



Cliff Thon

What year were you UMAPP President: 1973-1974

If you are able please fill in the people that were board members during your term:

Vice President: Gretchen Dian

Treasurer: Jim Moore

Secretary: Don Nygaard

What is your best memory of your Presidency?

We had approximately 20 people attend the first meeting and maybe 3 or 4 suppliers:

Jim Moore (Victor Marsh)

Jim Chudzik (Washburn Products)

Cliff Thon (Parker Pen)

Many of the distributors were meeting their competitors face to face for the first time.

What accomplishment made you most proud during your term?

The first meeting was a success. The effort was doubled in order to keep the distributors coming. This was accomplished because of a great deal of effort of all the officers.

What was the biggest challenge you faced during your reign?

Once the idea of meeting your competition on a monthly basis was realized, we needed to make sure there was value to attending. Speakers of interesting ideas for improving sales, etc.



Jim Moore, MAS

What year were you UMAPP President: [1975-1977](#)

If you are able please fill in the people that were board members during your term:

Vice President: [Don Nygaard](#)
Treasurer: [Al Hohenwald](#)
Secretary: [Norm Fey](#)

What is your best memory of your Presidency?

[As for the best memory of those two years it's all the people. The concept of regional association in our area was still new to most members or potential members at that time. Monthly meeting attendance ranged between 35-45 people per month. And for a while the suppliers members thought the Distributors came just to see who their competitors were. The wonderful outcome was that everyone learned they could trust each other and actually talk business amongst themselves.](#)

What accomplishment made you most proud during your term?

[The original SAAUM room show at the Normandy Village Inn is what I remain most proud of. For a total of \\$125.00 per supplier each supplier received a sleeping/display room for two nights and paid for the lunch meeting held in conjunction with the show. The shows expenses were budgeted to cover the cost and no more. After all suppliers were paying 100% of the cost! \(Sound familiar?\) Nevertheless the original seed has grown to where we are today with a lot of changes and many improvements. And again it's all about the people. Volunteers who get involved, who listen, learn and pass on their experiences.](#)

What was the biggest challenge you faced during your reign?

[The biggest challenge was answered in questions three and four. Getting everyone to trust each other was a learning process. And it took time before distributor A actually learned he didn't have to worry that distributor B was going to follow him around and steal his best or biggest customer! As Marvin Kaplan \(D\) Arnold Alben, we used to say "Hell I'm too busy with my own problems to worry about someone else!" And so everyone finally learned they could work together for the benefit of all.](#)



Al Hohenwald



What year were you UMAPP President: 1978-1979

If you are able please fill in the people that were board members during your term:

Vice President: Norm Fey

Treasurer: Kent Bolsta

Secretary: Walter O'Neill

What is your best memory of your Presidency?

Establishing the great friendships with fellow Distributors and the many Suppliers over the years.

What accomplishment made you most proud during your term?

I will say the accomplishment that was the most challenging was when I moved the UMAPP Show from the Normandy Hotel to the Thunderbird Hotel. It was at the time we began the room show format.

What was the biggest challenge you faced during your reign?

No answer was listed.



Kent H. Bolsta



What year were you UMAPP President: [1980-1981](#)

If you are able please fill in the people that were board members during your term:

Vice President: [Walter O'Neill](#)

Treasurer: [Ken Nielsen](#)

Secretary: [Bill Harley](#)

IN MEMORY OF
Kent H. Bolsta
June 23, 1926 ~ May 1, 2005



Ken Nielsen

What year were you UMAPP President: [1982-1983](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Bill Harley](#)

[Treasurer: Al Nelson](#)

[Secretary: Jim Downs](#)

**IN MEMORY OF
Ken Nielsen**



Bill Harley



What year were you UMAPP President: [1983-1984](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Al Nelson](#)

[Treasurer: Jim Downs](#)

[Secretary: Sue Tobias](#)

What is your best memory of your Presidency?

[Served with a great leadership team.](#)

What accomplishment made you most proud during your term?

