



Compass E News

NETWORK | EDUCATION | FUN

Quarterly Newsletter ~ October 2019

CAAMP EVENTS



Join your peers at our monthly Lunch & Learns

[October 16- Greenville, SC.](#)

[October 17- Greensboro, NC.](#)

[October 17- Columbia, SC](#)

[October 17- Charlotte, NC](#)

[October 17- Charleston/Mt. Pleasant, SC](#)

Oct. 31st

Featuring -Dave Sweet, President & Jayna Sweet, Customer Service Specialist.



[Register Here](#)

CAAMP NEWS

TRAVELING SHOWCASE 2019

Thank you to everyone that joined us at our Traveling showcase 2019. We really hope that you and your clients enjoyed our show. Thank you so much for a great turnout!

We would like to also say thanks to all the suppliers who took time away from their family to exhibit at our shows. We truly appreciate your continues support!.



2020 Spring Showcase



CAAMP

HAS A NEW LOOK!



Tell us what you think!

Caampers.org

TRAVELING SHOWCASE FOOD DRIVE

This year we paired up with local Food Banks at each of our show locations to donate food for a great cause. We ask our members to bring in 2 food cans for each end user they brought to the show. We ended up filling all 3 boxes at each show! We feel like this was a great success and will look for more ways like this in the future to give back!



SPECIAL THANKS TO AN AMAZING WOMAN!

We would like to publicly recognize Dana Geige's efforts in making CAAMP the best Association in the promo industry!

We truly appreciate her time and support during our management transition and our Traveling showcase as our special guest speaker.

Thank you, Dana!



CAAMPfire News

We have entered the 4th quarter of the year and will finish the year with CAAMPfires in October and November. Check with your local CAAMPfire to see if they have a Holiday Gathering for December. CAAMPfire leaders will start to take names and dates for 2020 CAAMPfire schedule beginning in November.



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

RAC | Leadership Development Workshop (LDW)



The LDW (Leadership Development Workshop) is upon us once again. Many of our CAAMP members may not be aware of this event. However, it just may be the best event of the year. It is unique for a number of reasons. This could be the only industry event where it doesn't matter if you are a distributor or a supplier... that hat comes off the moment you walk through the doors of the Hilton DFW Lakes Hotel.

Everyone is in attendance to develop relationships, share ideas, and have a little fun, all in the name of Volunteer Leadership! The attendees are all one or more of the following: Regional Association Board members, PPAI Board Members, PPAI Staff, Executive Directors of Regional Associations, and RAC (Regional Association Council) Board Members. Notice I didn't mention any industry company names because, again, that just doesn't matter at LDW. What does matter is how well you can do Karaoke at Bonnie & Clyde's and how much you can eat over the course of three days. There is food around every corner, ALL day!

The structure of the event is also unique. There are two full days of speakers on a variety of Board-related topics, such as non-profit finance issues, committee structures, trade show planning, and new and exciting professional development ideas. Opening and closing ceremonies and dinners and networking events and more food and Board planning and drinks and schmoozing in its greatest form... and oh yeah, more food!

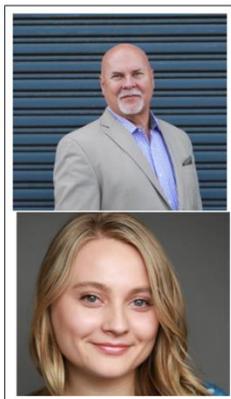
I believe this will be my 8th (not in a row) LDW event. I was very involved from 2006 through 2013 as a CAAMP Board member, then CAAMP President, then RAC Board member, then RAC President. After many years of consistent volunteer leadership, I needed a little hiatus. I jumped back in last year with VAPPA and now again with CAAMP and I'm hungry to change the world again!!... okay, well maybe be a small part of the ever-changing industry.

I truly believe that my years of volunteering in the industry have allowed me to grow as a sales professional, a manager, and as a person at a much quicker rate than if I hadn't chosen to play a critical role in my respective regional associations and also in the national association arena.

Of course, in a small way, we ALL volunteer in this industry for slightly selfish reasons. I'd be dishonest if I said that selfishness didn't play any role in my desire to get involved. We're all here to grow sales, fatten our own pockets, expand our businesses and provide solutions/creative products and services for our buyers. The key difference is this... when you volunteer and have a voice, (no matter what the industry is) then you have an opportunity to influence how your industry grows and changes. Let's face it, our industry is changing with or without us. You might as well be a part of what's happening and get involved.

Don't be that person that complains about everything and is NOT willing to do anything about it. If you want to make things happen, shake things up, and have your voice heard on a regional and national level, then start volunteering on the regional level!

Daniel Jenne | CAAMP Director.



Wild Wednesday Webinar

featuring

Dave Sweet, President

Jayna Sweet, Customer Service Specialist
automatik

Wild Wednesday Webinar

Wednesday, October 30, 2019

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

“The Satisfaction Formula S.E.R.V.E. F.I.R.S.T. For Maximum Customer Engagement”

Dave says that when it comes to customer service, his life has been a “case study”, having mostly experienced what customers DO NOT want. Then Jayna also started to experience “life” as a customer and shared many of the same kinds of frustrations Dave talked about over the years. Based on their

combined life experiences they developed, “the formula”. They will discuss key behaviors that when implemented *guarantee* happier and more engaged internal and external customers.

