



Compass E News
NETWORK | EDUCATION | FUN

Quarterly Newsletter ~ July 2019

CAAMP EVENTS

CAAMP NEWS



CAAMPFIRES 2019

Join your peers at our monthly Lunch & Learns

- July 17- Greenville, SC.
- July 18- Columbia, SC
- July 18- Charlotte, NC
- July 18- Charleston/Mt. Pleasant, SC

July 31st

Featuring - Rosalie Marcus, The Promo Biz Coach.

CAAMPFIRES

Thank you to everyone that joined us at one of the six CAAMPFire lunch and learn events last month.



A nice afternoon of networking, education & fun among industry peers.

CAAMP works to broaden their reach across the Carolinas



Register Here



End Buyer Showcase



3 Cities 1 Show

Details & Registration



Check out our NEW & IMPROVED WEBSITE

Tell us what you think!

Caampers.org

CAAMP works to broaden their reach across the Carolinas. Seaside Silk Screening and Alphabroder/Prime hosted a CAAMPFire Lunch and Learn event in Wilmington, NC during the month of May. Later in the year, CAAMP hopes to have another luncheon in Wilmington and in the Asheville area.



If you have any suggestions for CAAMP's CAAMPFire Lunch and Learn events, please reach out to Eliana at eliana@caampers.org.

PPAI's SPARK CONFERENCE IN CHARLOTTE JULY 17-19



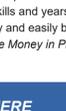
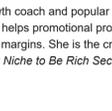
PPAI's SPARK Is More Than An Investment

The promotional products industry is being transformed by the next generation of high achievers, influencers, go-getters, innovators and game-changers. Make sure your young professionals are getting the career coaching and leadership development that will keep your company moving ahead of the pack. Sending your millennial team to SPARK will:

- Empower and educate your staff
- Establish an innovative work culture
- Build awareness for your brands
- Establish your company as an industry leader

SPARK is designed to equip your young professionals with the tools needed to adapt to change, embrace strategic foresight and prepare for the future. Register your team for SPARK. It's worth the investment. You can view the full itinerary here.

REGISTER NOW



Wild Wednesday Webinar featuring Rosalie Marcus, The Promo Biz Coach

Wild Wednesday Webinar Wednesday, July 31, 2019

12:30 pm ET / 11:30 am CT / 10:30 am MT / 9:30 am PT

"SUMMER SALES BOOST: 10 Steps to Skyrocket Your Sales"

Discover proven and easy to implement sales strategies you can immediately use to make the rest of the year the best of the year. Attendees will discover...

- Proven strategies and mindset secrets to stay motivated during the summer and beyond
- How to easily sell more to current clients
- How to quickly reactivate former clients
- Little known profit boosters
- How to book early 4th quarter sales
- How to keep the momentum going

1 CAS Credit when you submit your PPAI Pin number with your survey.

About Rosalie: Rosalie Marcus, The Promo Biz Coach, is a promotional products business expert, sales growth coach and popular speaker. Combining her skills and years of experience in promotional sales, she helps promotional products professionals quickly and easily boost their sales and increase their profit margins. She is the creator of How to Make More Money in Promotional Products Sales and Promo Biz Niche to Be Rich Secrets.

REGISTER HERE



JOIN US IN THIS MISSION DONATE

DONATE ONLINE HERE

DOWNLOAD FORM HERE

TURNING TRAGEDY INTO HOPE - Read article.

VISIT PPAI

SUMMARY OF WASHINGTON L.E.A.D.



Laura Campbell and Tina Gilbert attended PPAI's ninth annual Legislative Education and Action Day (L.E.A.D.) in May, where attendees were focused on protecting the promotional products industry and preserving the interests of small businesses by emphasizing the value of promotional products and discussing key issues such as independent contractors, advertising expenditures, tariffs and the global value chain.

You can read more about the 2019 L.E.A.D. with PPB Newslink articles:

Industry Leaders Head To Capitol Hill For 300-Plus Meetings With Lawmakers

Reps. Warren And DesJarlais Honored With PPAI Legislator Of The Year Award

CAAMPERS.ORG HAS A NEW LOOK!



Tell us what you think! Caampers.org

CAAMP announces new Executive Director

CAAMP is excited to announce that Eliana Franklin will serve as the association's new Executive Director.

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Eliana resides in Funkstown, Maryland with her husband Jeff and their two beautiful girls. Eliana has been in a variety of management roles most of her career. She enjoys wearing many hats and brings a lot of excitement and energy to the organization. As CAAMP's Executive Director, Eliana will work with the board of directors and membership to support CAAMP's mission of promoting the power of promotional products and providing opportunities for professional education, networking and fun within the Carolinas.

In addition to welcoming Eliana, the Board of Directors extends gratitude and well-wishes to their former Executive Director Teri Kramer and her team at SAS.

OPEN POSITION ON BOARD

Interested in serving on the CAAMP board?

CAAMP currently has an open board of director's seat for a distributor. If you would like more information about this position or if you know a member that may be interested in serving on the CAAMP board, please email Eliana at eliana@caampers.org or call 240.217-6470.

