



FALL MINI ACADEMY

WEDNESDAY, NOVEMBER 11, 2009

7:30 A.M. - 5:30 P.M.

FEATURED SUPPLIERS:
PARK AND SUN SPORTS
SANFORD BUSINESS-TO-BUSINESS

EMBASSY SUITES DENVER TECH CENTER
10250 E. COSTILLA AVENUE,
CENTENNIAL CO 80112

COST:

\$ 65.00 - MEMBERS

\$ 75.00 - NON-MEMBERS

SCHEDULE OF EVENTS:

7:30 A.M. - 8:00 A.M.

CHECK-IN & CONTINENTAL BREAKFAST

8:00 A.M. - 8:30 A.M. - FEATURED SUPPLIERS

PARK AND SUN SPORTS

SANFORD BUSINESS-TO-BUSINESS

8:30 A.M. - 10:00 A.M. - SESSION 1

"WORKING WITH RETAIL BRANDS"

MATT KENTNER, LEATHERMAN TOOL GROUP

10:00 A.M. - 10:15 A.M. - BREAK

10:15 A.M. - 12:00 P.M. - SESSION 2

"HOW TO USE PREMIUM QUALITY APPAREL
DECORATING TO ATTRACT NEW CLIENTS"

LARRY MAYS, BOARDWALK MARKETING

12:00 P.M. - 1:00 P.M. - LUNCH

1:00 P.M. - 3:00 P.M. - SESSION 3

"WHAT TARGET MARKETING IS AND HOW TO USE
IT FOR SUCCESS IN 2010 AND BEYOND"

LARRY MAYS, BOARDWALK MARKETING

3:00 P.M. - 3:15 P.M. - BREAK

3:15 - 4:30 P.M. - SESSION 3 CONTINUED

4:30 P.M. - 5:30 P.M. - CLOSING RECEPTION



MATT KENTNER,
LEATHERMAN TOOL GROUP

MATT IS CURRENTLY THE NATIONAL SALES MANAGER FOR LEATHERMAN TOOL GROUP. PREVIOUSLY HE WAS NATIONAL SALES MANAGER FOR HIGH SIERRA SPORT COMPANY, A RETAIL BAG LINE WHO IS VERY ACTIVE IN OUR INDUSTRY. HE STARTED HIS CAREER IN CORPORATE MARKETS AS A MANUFACTURER'S REPRESENTATIVE. MATT HAS SPENT MANY YEARS BRIDGING THE GAP BETWEEN RETAIL AND CORPORATE SALES. HE WILL ADDRESS THE STRENGTHS AND ISSUES INVOLVED IN WORKING WITH GLOBALLY RECOGNIZED BRANDS AND GIVE YOU INSIGHT INTO HOW YOU CAN BEST HARNESS THE POWER OF A BRAND.

LARRY MAYS,
BOARDWALK MARKETING

LARRY MAYS IS THE PRESIDENT OF BOARDWALK MARKETING, A PRODUCT DECORATING COMPANY LOCATED IN ERIE, PA THAT SPECIALIZES IN SPECIAL EFFECT APPAREL DECORATING. BOARDWALK IS GENERALLY RECOGNIZED AS ONE OF THE FOREMOST SUPPLIERS OF PREMIUM QUALITY APPAREL DECORATING IN THE INDUSTRY. LARRY IS A 35 YEAR VETERAN OF THE PROMOTIONAL PRODUCTS INDUSTRY AND A FREQUENT SPEAKER FOR PPAI AND FOR REGIONAL ASSOCIATIONS AROUND THE COUNTRY ON A WIDE RANGE OF TOPICS IN APPAREL DECORATING, ART, SALES AND MARKETING. HE IS A GRADUATE OF CASE WESTERN RESERVE UNIVERSITY IN CLEVELAND, OH. THE PROBLEM IS, LARRY MAYS IS NOT YOUR TYPICAL SPEAKER. OVER THE LAST 5 YEARS HE HAS TRAVELED TO 15 STATES AND EDUCATED THOUSANDS OF PEOPLE ON A DIVERSE ASSORTMENT OF SUBJECTS. MOST RECENTLY, HE HAS DEVOTED AN ENORMOUS AMOUNT OF RESEARCH AND ANALYSIS TO THE ECONOMY AND IN PARTICULAR HOW WHAT IS HAPPENING IN THE ECONOMY AT LARGE WILL REQUIRE BUSINESSES TO COMPLETELY RE-THINK HOW THEY MUST OPERATE TO BE SUCCESSFUL OVER THE NEXT 3-5-7-10 YEARS.



"A NEW PLAYING FIELD - PROFESSIONAL DEVELOPMENT: YOUR GAME PIECE FOR SUCCESS"

**FREE PARKING,
GREAT APPETIZERS,
CONTINENTAL BREAKFAST,
INCENTIVES,
AND A SALUTE TO OUR VETERANS!**



SESSION 1: MATT KENTNER, "WORKING WITH RETAIL BRANDS"

MATT KENTNER WILL PRESENT A ROUND TABLE DISCUSSION EXAMINING HOW RETAIL BRANDS FIT INTO THE PROMOTIONAL PRODUCTS WORLD. DISCUSSION WILL INCLUDE SOME OF THE MYTHS AND ISSUES THE AVERAGE ASI DISTRIBUTORS MIGHT ENCOUNTER WHEN SELLING BRANDED PRODUCTS. THE GOAL OF THE PRESENTATION WILL BE TO HELP BREAK DOWN SOME OF THE OBJECTIONS DISTRIBUTORS MAY HAVE AND GIVE THEM THE TOOLS NEEDED TO BE SUCCESSFUL MAKING BRANDED PRODUCTS PART OF THEIR SELLING ARSENAL.