[When I left office I had no doubts that the succeeding leaders would do a great job.](#)

What was the biggest challenge you faced during your reign?

[When I became President, the Association had been through a period where just one or two people did all the work and finances were constrained. We were able to broaden involvement and strengthen finances](#)



Al Nelson

What year were you UMAPP President: [1984-1985](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Jim Downs](#)

[Treasurer: Sue Tobias](#)

[Secretary: Mike Hohenwald](#)

**IN MEMORY OF
Al Nelson**



Sue Tobias, MAS



What year were you UMAPP President: **1986-1987**

If you are able please fill in the people that were board members during your term:

Vice President: Mike Hohenwald
Treasurer: Eileen Reasland
Secretary: John Lundberg

What is your best memory of your Presidency?

Room show was something everyone seemed to look forward to. We always had a get together the evening before and had such a good turnout, complete with a theme party. I believe R2D2 was at the party that year. The other thing that we did was getting together each year at the outgoing president's home for a meeting/end of year party (just the board members!). It was great bonding time. We also got together at Al Nelson's home to count the votes on who would receive the awards for top presenters. His mother would make awesome homemade pie for us.

What accomplishment made you most proud during your term?

Working hard to create excitement for increased attendance both at the room shows as well as monthly meetings.

What was the biggest challenge you faced during your reign?

Working with the budget to be sure we could cover all expenses; trying to recruit new members and also get people to attend monthly meetings.



Mike Hohenwald, MAS



What year were you UMAPP President: [1987-1988](#)

If you are able please fill in the people that were board members during your term:

[Vice President: John Lundberg](#)
[Treasurer: Eileen Reasland](#)
[Secretary: Brian Trowbridge](#)

What is your best memory of your Presidency?

[Room Show and board meetings...so many great memories.](#)

What accomplishment made you most proud during your term?

[Hiring the first Administrative Assistant - Ralph Rundquist.](#)

What was the biggest challenge you faced during your reign?

[Intergrading the admin into the association for optimal effectiveness](#)



Brian Trowbridge



What year were you UMAPP President: 1988-1989

If you are able please fill in the people that were board members during your term:

Vice President: Steve Styba
Treasurer: Gary Haley
Secretary: Rick Badiner

What is your best memory of your Presidency?

Simply, the PRIDE of serving a leading Regional Association along with All the FUN we had at the events.

What accomplishment made you most proud during your term?

I was/am very proud of three major accomplishments made during my tenure.

1st

With a very enthusiastic Membership Committee, we developed and implemented a new Distributor "Target Account Program" designed to increase our Distributor membership from a list of Distributors provided by SAAI (PPAI). By using promotional products, a common theme, and a distribution letter promoting the benefits of becoming a SAAUM (UMAPP) member, we had six mailings, every 60 days and followed up with telephone calls from the Membership Committee. The results: I believe we successfully recruited 37% of the targeted list.

2nd

We developed and implemented the first "Fall Booth Show" held at the Hotel Sofitel.

3rd

We developed and implemented the first "Golf Outing" in conjunction with the Booth Show.

What was the biggest challenge you faced during your reign?

Our challenges then were similar to those faced by the current board.

Recruitment of new members – show attendance – as well as budget.

Budget seems to no longer be the issue it once was. Our bank account is much healthier these days.



Kathy Makarenko, MAS



What year were you UMAPP President: [1992-1993](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Barbara Gerlach](#)
[Treasurer: No Treasurer during my term](#)
[Secretary: Lynda Fjerstad](#)

What is your best memory of your Presidency?

[My best memories were meeting and working with the fantastic officers and board members where I made friends for life, Kippie Helzel, Barb Gerlach, Eileen Reasland, Joe Durand, Sue Tobias, Jim Christopherson to name a few, all were so supportive and made significant contributions to the promotional products industry.](#)

What accomplishment made you most proud during your term?

[We worked very hard on planning and promoting and increasing attendance at our monthly meetings and room shows.](#)

What was the biggest challenge you faced during your reign?