2019 BOARD MEMBERS Q & A

This quarter CAAMP is featuring our very own Keisha Crain, Daniel Jenne and Keith Harris.

Keisha how did you get started in the industry?

To be honest, I actually thought of my business name before I ever decided exactly what I wanted to do as a career. Along with a super-cool business name and a degree in Marketing from Clemson University... I went on a mission to find something fun that would also allow me to help others. One day, someone brought me an umbrella, bag, and some goodies with their name printed on each item. That day, I saw the direction I needed to go!



Keisha Crain is our 2019 President. Keisha joined the board in 2017. This is her third year on the board and she is looking forward to serving as Immediate Past President next year. Keisha why did you join the board?

I joined the board because I have a genuine love for the industry. As an owner of a distributorship, I have seen first-hand the positive effects promotional products have made in promoting my clients' businesses.

In addition to my love for the industry, I also consider myself to be a "people person". I thoroughly enjoy developing relationships with the suppliers and distributors throughout the industry. I enjoy seeing my friends and colleagues in this industry succeed. I hoped that serving on the CAAMP board would allow me to have an even greater impact on the future success of our industry.

Daniel How did you get started in the industry?

I started with Discovery Marketing Associates in July of 1997. This was one of the original traveling tradeshow in the industry. My uncle was the owner and he offered me a job driving the truck of exhibit materials for the suppliers from city to city each day and about 24 weeks per year. It was an awesome job for a single 25-year old without any real responsibility at home.



I then worked for Bullet Line from 2004-2009 and then started my own distributor company in 2009 and then partnered with Boundless in 2013.

After an 8-year run on the other side of the fence, I came back to the supplier side in 2017 and have been with Tekweid for the past couple of years... the supplier side is where I belong.

Daniel Jenne joined our board of directors April 2019. Daniel why did you join the board?

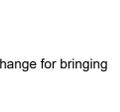
I've always had a heart for volunteering, whether it be in our industry or for my daughter's school or at church. I truly believe that if you want the legitimate right to complain about things that should and CAN change, then you need to get involved and do something about it. I enjoy participating in the areas I truly care about and am passionate about. I will always do the very best I can to serve the people in this industry from any level I'm allowed.

I started on the CAAMP Board in 2005 and then went on through the ranks to become CAAMP President and then on to the RAC Board and President of RAC as well. I took some time off volunteering in our industry to focus more on volunteering in my local school district and at my church.

I'm now ready again to get my hands dirty and grow the CAAMP membership and make it the strongest association possible.

Keith how did you get started in the industry?

I have always been in some type of marketing role in my career path. When I was working for a national home builder, one of my responsibilities was ordering all of the promo items for the sales group. It was great to work with distributors and get some "free stuff" from them. When the real estate market crashed and I was laid off, I reached out to one of the reps and when to work with them. The rest is history.



Keith Harris joined our board of directors June 2019. Keith why did you join the board?

I was tied up and abused by Keisha to join, just kidding. I wanted to help the CAAMP board to continue to help other distributor's network, gain industry knowledge and use those skills to be successful.

On each Newsletter we will interview 2-3 of our Board Members, please feel free to send you questions to Eliana Franklin via email eliana@caampers.org

REGISTRATION NOW OPEN!

2019



Don't miss the opportunity to exhibit at CAAMP three day traveling End-buyer this fall through the Carolinas. CAAMP's 2018 Traveling Show was a huge success! We had an outstanding turn-out of distributor members and over 250 end-users.

DETAILS

DAY 1: Sept 17 | Raleigh NC | Goels Plaza | 10 am - 2 pm

DAY 2: Sept 18 | Charlotte, NC | Harris Conference Cent. | 10 am - 2 pm

DAY 3: Sept 19 | Columbia, SC | The Medallion Center | 10 am - 2 pm

EXHIBITOR REGISTRATION

SUPPLIER REGISTRATION

CANNED GOODS DRIVE

Help CAAMP fight hunger and bring can goods for donations in exchange for bringing your end users to the Traveling Holiday Showcase.



"The first component of social justice is adequate food for all mankind. Food is the moral right for all who are born into this world."

- Norman Borlaug, American biologist, humanitarian, and Nobel laureate

WANT TO BE PART OF THE FUN ?

CAAMP is always looking for volunteers and can use our members for help. Our organization can only be stronger by involving our members as much as possible. If you want to get involved in a greater way with CAAMP and increase your networking and professional exposure within our organization please contact us to become a volunteer info@caampers.org.

MEMBERS - Don't miss out on your benefits.

Did you know you qualify for special pricing on SAGE services?

SEE HOW SAGE CAN HELP YOU

Make sure you maximize your membership with us by utilizing member only benefits like those listed above.

Click here for CAAMP Membership Benefits

Members - The Supplier and MLR contact page at CAAMPERS.org has been updated Log in to check it out!

** OUR ADDRESS HAS CHANGED **