



the CAPPA connection

WINTER 2009 EDITION

2010 Calendar Preview

April— Education Day

June— Social Event

August—CAPPA EXPO

October—Holiday Preview

December— Fashion Show

Watch your Inbox for more details!

President's Letter

A New Year calls for new beginnings for CAPPA in 2010! We are very excited to share with you that we have put an emphasis on making our association a resource for our members to increase their business knowledge and network with leading suppliers & distributors all with the goal of helping our members grow their business.

Here are a few things we have done to take CAPPA to the next level:

2010 brings Dynamic Events:

From Education Day to a Fashion Show we have put together an aggressive Calendar of Events! Sponsorship opportunities will give our supplier members the opportunity to be front and center to our members. Check out our web-site www.cappatexas.org to get a jump start on your calendar planning, today!

2010 brings a larger Board of Directors:

Directors, **Bill Collins** and **Scott Harris** are in place with a focus on Education and Social networking

events. Our events will be rejuvenated with dynamic speakers and exciting meeting venues. **Ruth Verver** has put together an aggressive Membership Campaign to provide exciting membership benefits for both suppliers and distributors. While **Matt Gledhill** as Tradeshow Chair is keeping "The Best Little Show in Texas" the top tradeshow in South Texas. We have added a Supplier Liaison board position, where **Rick Tabone** will be spearheading supplier relations. Rick is here to listen to our supplier member needs and bring opportunities to our supplier members to garner more exposure to the brands we all know and love to work with.

Jennifer Brown, IT Chair & Treasurer and **Debra Stovall** our Executive Director are making event registration easier for you as we implement C-Vent in 2010. More technology news, CAPPachat www.cappachat.com our blog will become our mainstream for keeping you up to speed on special events, industry news & trends, etc. Bookmark our site today! **Marsha Jones**,

our rock for the past 25 years will continue to provide her expertise and industry relations to CAPPA as our Board Advisor. Everyone loves Marsha and if you are new to CAPPA you will too! I myself as your new President in 2010 am focused on making this organization a source for both suppliers and distributors to build themselves professionally and personally. We are here as your partner!

Does this sound exciting? Consider joining us in making a difference. Each of the Directors is recruiting members to support their committee's plans for 2010. For your convenience we have included our 2010 Board of Directors contact sheet if you have an area of specific interest let us know. We look forward to serving you in 2010.

Warmest Regards,
Darlene Kirk, Norwood Promotional Products
2010 CAPPA President



CAPPA EXPO 2009



WOW...2009 is gone...yippee...what a year....my opinion only, worst year ever in the promotional products business, but was that not The Best Little Tradeshow in Texas?

Record attendance by distributors, new location, new day of the week, and a new tradeshow brand for CAPPA....what do you do now?

First, mark your calendar, August 19th, 10a-230p, Live Oak Civic Center. Second, plan to bring two distributor friends who did not attend in 2009. Third, get involved. Contact any one of us to see how you can be active with CAPPA and the many opportunities to serve on a board. What skills do you have? What can you bring to CAPPA?

Last, during this holiday season, evaluate your 2009 year and ask yourself what you are thankful for. For me, I am blessed to have a wonderful lady in my life and we will get married in February. I am blessed to have two wonderful adult kids, and a fantastic business partner. Last but not least, I am blessed to be on CAPPA's board, which has given me the opportunity to make wonderful friends. I hope you have a Merry Christmas and a CAPPA 2010 New Year,

Rick Tabone

NEW CAPPA Contact Information:

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—Membership Minutes—

As 2009 comes to a close, and you start working on your 2010 budgets, please make sure you don't forget about CAPPA! This organization can help you out in 2010, so please plan on renewing your membership, or plan to sign up soon. Our membership campaign will be kicking off shortly, so stay tuned for more ways that CAPPA CAN help you and your business! Contact Ruth Verver ruth@paperclippromotions.com for more information!

Executive Notes



Wow, it's hard to believe 2009 has gone so fast. Where does the time go? As we say farewell to 2009 we need to open our eyes, mind and heart to 2010. As I age (hopefully gracefully) I start to reflect back on many years and memories. With a son as a freshman in college and a daughter a freshman in high school, I realize time does pass fast, too fast!!! I would love to start all over with them being babies but then I would not be the person I am today. I

started being involved with CAPPa when my two "freshman's" were just toddlers. I started attending meetings, educational events, trade-show, etc. Then I took a major step and wanted to be more involved on a committee, on the Board and then an Officer. Whoa, what was I thinking???? Well, my thinking led me into more involvement, participation in the industry, wonderful networking opportunities, friends, educational events that have helped my professional growth and pure enjoyment. CAPPa has been a major factor in my professional and personal life. CAPPa has helped my business relationships and will con-

tinue to help them grow! What a wonderful feeling knowing I have many industry friends and relationships that will be there when needed. We all need the feeling of belonging.

I would like to ask that one of your goals for 2010 just be to get more involved. Become a CAPPa Member and watch your relationships grow. A little time invested grows a bigger opportunity. In 2010 be open to change, involvement and dedication to yourself and our industry. May the New Year be prosperous, healthy and happy to all.

Debra



CAPPa News!

We're Moving!

Starting in January 2010 you will be able to find all CAPPa news, events, press releases, case studies, statistics, announcements, etc... over at www.cappachat.com If you have something to share or would like to be a guest blogger, please email jennifer@360promos.com. Join the conversation today!



CAPPA

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We have advertising opportunities available for our blog. If you would like to advertise, please email: Jennifer@360promos.com



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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
mstorlien@norwood.com

Ruth Verver, Vice President/Membership Chair
ruth@paperclippromotions.com

Jennifer Brown, Treasurer/IT Chair
Jennifer@360promos.com

Marsha Jones, Past President/Advisor
dmarjon2@aol.com

Rick Sepulvado, Director/Education Chair
ricks@customprinting.com

Rick Tabone, Director/Tradeshow Chair
rick@identitygroupinc.com

Heather Nigh, Director
hnigh@leedsworld.com

CAPPA is YOUR organization & to find out about ways you can become more involved, please contact Debra Stovall at 210.630.3404 or debra@cappatexas.org.