[I had no challenges as SAAUM had a very dedicated Administrative Assistant, Ralf Runquist who always made sure that everything ran efficiently and smoothly.](#)



Barbara Gerlach, MAS

What year were you UMAPP President: [1993-1994](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Lynda Fjerstad](#)
[Treasurer: Kippie Helzel](#)
[Secretary: Lee Marvin](#)

What is your best memory of your Presidency?

[The best memory I have is the wonderful relationships, both professional and personal, that were developed with the UMAPP members and working with the other Board members to make our association one of the best in the industry.](#)

What accomplishment made you most proud during your term?

[The experience of serving on the UMAPP Board and as the President provided the basis for accomplishments of which I am most proud: namely, going on to serve on the National Board of Directors of the Promotional Products industry allowing me to promote UMAPP during my 4-year term and, on a personal level, being inducted in the UMAPP Hall of Fame.](#)

What was the biggest challenge you faced during your reign?

[The biggest challenge as President was to see the association met the needs of all members, suppliers and distributors, through meaningful educational programs and professional development events. The UMAPP Board, with whom I served, did a remarkable job in that regard and worked very cohesively to carry out that objective, lessening the impact of the challenge.](#)



Kippie Helzel, MAS



What year were you UMAPP President: 1995-1996 also wore the hat of Executive Director from 1997 to March of 1999.

If you are able please fill in the people that were board members during your term:

Vice President: Lee Marvin
Treasurer: Eric Johnson
Secretary: Mike Fey

What is your best memory of your Presidency?

We had a lot of fun....a great group. I think my favorite memory is the Holiday Party that year when Ralf Runquist read "A Cup of Christmas Tea," and we had a piano player. A lovely dinner, a warm and comfy group, it was a really nice party and a nice change from the theatre where we didn't always have much time to talk.

What accomplishment made you most proud during your term?

For anybody that remembers, I created my "Contract with SAAUM" echoing Newt Gingrich's "Contract with America." I had ten points that I emphasized....this too was published in the newsletter (I read them at the May Room Show in 1995, so they would be in the June newsletter). My goal was to create more involvement by the membership....and I believe I was somewhat successful.

What was the biggest challenge you faced during your reign?

Converting over from SAUUM to UMAPP—it really wasn't that much of a challenge, it all went smoothly. That was following up on when SAAI (Specialty Advertising Association International) converted over to PPAI (Promotional Products.....) All the regional's had to decide whether or not to follow suit, and we of course decided to switch over and then upgraded with a new logo, nice new letterhead, new newsletter design—it actually was great because it gave the new UMAPP the opportunity to take on a much more current look...and that was good!



Joe Bunsness



What year were you UMAPP President: [1997-1998](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Paul Hohenwald](#)

[Treasurer: Joe Durand](#)

[Secretary: Karlene Meyer](#)

What is your best memory of your Presidency?

[We moved the Booth Show from the Earle Brown Center to the Minneapolis Convention Center which ended up bringing financial stability to the association. Prior to this move there was uneasiness due to the periodic low financial levels.](#)

What accomplishment made you most proud during your term?

[We instituted the Board of Directors Summit. The 1 ½ day meeting away helped to set the agendas for each of the committees and develop a calendar of events for the year that ultimately helped the monthly board meetings run smoother and on time.](#)

What was the biggest challenge you faced during your reign?

[This was the year that ASI decided to get into the show business which generated a number of discussions on how we would respond/react as an association.](#)



Paul Hohenwald



What year were you UMAPP President: **1998-1999**

If you are able please fill in the people that were board members during your term:

Vice President: Joe Durand
Treasurer: Mike Fey
Secretary: Eric Johnson

What is your best memory of your Presidency?

Being part of a great team! Working towards making the association move forward with the times and creating great venues for the members, both suppliers and distributors. It is a great association that not only gave me a great experience but made some wonderful friends as well.

What accomplishment made you most proud during your term?

