



the CAPPA connection

SUMMER 2009 EDITION

2009 Calendar

August 13th
CAPPA EXPO
San Antonio

October 14th
Holiday Preview
San Antonio

October 15th
Holiday Preview
Austin

December 9th
Holiday Social
Stay Tuned
For Details

Watch your
Inbox for more
details!

President's Letter

The year is going by so fast, it seems as though it was just yesterday we were making final adjustments for the '08 CAPPA EXPO. I wanted to be brief, and let everyone know we are making great progress for the upcoming EXPO on August 13th. We have had meetings at the Live Oak Civic Center, and after actually seeing it, I can tell you its going to be a perfect location for our show. There is plenty of room and easy 'in and out access' for the suppliers

setting up and breaking down. Since this is CAPPA's 25th anniversary, we are determined to make this show one of the best in Texas! Please help us spread the word to all of your industry friends. I also wanted to say "thanks" to all the distributors and suppliers who have worked so hard to make '09 such a success. I am looking forward to seeing everyone at the August show. Please feel free to contact me if there is anything I can do for you.
Best, Matt



"Nothing great will ever be achieved without great men, and men are great only if they are determined to be so."
~Charles De Gaulle



Education Update

One of the goals we have set for CAPPA is to be a valuable resource, for our members, in the area of education. We would like to see all of our members work towards the CAS/MAS certification. These designations will set you apart from your

competition and in turn add to your bottom line! We understand that you're busy and you don't always have time to attend an event in person...luckily, we have found the solution! Did you know that both PPAI & ASI offer

webinars? You can take these classes sitting at home in your pj's and never have to step foot out of your office! For more information please go to www.ppai.org or www.asicentral.com

CAPPA EXPO 2009



Recently I had a distributor ask me... "What does it cost for a supplier to exhibit at CAPPA"? Well, I am glad you asked.... This is a breakdown for Suppliers/Manufactures/Multi-Line Reps:

One 10x10 booth at CAPPA's Best Little Trade Show in Texas	\$650.00
<u>Travel & Expenses</u>	<u>\$500.00</u>

Costs \$1,150.00

Distributors Costs: Zero...Nada...Zippo...Not one cent.....Priceless.....

So what does the distributor get for Zero, Nada, Zippo????

-100+ Exhibitors who what to give you the tools to make money include samples, specs, catalogs, flyers, specials, and yes...case studies

-Free Lunch!

-Free CAPPA membership for the remainder of 2009!

(must be a qualified distributor and attend the show)

-Drawing for free airline ticket!

What else do you want??? Go to www.cappachat.com and leave us a comment...let your voice be heard!!

Until the next time, keep your feet on the ground and keep selling, Rick Tabone -Tradeshow Chair

2009 Exhibitor List

AdImage Promotional Group • American Artisan/All In One • American Calendar
 Angello & Associates • Apothecary Products, Inc. • Ariel Premium Supply
 Aztex Enterprises • Bag Makers • Beacon Promotions • Bennett Sales • BIC
 Bill Nelson & Co. • Bill Reisack Sales & Marketing • Bishop • Brand Recognition
 Bullet Line • CFS Promotions For Now • CNB Incentives • Creative Water
 Custom HBC • Custom Printing • DAC Marketing • Digispec • Evans Mfg. • Gemline
 Gill Studios • Gold Bond, Inc. • Harding Associates • Hirsch Gift • Howard Miller
 Hub Pen • Lanco • Landes • LDK Marketing • Leeds • Logomark • MediaTree
 MetroPak • Next Products • Norwood • Noteworthy • PDQ Promotional Products
 PPAI • Premier Incentives • Prime Resources • Reinecker Marketing Assoc.
 Sage Quick Technologies • Sanders Mfg. • Sanford • SanMar • Selco
 Solar Advertising • Southwest Incentives • Spirit Industries • Staton • Target Industries
 The Arriaga Group • The Bencil Co. • The Browning Group • The Identity Group
 The Magnet Group • Tusco Marketing • Tyca Marketing • Vitronic • Whispering Pines

