkwy., Bettendorf, IA 52722	563-359-7280
Jan. 11	<b>Chicago West</b> 10am - 2pm	<b>Abbingdon Distinctive Banquets</b> 3 S 002 IL Route 53, Glen Ellyn, IL 60137	630-942-8600
Jan. 12	<b>Chicago North</b> 10am - 2pm	<b>North Shore Holiday Inn</b> 5300 W. Touhy, Skokie, IL 60077	847-679-8900
Jan. 13	<b>Milwaukee</b>	<b>Milwaukee Clarion Hotel</b> 5311 W. Howell Ave., Milwaukee, WI 53207	414-481-2400
Jan. 23	<b>Livonia</b> 9am - 2pm	<b>Laurel Manor Banquet Center</b> 39000 Schoolcraft Rd., Livonia, MI 48150	734-462-0770
Jan. 24	<b>Cleveland</b>	<b>Embassy Suites</b> 5800 Rockside Woods Blvd., Independence, OH 44131	216-986-9900
Jan. 25	<b>Columbus</b>	<b>Bridgewater Banquet Center</b> 10561 Sawmill Pkwy., Powell, OH 43065	614-734-9800
Jan. 26	<b>Cincinnati</b>	<b>Oasis Conference Center</b> 902 Loveland Miamiville Rd., Loveland, OH 45140	513-583-8383
Jan. 27	<b>Indianapolis</b>	<b>Ritz Charles Carmel</b> 12156 N. Meridian St., Carmel, IN 46032	317-846-9158
Feb. 6	<b>Minneapolis</b> 10am - 2pm	<b>Earle Brown Center</b> 6155 Earle Brown Dr., Brooklyn Center, MN 55430	763-569-6300
Feb. 7	<b>Fargo/Moorhead</b> 9am - 12pm	<b>Courtyard by Marriott</b> 1080 28th Ave. S., Moorhead, MN 56560	218-284-1000
Feb. 8	<b>Sioux Falls</b> 9am - 12pm	<b>Best Western Ramkota</b> 3200 W. Maple, Sioux Falls, SD 57107	605-336-0650
Feb. 9	<b>Omaha</b>	<b>CoCo Key Water Resort</b> 3321 S. 72nd St., Omaha, NE 68124	402-393-3950
Feb. 10	<b>Des Moines</b>	<b>Prairie Meadows Race Track</b> 1 Prairie Meadows Dr., Altoona, IA 50009	800-325-9015
Feb. 13	<b>Overland Park</b> 10am - 2pm	<b>Overland Park Convention Center</b> 6000 College Blvd., Overland Park, KS 66211	913-339-3000
Feb. 14	<b>Wichita</b> 9am - 12pm	<b>Best Western Airport Inn</b> 6815 W. Kellogg, Wichita, KS 67209	316-942-5600
Feb. 15	<b>Springfield</b> 9am - 12pm	<b>University Plaza Hotel &amp; Convention Center</b> 333 S. John Q Hammons Pkwy., Springfield, MO 65803	417-864-7333
Feb. 16	<b>St. Louis</b> 10am - 2pm	<b>St. Charles Convention Center</b> One Convention Center Plaza, St. Charles, MO 63303	636-669-3000

## Calendar of Events

2012-2013 Collegiate Scholarship Applications are available online at [www.umapp.org](http://www.umapp.org).

Click "Events" and "Printable Forms"

### February 28 \*

#### Seminar - "Business and Home Organizing Solutions"

8:00 - 10:00 a.m.

Marriott Minneapolis West, St. Louis Park, MN

Speaker Karen Bumgardner, owner of "Better Organization."

### February 28 \*

#### Free Volunteer Fair!

10:10 - 11:10 a.m.

Marriott Minneapolis West, St. Louis Park, MN

Join us for ideas on how to become more involved in your local promotional professional association.