Revamping the golf event and getting the tradeshow heading in the new direction that it is now.

What was the biggest challenge you faced during your reign?

My personal challenge was the newsletter as I am an organizer not a writer. Another challenge as you well know is getting the past presidents together. Other than that it was a great experience and was on the board for 6 years.



Joe Durand

What year were you UMAPP President: 1999-2000

If you are able please fill in the people that were board members during your term: My board – hard to remember...I do remember that Mike Fey, Eric Johnson, were on the board but don't remember too many others in the officer's positions....????

Vice President: Mike Fey

Treasurer: Eric Johnson

Secretary: Paul Miller

What is your best memory of your Presidency?

My best memory was enshrining Brian Trowbridge into the UMAPP Hall of Fame. His whole family attended the event (without him knowing – they showed up to his great surprise!) held during our May show. He gave a warm speech that day and really was touched by the event.

What accomplishment made you most proud during your term?

I have to think more about that but probably the recruiting of board members and leaving UMAPP stacked with great new leadership that came after me.

What was the biggest challenge you faced during your reign?

Biggest challenge was hiring a new Director after Kippie moved to Ohio.



Mike Fey, MAS



What year were you UMAPP President: [2000-2001](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Eric Johnson](#)

[Treasurer: Paul Miller](#)

[Secretary: Kerri Harkness](#)

What is your best memory of your Presidency?

[May not be the best, but most memorable was during the Room Show luncheon and we had a professor speak about her time with PPAI's Very Important Professor program that UMAPP sponsored. It was excruciating to here her speak about it with many members getting up and leaving the luncheon.](#)

What accomplishment made you most proud during your term?

[Hiring Sue Selseth.](#)

What was the biggest challenge you faced during your reign?

[Avoiding speeding tickets on the trips to and from the Twin Cities for the meetings.](#)



Eric Johnson, MAS



What year were you UMAPP President: [2001 - 2002](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Paul Miller](#)

[Treasurer: Kerri Harkness](#)

[Secretary: Thalia Taylor](#)

What is your best memory of your Presidency?

[Being part of the Association's growth and expansion during that year; the camaraderie with the other board members; and satisfaction of decisions implemented during that time that had a positive effect for the Association.](#)

What accomplishment made you most proud during your term? [It became clear that UMAPP's financial position was getting stronger and would continue to prosper. Many of the Association's events in the past year had been revamped and re-organized. Expenses were down and events were better attended. For the first time in a few years, UMAPP experienced continuity in the ED's position, so the Association as a whole was beginning to settle into a comfortable routine and gain success in income, expenses, and increases in membership.](#)

What was the biggest challenge you faced during your reign? [A young board that was not as familiar with the history of the association as previous Boards.](#)



Paul Miller, MAS



What year were you UMAPP President: [2002-2003](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Kerri Harkness](#)

[Treasurer: Tom Donlin](#)

[Secretary: Dawn Lucchesi](#)

What is your best memory of your Presidency?

[Kerri and I met regularly, working on our strategic plan and making sure we created some consistency for UMAPP for at least a couple years. Beyond that, working with and getting to know some really wonderful people, and building relationships that I carry on today.](#)

What accomplishment made you most proud during your term?

[Trying to spice up the room show, which had begun its slow death. We created a little interest, but sadly it was not permanent.](#)

What was the biggest challenge you faced during your reign?

[Managing the cost of running the association with the amount of revenue we brought in. Dealing with travelling shows that would come to town 2 weeks before our show. Maybe taking a tight knit Midwest association and showing it that we were an elite association in our industry. That challenge continued on into my RAC experience.](#)



Kerri Harkness



What year were you UMAPP President: 2003-2004

If you are able please fill in the people that were board members during your term:

Vice President: Tom Donlin
Treasurer: Tim Hanson
Secretary: George Rea

What is your best memory of your Presidency?