Attendees will learn:

- Key behaviors to guarantee happier more engaged customers
- What customers DO NOT want
- Strategies to help business DO BETTER

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

About Dave: President of Phoenix, AZ-based **automatik**, Dave and his wife Kathy have grown from a two-person consultancy into a full-service Tier One international training and events firm with **a mission to eradicate boring training from the face of the Earth**. For nearly three decades, **automatik** has helped some of the most prestigious consumer brands in the world elevate their internal training and corporate events, including Toyota, Jaguar Land Rover, BMW/MINI, Sub-Zero and Wolf, and the Arizona Diamondbacks.

About Jayna: As the daughter of Dave and Kathy, Jayna has been around customer service her entire life. An actress and writer with experience as a barista, dog walker, call center representative, and communications designer, Jayna lives smack-in-the-middle of the two biggest generations – Millennial and Gen Z – and provides a truly unique perspective on customer service.

[REGISTER HERE](#)

CAAMP + PromoHunt Partnership

CAAMP would like to announce our partnership with PromoHunt.

Members-Only Coupons worth thousands of dollars. See coupons automatically on supplier websites with PromoHunt.



The banner features the PromoHunt logo on the left, a central graphic of a hand clicking a green button labeled '2 COUPONS' with the text 'Automatic Coupons on Supplier Websites' below it, and a right section with a white coupon card showing 'Free Setup FSETUP' and 'Free PMS Match FPMS', and an orange box with the text 'Never miss a coupon again!' and a 'Sign Up for Free' button.

CAAMP BOARD NOMINATION UPDATE!

We are running a little behind schedule, but we have received the CAAMP board nominations and our nominating committee is in the process of selecting the slate of candidates. Look for the ballot soon in your inbox.

2019 BOARD MEMBERS Q & A

This quarter CAAMP is featuring our very own Kristina Newsom, Reid Hoag & Natasha Beard.



Kristina, how did you get started in the industry?

My Mother :), she opened up Specialties Plus of NC in 1989. I grew up in this industry. Went off to college to pursue other ventures, ended up working on the side through my graduate studies to stay debit free. I never intended to stay with the business, was headed to law school when my mother was diagnosed with terminal cancer and well the rest is history. Moved back home to Wilmington, was fortunate enough to work alongside her until she passed and never thought again about anything else. I LOVE WHAT WE DO and who we work with in this industry.

Kristina Newsom is our Vice President. Kristina joined the board in 2019. Kristina why did you join the board?

Lets just say these two words- JANE RYAN. She just happens to be my momma bear mentor and we all know how much she CARES about CAAMP. I was totally uneducated about it honestly until Jane, Mark Thieleke and Pete Strob encouraged our company to join. So, we joined and started attending the shows and really saw the benefits for our team and clients to participate. Ran for the board last year and its been full steam ahead!

Reid How did you get started in the industry?

Due to experience with other textile companies, I serviced from a manufacturing standpoint, but I got fully immersed in promotional products upon joining Caro-Line Bandanna Promotions 10 years ago.

Reid Hoag is our Secretary. Reid joined our board in 2017. Reid why did you join the board?

I have been in textiles for over 20+ years, so upon moving to Greenville, SC. I was excited to go to work for the only USA manufacturer of bandannas. I never realized a bandanna could be so many things until being a part of the promotional products industry, a map, invitation, rally rag, and the list goes on.



Natasha how did you get started in the industry?



I got started in our industry back in 2014 and have been loving every day since! I joined this exciting industry with Alphabroder/Prime as a supplier and have enjoyed all the great relationships, friendships and family that I have made with distributors and suppliers!

Natasha Beard joined our board of directors 2017. Natasha why did you join the board?

When I started working for Alphabroder/Prime in 2014 they were CAAMP members and I got introduced to CAAMP. I started presenting at CAAMPfires and Trade shows that CAAMP hosted. I also had a great mentor Janet McMaster of Geiger that is a Past President of CAAMP that got me involved and nominated me to run on board. I hold CAAMP very close to my heart and feel like our local SC/NC chapter is a wonderful way to grow in our industry!

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

CAROLINAS CONNECTION 2020

The graphic features a dark blue background with a white central area. On the left, a stylized 'C' logo with an arrow pointing right is positioned above the text '2020'. Below this, the words 'CAROLINAS' and 'CONNECTION' are written in large, bold, blue letters. In the bottom left corner, a light blue box contains the text 'SAVE THE DATE' in white. In the bottom right corner, the dates 'APRIL 29 & 30' are written in large white letters, with 'Embassy Suites Concord, NC' in smaller white text below them.

MORE DETAILS TO COME SOON!

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

A promotional banner for PromoHunt. It features the PromoHunt logo, a green button with a star and the text "2 COUPONS", and the text "Automatic Coupons on Supplier Websites". On the right, there are two coupon cards: one for "Free Setup FSETUP" and another for "Free PMS Match FPMS". A final orange box on the right says "Never miss a coupon again!" and "Sign Up for Free".

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

[Click here for CAAMP Membership Benefits](#)

**** OUR ADDRESS HAS CHANGED ****

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