To stay up to date on the latest exhibitors please visit: www.cappachat.com

—RAC Report—

Five representatives from CAPPA recently attended the RAC Leadership Development conference in Dallas, Texas. This three-day-event was hosted by PPAI at the DFW Lakes Convention Center and every regional association across the US was present. During the three-day-conference the associations had breakout sessions to share ideas, attended legislative update round tables and participated in team building activities. For a day-by-day breakdown of events please go to: www.cappachat.com



Admin Corner



Summer is here and it's time to freshen things up! Since CAPPAs has focused on providing you educational opportunities to earn MAS/CAS points it's time to be sure you have requested your Pin # (Personal Identification Number) with

PPAI. Please contact me if you are ready to take the MAS/CAS exam. If I hear that we have enough members interested and ready for the test, the arrangements will be made with PPAI to offer the test in August after the CAPPAs Expo 09. This is a "Member Only" benefit so please be sure your dues are current with CAPPAs. Thanks! Debra

Note: "With cases of identity theft increasing daily, PPAI has ceased using Social Security numbers to

track your MAS/CAS certification progress. Each individual is given a PIN to be used for professional development and certification reporting purposes. The PIN is not your PPAI company member number. Your PIN (xxxxxx) will appear on all PPAI professional development and certification correspondence and your MAS/CAS transcript." Please contact PPAI Professional Development if you do not know your PIN, or if you are just starting on the MAS/CAS certification process. For more information or questions regarding your PIN, please call 888-492-6892 or e-mail certification@ppai.org.



EXTRA! EXTRA!

- BIC Graphic USA announced that it has completed the acquisition of Norwood Promotional Products. The newly formed subsidiary will conduct business as Norwood Promotional Products LLC, a wholly-owned subsidiary of BIC USA Inc.

- Towel Specialties just announced that they are the exclusive supplier of the CMC Golf line in the promotional products industry. Patrick Reinecker & Ben Norris, of Reinecker Marketing, rep this line in Texas & Oklahoma.

- Sabina, a premier decorator of drinkware, serving the industry for over 60 years, is pleased to announce the appointment of industry veteran Stanley Breckenridge, MAS, to the newly created position of Vice-President Sales & Marketing.

CAPPAs News!

CAPPAs would like to take this opportunity to extend our sincerest thanks to Melinda Chandler of Vitronic Promotional Group. As many of you know Melinda has served on our board in many capacities over the years and she heads the registration booth at our annual EXPO.

We truly appreciate all your hard work on behalf of CAPPAs!

In addition we welcome Teresa Rains, of KC Advertising in McAllen, as a Director to the CAPPAs board. Teresa will be working as the Valley Liaison.

If you have press releases you would like to submit, for consideration in the CAPPAsConnection, please email: jennifer@360promos.com



CAPPA

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The CAPPA Connection is published 4 times per year. We have advertising opportunities available for each edition. If you would like to advertise in an upcoming issue please email:

Jennifer@360promos.com



ONE PIPING-HOT BLOG!
www.cappachat.com

**10 Ways to Give Back ...
in 10 Minutes or Less!**

10. Write a testimonial about your experience with CAPPA that we can use for advertising.
9. Be a greeter at 1 event per year for 10 minutes, before the event.
8. Read the CAPPA blog and post a comment.
7. When suppliers visit your office, ask them if they are members of CAPPA. If not, refer them to our website.
6. Email us suggestions about education programs you would like us to host.
5. Forward this newsletter to other distributors in our area (Austin, San Antonio & The Valley).
4. Call 5 distributors to remind them about an upcoming event.
3. Attend the EXPO and bring your entire office.
2. Be a guest blogger!
1. Tell all of your distributor friends about CAPPA!

2009 CAPPA Board of Directors

Matt Storlien, President/RAC Delegate
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Ruth Verver, Vice President/Membership Chair
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trainskcad@yahoo.com

CAPPA is YOUR organization & to find out about ways you can become more involved, please contact Debra Stovall at 830.980.9077 or cappa@gvtc.com.