Although it was a chilly, rainy night, participating in “Bob’s Sleepout” in Wayzata still provides warm memories. Bob Fisher started sleeping in a tent to raise awareness and money for low income families and the homeless in 1996. To support the event, UMAPP members donated their time staffing learning stations and educating people about the plight of the homeless. We drew people to the event by incorporating customized “Bob’s Sleepout” promotional products including supplier donated rulers, bookmarks, calculators, pens, note pads and tote bags.

Besides the obvious satisfaction of working together to help others less fortunate than we are, the event offered another opportunity for our members to come together. And it raised UMAPP’s profile to the business community

Cindy Jorgenson and Dan Ball, co-chairs of UMAPP’s Public Relations committee at that time, coordinated our participation in the event. Cindy and Dan continue to contribute their time and expertise to our association.

What accomplishment made you most proud during your term?

The Board worked together and made a number of positive changes:

- ✓ We updated the UMAPP logo
- ✓ We moved UMAPP’s Room Show & Booth Show to St. Paul’s RiverCentre
- ✓ We moved UMAPP’s Golf Tournament to Stone Ridge

What was the biggest challenge you faced during your reign?

The Board made a lot of changes and its human nature to resist change. Some of our members didn’t support our initiatives. Plus, the UMAPP Board is modified every year; and it takes a while for Board Members, Committee Chairs and Volunteers to get used to different strategies and management style



Tom Donlin



What year were you UMAPP President: [2004-2005](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Dawn Lucchesi](#)

[Treasurer: Dan Ball](#)

[Secretary: Cindy Jorgenson](#)

What is your best memory of your Presidency?

[We had an awesome board filled with dedicated volunteers that always strived to do what was best for the growth and future success of the association's membership. Working with them is my best memory.](#)

What accomplishment made you most proud during your term?

[Each successful event and updating the Bylaws.](#)

What was the biggest challenge you faced during your reign?

[By far, the rewriting and passing of the updated bylaws](#)



Dawn Lucchesi, MAS



What year were you UMAPP President: [Sept. 2005-Dec. 2006](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Dan Ball](#)
[Treasurer: Cindy Jorgenson](#)
[Secretary: Steve Meyer](#)

What is your best memory of your Presidency?

[My best memory is the strong bond the whole board had. Everyone was very committed to UMAPP's future success and listening to what members had to say.](#)

What accomplishment made you most proud during your term?

[My accomplishments were: doing an 18 month term and finalizing The Affiliate Program.](#)

What was the biggest challenge you faced during your reign?

[The biggest challenge was getting through the Affiliate Program. Our Board was very intent on making sure this was right for our association.](#)



Dan Ball, CAS



What year were you UMAPP President: [2007](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Cindy Jorgenson](#)

[Treasurer: Steve Meyer](#)

[Secretary: Joe Scott](#)

What is your best memory of your Presidency?

[Changing the booth show from the fall to the spring \(Republican National Convention\). We viewed it as a great opportunity to change the show date.](#)

What accomplishment made you most proud during your term?

[Besides the booth show transition, getting more involvement in our membership, more \(and better quality\) education events. Debut of new logo turning us from Promotional Products to Promotional Professionals.](#)

What was the biggest challenge you faced during your reign?

[Getting people to attend the education events. In 2007, the economy was strong and people were "too busy" to attend..... And making certain that there were vanilla cream Oreo cookies at every board meeting.](#)



Cindy Jorgenson, MAS



What year were you UMAPP President: **2008**

If you are able please fill in the people that were board members during your term:

Vice President: **Steve Meyer**
Treasurer: **Joe Scott**
Secretary: **Sue Kennedy**

What is your best memory of your Presidency?

At the end of my term, I reflected on all we had accomplished as a board. It was amazing. As President you are the face and the voice of the association but it's the other board members, committee chairs, and volunteers that actually make everything happen. I had such a phenomenal team of people, my role was very simple.

What accomplishment made you most proud during your term?

The booth show was a huge success that year and we started the first Government Relations committee. UMAPP was again at the forefront of the industry when we created this committee.

