



Volunteers **Karen Williston** and **Roxanne Shinn** kept the registration at the Fall Showcase running smoothly. Not pictured: **Ken Williston** who did an excellent job of helping suppliers unload and get their places in the show floor.

A message from the President, Mark Shinn, MAS



Welcome to fall and the busiest time for so many of our members.

As I write this, we are wrapping up the details of our Fall Showcase which just concluded at Casa Real in Pleasanton. From most the surveys we've received so far, everyone was happy with the attendance, the engagement and the ability to interact at a face-to-face event that we've missed for so long. On behalf of the PMANC Board, I would like to thank all the exhibitors, distributors who attended, generous sponsors and volunteers and staff, who helped to make our event a success.

The day after the Fall Showcase, the current PMANC Board and committee volunteers

gathered for the second half of our 2022 strategic planning session Thank you to Jess Koenig and Halo Branded Solutions for making your conference room in Livermore available to host our meeting. Mark Fulwider, with WesCo Marketing, our incoming President for 2022, collaborated with our committee chairs and other volunteers to have them develop strategies and plans for upcoming events. Watch for a robust calendar of events, professional development sessions and new social events to bring us together in the new year.

Ballots for the slate of the 2022 PMANC Board of Directors were sent to company administrators on Monday. I would like to extend a big thanks to Sam Brown, MAS and the leadership advisory committee who found a talented group of new leaders to join the existing Board.

Look for upcoming announcements in this newsletter, and on the website, about our Spring Showcase that's planned for March 16th at the Alameda County Fairgrounds. The Fall Showcase will be held at Casa Real in Pleasanton on September 21, 2022. The Showcase Planning Committee is also reviewing potential sites for a mid-summer show series to expand our reach to cities outside of the Bay area.

Throughout this year, I've received requests for recommendations on qualified candidates to help advance the growth of many businesses. I'm sure finding good people for the job will be an issue well into the future. I've always been happy to introduce folks that may have shown interests and I encourage all of you to work with your network to get more people exposed to opportunities in our industry.

The second group of requests I've received is "Do you know any workarounds for some of the Supply Chain problems in our industry. Unfortunately, as you probably know, that doesn't have any easy answers. That topic is exactly what I studied in college in International Trade and Transportation. There are so many variables in the supply chain right now, it's a challenging situation. Please see the ALERT MESSAGE from PPAI (in this newsletter) on how we all can help initiate action for this challenge.

In closing, I would like to thank all our volunteers, board members, and Executive Director, Carol Murphy, who have helped coordinate many successful events throughout this year. I look forward to seeing you at



REGISTRATION NOW OPEN!

It's time to get together and celebrate all our accomplishments in 2021! Join your PMANC friends on Thursday, December 2, 2021 at Trader Vic's, 9 Anchor Dr., Emeryville, CA 94608 from 11:30 am - 1:30 pm.

Reserve your seat now

[CLICK HERE to register](#)

The installation of the 2021 Board of Directors will also take place at this event.



ANNUAL MEETING ANNOUNCEMENT

PMANC members are invited to attend the Annual Meeting on **Thursday, December 2nd**, before the Holiday Party begins.

Location:

Trader Vic's
9 Anchor Dr., Emeryville, CA 94608
Captain's Room

Meeting Time: 10:45 - 11:15 am

Please contact our Executive Director, Carol Murphy, email pmanced@gmail.com or call 416-622-6866 with any questions.



PMANC Cares committee is organizing a toy drive in December. They will be accepting **NEW unwrapped toys for children 3 years to 12 years of age** at the Holiday Party. PMANC Cares volunteers will deliver the toys to the San Francisco Firefighters Toy Program. The San Francisco Firefighters Local 798 Toy Program is a 501 c3 registered non-profit.



PMANC Cares

#StayWarmPMANC21

November 8th -12th, 2021

Thanks!



CLOTHING DONATION

PLEASE CHECK YOUR SAMPLE BINS AND SHOWROOMS FOR THE ITEMS LISTED BELOW:

- PRIMARY NEED: Men's XXL, XL, and L sized Jackets, Coats, Sweatshirts, Hoodies, and T-Shirts
- Womens' Jackets, Coats, Sweatshirts, Hoodies, and T-Shirts
- Socks: Any Size
- Scarves & Gloves

Clean out your sample closet and help the community!

The #PMANCCares team will again be collecting unused, gently used, or discontinued outerwear samples for donation to Downtown Streets Team. <https://streetsteam.org> Downtown Streets Team is building Teams that restore dignity, inspire hope, and provide a pathway to recover from homelessness by engaging unhoused and at-risk neighbors in beautifying communities across Northern California. Through creating an inclusive and supportive community, Team Members overcome barriers to success and exit homelessness.

Items needed include:

MENS: XXL, XL, L - Jackets, Coats, Sweatshirts, Hoodies & T-Shirts

WOMANS: Jackets, Coats, Sweatshirts, Hoodies & T-shirts

SOCKS - any size

SCARVES & GLOVES

Please contact PMANC volunteer, **Louise Kostoff** (SanMar Territory Manager) with details on what you would like to donate. Louise will confirm what we can accept and coordinate a pick-up. Pick-ups subject to volunteer availability.

