Promotions at the Bay

Was it CONVENTIONAL? NO!

Was it CREATIVE? YES!

Was it FUN? YES!

Did Business and Relationships build from two days of EDUCATION and NETWORKING? - YES!

Thank you to all the sponsors, the suppliers and the attendees for making PAB such a fun and creative event to conduct business in!
WHO ME? YES! YOU!!!

Want to get involved in OPPA? You don’t have to be a board member to make a difference! Volunteer as little or as much as you want. There are many areas you can lend your expertise and talent to.

♦ Are you a Social Butterfly and love to organize? Work with our Social Director in pulling together events throughout the year - bringing suppliers and distributors together.

♦ Are you a Trade Show Geek? It takes many hands to bring a trade show together. Volunteer to help with set up! There never seems to be enough time to get it done before the doors open!

♦ Are you a Talker? Maybe you want to canvas potential members and explain the benefits of being an OPPA member? You can be the little push they need to join OPPA!

♦ Strong Supporter of OPPA? Contact new members to answer any questions on the benefits and how they can get more involved.

♦ Do you have a Passion for always Learning? Work with our Education committee on bringing topics/speakers to OPPA Events.

It doesn’t take a full time/two year commitment to be a part of OPPA! Work on one event/area or several. You choose your level of participation. As Jeff says in his President’s Letter, “those who are “involved” benefit most from relationships built working, and, yes, having fun together.”
Thank you for this opportunity to serve as your president. As we move into the coming year, I would like to acknowledge our association’s heritage, and those who built it. It is the dedication and hard work of those who have served before me, and their boards, who created the financially sound platform from which we, as a current board, are expected to “perform”. We will do our best to build on that solid foundation. While we can’t live in the past, we recognize it is responsible for our existence and we are grateful for it.

Regardless of your affiliation as a supplier or distributor, to get value added benefits from your membership, please get involved. Whether it is with committee work, or simply participating in our events, we look forward to your engagement. Wouldn’t you agree, those who are “involved” benefit most from relationships built working, and, yes, having fun together. In addition to enhancing the membership benefit package, OPPA will continue to seek out effective venues to “connect” supplier representatives and your lines with your distributor customers and prospects.

It was great seeing many of you at the OPPA Golf Outing in August and our Pyramid Award Winning PAB Retreat at Put-in-Bay last week.

It’s going to be an exciting year. We have much more planned. Stay tuned.
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Friday, January 24: Detroit, MI (Troy) 9 am - 1 pm

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★ Mentions on TheTomExperience Facebook Page
★ Two Listings (January and February) in Three Regional Association Newsletters
★ Listing on www.TheTomExperience.com Website
★ Listing on three - TSPPA, OPPA, MiPPA - Websites
★ Great Prizes for Distributors!
★ Mega-Marketing Powered by PPAI, SAGE, Commonsku, TSPPA, OPPA and MiPPA!
★ Free Beverage and Snack Service during Set-up and a special Thank You Gift at teardown

For More Information, visit: http://TheTomExperience.com
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MiPPA, PO Box 151520, Grand Rapids, MI 49505, Fax 734-699-7363, paul@mippa.org, Paul Kiewiet MAS
The Chest and Astor Chocolate Come Together for the Holidays! These two suppliers are teaming up to offer customers a premium line of holiday packages. The partnership is led by Mary Dobsch, The Chest President and Charles Duggan II, Astor Chocolate National Account Manager in St. Louis, MO. For more information contact The Chest at 800-238-7411.

Crystal D, Supplier of Corporate Awards and Plaques donated 105 awards that were presented at the 2013 Counselor Awards ceremony that took place on July 17 at the ASI Chicago show. Chuck Dahaigren, president of Crystal D says, “The ASI Counselor Awards ceremony is a monumental event. We sincerely enjoy the opportunity we have to celebrate the accomplishments of many honorable leaders within our industry by donating the awards.”

Charles River Apparel is the proud recipient of the National Sporting Goods Association 2013 All-Star Community Collaboration Award and also named an honoree at Massachusetts General Hospital Cancer Center’s annual fundraiser, The One Hundred. Recognized by both organizations because of the company’s philanthropic efforts via their landmark Be Pink Proud Program. Through this program a portion of sales from the company’s pink apparel is donated to cancer support groups.

Starline receives the Gold in flashlights from Promo Marketing 2013 Supplier Excellence Award with its FL91 Trion Dual Output LED and a Bronze in Automotive and Tools with the TS34 129pc Deluxe Household Tool Set. Distributor sales professionals who vote for the best of the best in 43 product categories determine the list of winners.

S&S Activewear announces its full product line is being added to DecoNetwork™, an online design tool powered by CorelDRAW®. The 2013 S&S Collection is more than 100 styles from 60 brands of im printable apparel, headwear, bags, uniforms and performance garments. The use of CorelDRAW offers professional capability and control to screen printers, embroiderers and promotional products dealers. For more information visit, www.deconetwork.com.

Prime Line’s™ interactive webinar series reaches milestone with over 2000 participants! Prime Line® continues to introduce new items every month throughout 2013 as part of its’ Prime Fresh™ program. The Prime Fresh™ Interactive Webinar Series takes place the last week of every month in 2013. Distributors can email webinar@primeline.com for more info.

And those on the move....

John Goessling, Jr, Quick Point President announced the hire of Steven Meyer, MAS as Director of Sales and Marketing. Meyer, PPAI’s 2012 Chairman of the Board, is an industry veteran with years of experience with Made in America manufacturing, marketing, customer appreciation and new product development. He has also served in many roles for UMAPP, including President.

Congratulations to our Poker Run Winners!

From Left to Right:

Amy Hasseman, Hasseman Marketing, Coshocton, OH - 3rd

Judy Haesley, Universal Printing & Promotions, Grafton, OH - 2nd

Renee Sima, Sima Marketing, Massillon, OH - 1st
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SAGE Seminar Series
Welcome to OPPA’s inaugural legislative brief, a new area of our newsletter designed to keep you up-to-date on issues and legislation that could affect our industry and your business. OPPA feels it is very important to keep our members informed on these issues because we are in a time when legislation can be a game-changer for us and small business in general.

In April, PPAI organized the fourth annual L.E.A.D. (Legislative Education and Action day) in Washington DC. Many of your peers from our industry made the trip to the hill to meet with members of congress, and PPAI did a great job of organizing and educating the team. Ohio was well represented and is one of the key states in the legislative process. We have the Speaker of the House, John Boehner, from Ohio and he was willing to meet with the L.E.A.D. team. The LEAD team representing Ohio was Eric Ekstrand, Mitch Rhodus, Geoff Vejsicky, Mark Jenkins and myself. We met with 12 members of Congress and discussed important legislative topics of concern to us all. In future legislative briefs, I will break down some of the specific pieces of legislation we have our eye on, how they could affect you, and what you can do about it.

Some of you may wonder, why are we so bold to think we can impact decision making in Washington? As a lone soldier perhaps we can’t, but as a powerful army we have proven we can. Our congressional leaders from Ohio were shocked to learn that Ohio represents $2 billion of an $18 billion industry, has 27,000 industry jobs and 1200 companies most all of which are small businesses.

Stay tuned for future additions of legislative brief, some detail on laws that can affect your business and what we all can do about it.