What was the biggest challenge you faced during your reign?

It was the start of a slowing economy. We could feel suppliers and distributors both starting to pull back in spending, participation, etc. We were able to maintain very strong numbers for 2008, but they started dropping in 2009.



Steve Meyer, MAS



What year were you UMAPP President: [2009](#)

If you are able please fill in the people that were board members during your term:

Vice President: [Joe Scott](#)
Treasurer: [Sue Kennedy](#)
Secretary: [Melinda Marr](#)

What is your best memory of your Presidency?

[During a very difficult economic year UMAPP was successful in terms of both of our trade shows and exceptional in terms of attracting new volunteers to become the leaders of the future. I was fortunate to serve with others who held UMAPP's interests at heart first and foremost. The people who served on the Board and committees are what then and now make UMAPP a special association. And, then there is Sue Selseth. Sue has saved many Presidents and made their year special.](#)

What accomplishment made you most proud during your term?

[At my Summit in October of 2008, then President Cindy Jorgenson helped us create UMAPP's first legislative committee. Eric Johnson served as chair. The work we did the next year has proved to be a catalyst for our entire industry's reaction to legislation that affects us in many negative ways. UMAPP did indeed lead the nation and inspired, along with help from PPAI, other regionals to make their voices heard.](#)

What was the biggest challenge you faced during your reign?

[Getting Past Prez Dan Ball to make a putt at the golf tournament!
No, communication and time. You never seem to have enough of either but you do all you can and let the chips fall where they may. There was always something going on but we had a great bunch of volunteers that did all the heavy lifting. Being President was an honor and flat out a lot of fun.](#)



Joseph Scott, MAS



What year were you UMAPP President: [2010](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Sue Kennedy](#)

[Treasurer: Melinda Marr](#)

[Secretary: Scott Hareid](#)

What is your best memory of your Presidency?

[Getting contacted by PPAI Staff regarding how we are a model for all of the other Regional Affiliates.](#)

What accomplishment made you most proud during your term?

[We prepared ourselves, budget-wise, for a downturn and came out quite nicely, maintained our successful Booth & Room Show, created a very active Government Relations Committee and continued our streak of winning the AdVocate Challenge.](#)

What was the biggest challenge you faced during your reign?

[Maintaining membership numbers and revenue.](#)



Sue Kennedy, MAS



What year were you UMAPP President: [2011](#)

If you are able please fill in the people that were board members during your term:

Vice President: [Melinda Marr](#)
Treasurer: [Scott Hareid](#)
Secretary: [Todd Pottebaum](#)

What is your best memory of your Presidency?

[Writing the president's column. I often wondered what I had to say that anyone would wish to read. However, after each of my columns, I was flooded with messages from people who enjoyed what I wrote. It was nice to hear that I struck a cord despite my concerns.](#)

What accomplishment made you most proud during your term?

[Limiting the power of the President. I know that seems strange AS the President to want to limit the power, but it was extremely important to me that UMAPP continue to function as an entire board and not as the will of one person. This will allow greater continuity from year to year and upcoming leadership is far more prepared when they reach the president's post.](#)

What was the biggest challenge you faced during your reign?

[Scheduling! We are all such busy professionals and trying to get together for committees, board meetings, and events as a group is extremely challenging. But, where there's a will there's a way!](#)



Melinda Marr



What year were you UMAPP President: [2012](#)

If you are able please fill in the people that were board members during your term:

Vice President: [Scott Hareid](#)

Treasurer: [Todd Pottebaum](#)

Secretary: [Rena Ashfeld](#)

What is your best memory of your Presidency?

[The great feeling of being part of a team. Since I knew there was always someone to help me tackle any challenges, the most stressful part of my term was coming up with a topic for the newsletter.](#)

What accomplishment made you most proud during your term?

[Going through the process of updating new strategic goals and visions for each committee. We took the first step in the process starting at The Summit in 2011 and then carried it forward through 2012. Scott's team is taking it the next step in 2013 with the implementation of a master calendar to support the goals. It's very rewarding to see the continuation of a process that makes the board more effective and focused.](#)

What was the biggest challenge you faced during your reign?