The drive is **November 8th-12th** for collections around Bay area or you can drop off at:

Marcia Obsniuk - IDzyne 1191 Lincoln Ave. #B, San Jose, CA 95125

Office: 408-278-8900. Mobile: 408-375-4180

marcia@idzyne.com | www.idzyne.com

Louise Kostoff | Cell: 415-599-9331 LouiseKostoff@sanmar.com

SAVE THE DATE

showcase

2022 PMANC *Spring* Market

Wednesday, March 16, 2022 Alameda County Fairgrounds Pleasanton, CA

We're bringing back SHOWCASE FUN at a brand new venue--The Alameda Country Fairgrounds! The Showcase committee is already planning activities for the Showcase with a PROMO MADNESS theme and lots of activities, both indoors and out. They'll be plenty of parking and room for 100+ exhibitors. Circle March 16th on your calendar now so you don't miss it. Distributor registration will open in late December, 2021.

SUPPLIERS- Exhibitor Registration with Early-Bird Pricing is now available for this event. (Early-bird rates available through December 14th)

[REGISTER HERE](#)

You Know It. Everyone Should.
Let's All **CELEBRATE...**

**PROMO
Products
Work!** 
10.20.21

There is a marketing toolkit available to help you in promoting the event. **[CLICK HERE](#)** to access the toolkit.

PPAI has designated **October 20, 2021**, as Promotional Products Work! Day. The celebration will reflect the original program's concept of celebrating the power of promotional products but on a single day instead of over a full week. Throughout the day, PPAI, together with its members and other industry professionals, will actively recognize and promote the value, impact and effectiveness of promotional products — the most memorable form of advertising.

This transition will allow the entire industry to focus its efforts on the one-day event and make a more significant impact. Each opportunity is intended to thank customers; spread awareness of the important role promotional products professionals play in all aspects of advertising, marketing, and business; and promote the power of promotional products



Four New Candidates on 2022 Ballot

The 2022 Nominating Committee is pleased to introduce four new industry professionals who have been placed on the ballot for the 2022 NWPMA Board of Directors.

Pictured left to right: Sarabeth Anderson, MAS, (Geiger) Livier Gomez (Terry Town), Melissa Hoffman (Bag Makers) and Spring Myers, Upswing Marketing.

Ballots were sent to the admin for every member company on Monday, Oct 11th. Voting is open from 10/11/21 - 11/11/21.

Supply Chain Disruptions: PPAI Member Action Needed

PPAI is calling on its members to let Congress know that they support the Ocean Shipping Reform Act (OSRA) of 2021 (H.R. 4996) which would implement common-sense reforms to address long-standing issues in the global maritime shipping industry, which have been further exacerbated by the COVID-19 pandemic. This bipartisan legislation would essentially create a shipper's bill of rights, shifting power from ocean carriers to the entities who are shipping products.

TAKE ACTION

Please [CLICK HERE](#) to contact your House representative and ask them to cosponsor H.R. 4996, Ocean Shipping Reform Act of 2021. PPAI's advocacy platform will determine who your legislator is and give you the option of sending an editable, pre-written form letter and calling your House representative to voice your support of H.R. 4996. If you take a meeting, please notify PPAI's public affairs manager Maurice Norris at MauriceN@ppai.org. Thank you for your support of this critical initiative.

On the next Wednesday Webinar



Paul Kiewiet, MAS+
Former PPAI Chair & MIPPA Executive Director

Paul, a former chairman of PPAI, is an international speaker, writer, coach and facilitator. He earned the Master Advertising Specialist Plus from PPAI and the Certified Incentive Professional designation from the Association of Incentive Marketing. Paul is also a Certified Life Coach from Fowler Wainwright International Institute of Professional Coaching. He's the winner of ten Golden Pyramid Awards from PPAI for creativity and results and has received two ASI Spirit Awards including Marketer of the Year. He has been inducted into the Michigan Promotional Professionals Association Hall of Fame and the PPAI Hall of Fame.

Attendee receive (1) CAS credit for attending and completing the session survey with your PPAI pin.

WEDNESDAY, October 27th
9:30 AM (PST)

**For Better Answers, Ask Better Questions:
Develop Strong, Loyal and Profitable Relationships**

featuring
Paul Kiewiet, MAS+
MIPPA Executive Director &
Former PPAI Chairperson

To build a successful promotional products practice, we must hone our skills as problem solvers to become part of our clients' teams. We develop strong, loyal and profitable relationships by developing a better understanding of who we are and who are clients are — and how to make them more successful. If your business is only about products, it is easily commoditized and becomes a race to the bottom. Customers who buy from you on price will leave you over price. Customer loyalty and love comes from making yourself an indispensable part of their team. You achieve this through asking the right questions — of yourself and of your clients.

Register here for the October

MEMBER BENEFITS



PromoHunt is a free browser extension that automatically displays helpful information when you visit supplier websites. PromoHunt detects which supplier website you are visiting and then automatically displays the supplier's coupons. Watch the video above to see how the process works..

If you're a member of PMANC, you have access to the PromoHunt Coupon Program by logging into the website (www.pmanc.org) using your business email address and password.

Need help in finding the information? Just email our Executive Director at pmanced@gmail.com, or call 415-622-6866.