### April 24

#### Factory Bus Tour - Free

#### Dubow Textiles in St. Cloud, Minnesota, and Showdown Displays in St. Paul, Minnesota.

(Dubow Textiles tour includes a presentation by River's End)

Open to distributor members of UMAPP (no suppliers, please)

### May 15, 2012

#### UMAPP Annual Golf Outing

A fun day with UMAPP supplier and distributor members. Includes 18 holes of golf on a #1 rated course, plus cart, breakfast, buffet lunch, goodie bag and awards.

### May 16, 2012

#### UMAPP's Biggest Event

#### "THE Show" 2012

The largest booth show in the Upper Midwest

RiverCentre, St. Paul, Minnesota

10:00 - 3:00

### August 21, 2012

#### Selling Solutions Showcase

#### ("Room Show")

#### Embassy Suites Bloomington

The fastest way to get an in-depth education from a multitude of suppliers all in one day.

\* Registration is open at [www.umapp.org](http://www.umapp.org), click on the "Calendar" tab. Registrants must be current on membership dues and have an account created on the website in order to register.

## 2012 Board of Directors

### President

Melinda Marr, Hotline  
mmarr@hotlineproducts.com

### Vice President

Scott Hareid, Promo Connections  
shareid@charter.net

### Treasurer

Todd Pottebaum, MAS, Quality Resource Group  
toddp@quality-resource.com

### Secretary

Rena Ashfeld, Winning Edge  
rashfeld@winedgeinc.com

### Immediate Past President

Sue Kennedy, MAS, Crown Products  
skennedy@crownprod.com

### Directors

Kristi Lewis, River's End  
kristinalewis77@aol.com  
(Supplier)

Bill Benolken, Norwood  
bbenolken@norwood.com  
(Supplier)

Kay Vande Loo, Impact Advertising  
art@impact-ec.com  
(Distributor)

Sandy Nichols, CAS, Office Depot  
sandra.nichols@officedepot.com  
(Distributor)

### Executive Director/Newsletter

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9292 Dartford Road  
Woodbury, MN 55125

## In Memoriam

Longtime employee of UMAPP member, Spartan Promotional Group in Oakdale, Minnesota, **Bob Pukal**, age 70, of Otsego, passed away unexpectedly on October 28, 2011. Preceded in death by his parents, Albert and Anna. Survived by wife, Nancy; children, Bruce (Tonya) and Holly (Dan) Patenaude; cherished granddaughters, Kayla and Dharma; beloved auntie, Merle; and many other relatives and friends. Memorials preferred to Guardian Angels Care Center.

Published in Star Tribune on October 30, 2011.

Bob attended many UMAPP events and made friends everywhere he went. He will be missed.

### President's Alumni

Sue Kennedy, MAS	Joe Bunsness	Al Nelson
Joseph G. Scott, MAS	Lee Marvin	Bill Harley
Steven Meyer, MAS	Kippie Helzel	Ken Nielsen
Cindy Jorgenson, MAS	Lynda Fjerstad	Walter O'Neill
Dan Ball, CAS	Barbara Gerlach, CAS	Kent Bolsta
Dawn Lucchesi, MAS	Kathy Makarenko, MAS	Norm Fey
Tom Donlin	Jim Christopherson	Al Hohenwald
Kerri Harkness	Steve Styba	Don Nygaard
Paul Miller, MAS	Eileen Reasland	Jim Moore, MAS
Eric Johnson, MAS	Brian Trowbridge, CAS	Gretchen Dian
Mike Fey, MAS	Mike Hohenwald	Cliff Thon
Joe Durand, MAS	Sue Tobias, MAS	
Paul Hohenwald	Jim Downs	

### UMAPP Hall of Fame

Phillip J. Sibinski, MAS  
Mike Fey, MAS  
Barb Gerlach, CAS  
Sue Tobias, MAS  
Jim Moore, MAS  
Brian Trowbridge, CAS  
Art Hopp  
Al Hohenwald  
Marshall Splkins