

December 2021 Edition

A message from the President, Mark Shinn, MAS

With 2021 coming to a close I'd like to take this opportunity to thank all our PMANC members for participating in our events this year.

In particular, our board of directors helped to steer our organization and have it prepared for the return of business in the coming years.



We began this year with many uncertainties in our marketplace, but through the hard work and innovation, most of you were able to keep your business going and are finally beginning to see the light at the end of the tunnel as the year ends.

This year, PMANC started a new way to connect with our Friday Live series of interviews, where members were able to learn from some key leaders in the industry and our association. Board members, Liver Gomez and Cassidy Shaw are busy planning 2022 interviews.

In the Spring we held a parking lot show with the help of Fossa Apparel. We greatly appreciate Michelle Chen and her team who helped coordinate that outside event for us. Our Fall Showcase at the Casa Real venue was another great success. Last week, we held our annual Holiday Luncheon, where the 2022 PMANC Board of Directors took their official oath of office. I welcome them all and wish them a lot success in 2022!

Throughout the year, we were able to host primarily virtual professional development events with the help of a number of other regional associations and PPAI. If you haven't joined one of our Wild Wednesday webinars, read below for information on the upcoming December presentation with Ellen Tucker of PPAI who will give a preview of the 2022 PPAI Expo.

As I wrap up my year as your President, I feel honored to have helped lead the team. We have installed a stellar team for next year and I feel that Mark Fulwider and his team will do a great job taking us to the next level.

Lastly, I'd like to thank Carol Murphy for her years of supporting and leading us as our executive director. I wish her well in her retirement effective January 1st. Eliana Franklin has been hired to serve as our new executive director. Eliana comes to us with service from another regional association and is ready to hit the ground running for PMANC.

Thank you once again for the opportunity to serve as your President. I look forward to seeing many of you soon.

Mark Shinn, MAS
2021 PMANC President

Annual Member Meeting on Thursday, December 16th at 10:30 am PST

Members are invited to join the PMANC Board of Directors for an update on what the association has accomplished in 2021 and future goals. Members will also have an opportunity to interact, ask questions and make suggestions for future events.

A Zoom meeting link, with an access code and password, will be sent to



Annual Member Meeting



DISTRIBUTORS: SAVE THE DATE

for the 2022 Spring Showcase. Distributor registration will open in early January.

[Click here to register](#)

SUPPLIERS:

Early-Bird pricing for the 2022 PMANC Spring Showcase in Pleasanton ends next **TUESDAY, DECEMBER 14th**.

The event will be a traditional booth show (10' x 10') and will be held at the Alameda County Fairgrounds on Wednesday, March 16th.

PMANC members and friends reunite at annual Holiday Party

What a fantastic event! Thanks to everyone who attended the annual holiday party on December 2 at Trader Vic's in Emeryville, Ca. The 2022 PMANC Board of Directors was installed at this event. Past PMANC President, Melissa Deckelman (Lahlouh) officiated the ceremony.

Thanks to the wine sponsors: **Incentives West (Mark Shinn)**, **Pinnacle Incentives (Philip Brodsky)**, **Coolibar, Inc. (Sandy Nichols)** and **Westminster Promotions (Lalia Neira)**.





**THANK YOU
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THANK YOU**

Raffle Prize Donation
Sponsors ☺

PMANC appreciates everyone who purchased raffle tickets at the holiday party and the sponsors who provided prizes to support the [Campbell Brown Memorial Scholarship](#). PMANC Incoming President, Amanda Bocucci, did an outstanding job coordinating the raffle prize donations.

Raffle Prize donations were received from the following sponsors:

Coolibar (Sandy Nichols), **ETS Express** (Cristina Ysselstein), **Pinnacle Incentives** (Phil Brodsky), **Wesco Marketing** (Mark Fulwider), **SanMar** (Louise Kostoff), **Alphabroder** (Ronnie Hershey), **Gemline** (Brett Laidlaw), **HB Sales** (Howard Berman), **Global Promo** (Ming Zhu), **Partridge Marketing** (Cheri Partridge) and **Fairytales Brownies** (Eileen Spitalny).



PMANC welcomes new Executive Director

PMANC is pleased to welcome our new Executive Director, Eliana Franklin. Her tenure will officially begin on January 1, 2022.

PMANC's former Executive Director, Carol Murphy, will retire at the end of December after a decade of management roles with several District 5 associations, including AzPPA, NWPMA and PMANC.

Eliana has been in a variety of management roles most of her career and currently serves as the Executive Director for the Carolinas Association of Advertising and Marketing Professionals (CAAMP). She resides in Waynesboro, PA.

Eliana is looking forward to her new role and is eager to work with the PMANC Board to accomplish much success in 2022.



Annual Coat Drive and Toys for Kids Campaigns a big success!

PMANC Cares Chair, Louise Kostoff (Sanmar) and her team led two very successful campaigns this season to help our local community. A special thanks to Marcia Obsniuk (Idzyne) (pictured below) for accepting donations for the November coat drive.



The PMANC Cares toy drive was a big success! Thanks to everyone who contributed! Shown above: President, Mark Shinn, and Board members, Livier Gomez, Spring Myers and PMANC Cares Chair, Louise Kostoff showing some of the toys received from member donations.

Below, PMANC Incoming President, Mark Fulwider, drops off his contribution for the coat drive.



Louise Kostoff, SanMar (pictured above) certainly puts her heart and a lot of hard work into coordinating the PMANC Cares campaigns. We thank her for her dedication and efforts in making each program a success.



On the next Wednesday Webinar



Ellen Tucker, CAE
Director, PPAI Business Development &
Expositions

Ellen is responsible for driving the non-dues revenue for the association and leading the development, operations and execution of the association's in-person and virtual tradeshows. Making up 50% of the association's total revenue, non-dues revenue funds the association's initiatives and includes revenue generated from tradeshows, publications, professional development events and other association products. The association's tradeshows bring knowledge, community, and a forum to do business to the promotional product industry. Ellen leads the interdepartmental collaboration that leads to, and manages the teams producing and selling, these industry-leading, award-winning events.

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

**WEDNESDAY, DECEMBER 15th
9:30 AM (PST)**

PPAI Expo 2022 'PREVIEW'

featuring
Ellen Tucker, CAE
Director, PPAI Business Development &
Expositions

Learn how the PPAI Team plans to bring the excitement of the annual PPAI Expo back to you live and in person! Lots of planning has taken place to make this event a memorable one for distributors and suppliers alike. Learn about the new and updated format for the education sessions and more. Registration is now open for the premier industry event providing focused education and thought leadership, networking opportunities, business meetings and product discovery.

Attendees Will Learn:

- What to expect from the new updated EXPO format
- Find out how to register and plan for a successful Expo
- Ask any questions regarding the event and get answers

**Register here for the December
webinar**