[In response to dropping attendance, the board needed to make some major changes to our upcoming events: moving the booth show from May to February starting in 2013, moving the room show from August to May starting in 2014 and adding an end user event in the fall of 2014.](#)

[The landscape has changed dramatically over the years in regards to how our members connect with each other. It used to be that UMAPP was a "gate keeper" and a vital part of the distributor-supplier relationship. This is no longer the case and if the events don't stay current and timely, attendance will continue to decrease.](#)



Scott Hareid



What year were you UMAPP President: [2013](#)

If you are able please fill in the people that were board members during your term:

[Vice President: Todd Pottebaum](#)

[Treasurer: Rena Ashfeld](#)

[Secretary: Sandy Nichols/Paula Coomer](#)

What is your best memory of your Presidency?

[My best memory was my president's column for the July/August newsletter. I wrote about a special moment I shared with my son and his teammates coaching baseball the summer of 2013. I received several emails letting me know how much members enjoyed the column.](#)

What accomplishment made you most proud during your term?

[Planning UMAPP's first ever Holiday Showcase & End Buyer Expo event, which took place in 2014.](#)

What was the biggest challenge you faced during your reign?

[The biggest challenge was Secretary Sandy Nichols being forced to resign her position on the Executive Board due to a job change. Formulating a strategy to fill the position proved to be very difficult. Paula Coomer accepted the position and her term on the Executive Board started earlier than expected.](#)



Name: Todd Pottebaum, MASI, MAS+

What year were you UMAPP President: 2014

If you are able please fill in the people that were board members during your term:

Vice President: Rena Ashfeld

Treasurer: Paula Coomer

Secretary: Carter Sharp

What is your best memory of your Presidency?

My greatest memories are of the friendships that I made. I was blessed to work with a core group of dedicated volunteers who cared about the industry, our members, and each other. It's a cool thing to think that we made a difference while also making close connections. I expect that many of the friendships will endure a lifetime.

What accomplishment made you most proud during your term?

We held our first ever End Buyer Expo event. This was a concept that the Board had discussed and researched for many years because it was a polarizing issue for some of our members. Our due diligence paid off and the End Buyer Expo quickly established its value to the membership and has become one of UMAPP's most popular events.

What was the biggest challenge you faced during your reign?

In 2014 the economy was strong, but the number of current members had dwindled year over year due to consolidation and industry contraction. Efforts to bolster membership were unsuccessful so we decided to trim unnecessary activities and drive as much value to the membership as possible. Over time this approach has paid dividends by offering exceptional value and innovative programs.

Thank you for the opportunity to serve.

Sincerely,

Todd Pottebaum, MASI, MAS+



Rena Ashfeld, CAS

What year were you UMAPP President: 2015

If you are able please fill in the people that were board members during your term:

Vice President: Paula Coomer

Treasurer: Carter Sharp

Secretary: Dave Malek

What is your best memory of your Presidency?

Ohhhhh which one.... There are several! My goal for my term was to get more Members involved in UMAPP and getting new people involved from a Committee to Board level has been most rewarding I have to say – still puts a smile on my face!

What accomplishment made you most proud during your term?

I would have to say the biggest thing I was a part of during my term was helping align the 3 Regionals to make our Spring Booth Show possible – working with the GREAT people at PPAW and PPACHICAGO to get our booth shows scheduled during the same timeframe. We also moved the Booth Show from the RiverCentre in St. Paul to Canterbury Park in Shakopee – we won't know how it turns out until March 8th 2016 (shameless plug to invite you to attend) but it is exciting to shake things up none the less. We hope the ease of location will encourage people to attend.

What was the biggest challenge you faced during your reign?

Writing the President's columns (ha ha) truly there has not been challenges that we as a Board and Committee's did not attack head on with teamwork and great ideas – I am so proud!