SESSION 2: LARRY MAYS, "HOW TO USE PREMIUM QUALITY APPAREL DECORATING TO ATTRACT NEW CLIENTS"

BOARDWALK MARKETING IS ONE OF THE BEST APPAREL DECORATING COMPANIES IN AMERICA. THEY HAVE DEVELOPED A PROGRAM CALLED "DECORATED FOR SUCCESS" WHICH FOCUSES ON PROVIDING EDUCATION ON APPAREL DECORATING TECHNIQUES COMMONLY USED WHEN DECORATING APPAREL. THE PROGRAM PROVIDES A PARTICULAR FOCUS ON SCREEN PRINTING AND SPECIAL EFFECT DECORATING TECHNIQUES.

STATISTICS HAVE SHOWN THAT THE VAST MAJORITY OF CUSTOMERS IN AMERICA HAVE NEVER EVEN SEEN THE DYNAMIC CUTTING EDGE DECORATING TECHNIQUES THAT ARE AVAILABLE FOR APPAREL DECORATING. DISTRIBUTORS WHO ARE ARMED WITH THE KNOWLEDGE AND THE SAMPLES HAVE THE OPPORTUNITY TO STAND OUT FROM THE CROWD AND PROVIDE THEIR CLIENTS WITH APPAREL THAT LOOKS THE BEST. SINCE APPAREL IS THE NUMBER ONE PRODUCT MOST CLIENTS BUY EVERY YEAR, QUALITY DECORATING CAPABILITY DOES MORE TO ENHANCE THE SELLING EXPERIENCE THAN ANY OTHER SERVICE.

SESSION 3: LARRY MAYS, "WHAT TARGET MARKETING IS AND HOW TO USE IT FOR SUCCESS IN 2010 AND BEYOND"

IT IS A COMMON MISCONCEPTION IN BUSINESSES ALL ACROSS AMERICA THAT THE KEY TO SUCCESS IN BUSINESS IS "ADVERTISING." NOTHING COULD BE FURTHER FROM THE TRUTH. THE "NEW ECONOMY" WILL REQUIRE BUSINESSES OF ALL SIZES AND DESCRIPTIONS TO USE SMALLER BUDGETS TO ACCOMPLISH MORE THAN EVER BEFORE. CUTTING THROUGH THE ADVERTISING CLUTTER IS EVERYONE'S CHALLENGE. TARGET MARKETING IS THE KEY TO SUCCESS.

IN THIS SEMINAR PROGRAM, WE WILL DISCUSS EXACTLY WHAT TARGET MARKETING IS AND WHY IT MATTERS. BUT MOST IMPORTANTLY, WE WILL OUTLINE HOW YOU CAN EDUCATE PROSPECTIVE NEW CLIENTS ABOUT HOW THEY CAN USE TARGET MARKETING TECHNIQUES TO GROW THEIR BUSINESSES AND ACHIEVE GREATER PROFITS EVERY DAY. THE KEY TO REDUCING "PRICE COMPETITION" IS TO INCREASE YOUR "CONSULTATIVE CAPABILITIES." THIS SEMINAR IS THE PLACE TO START.

FALL MINI ACADEMY

SPEAKERS: MATT KENTNER, LEATHERMAN TOOL GROUP;
LARRY MAYS, BOARDWALK MARKETING



WEDNESDAY, NOVEMBER 11, 2009

7:30 - 5:30 P.M.

EMBASSY SUITES DENVER TECH CENTER

(10250 E. COSTILLA AVENUE, CENTENNIAL CO 80112)

DEADLINE TO REGISTER: FRIDAY, NOVEMBER 6, 2009

REGISTRATION INFORMATION:

PLEASE PHOTOCOPY THIS FORM AND USE A SEPARATE FORM FOR EACH PERSON IN YOUR COMPANY.

NAME: _____

COMPANY NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____

ARE YOU A CAS _____ MAS _____ ?

REGISTRATION FEES: (PER PERSON)	BY 11/6/2009	AFTER 11/6/2009	DAY OF EVENT (WALK-IN)	AMOUNT
RMRPPA MEMBERS: *MEMBERSHIP MUST BE CURRENT MEMBER REGISTRATION	\$ 65.00	\$ 75.00	\$ 80.00	\$ _____
*THOSE WHO ATTENDED THE JUNE PROFESSIONAL DEVELOPMENT SESSION CAN REGISTER FOR THE REDUCED RATE OF \$ 45.00				
NON-MEMBERS: NON-MEMBER REGISTRATION	\$ 75.00	\$ 85.00	\$ 90.00	\$ _____

PAYMENT INFORMATION:

CHECK - MAKE PAYABLE TO RMRPPA

GRAND TOTAL:

\$

VISA MASTERCARD

CARDHOLDER'S NAME (PRINT): _____

CARD NUMBER: _____ EXPIRATION DATE: _____

CARDHOLDER'S SIGNATURE: _____

PLEASE SEND PAYMENT TO:

ROCKY MOUNTAIN REGION PROMOTIONAL PRODUCTS ASSOCIATION
3030 W. 81ST AVENUE, WESTMINSTER, CO 80031
PHONE: 303-433-4446 FAX: 303-458-0002 WWW.RMRPPA.ORG

CANCELLATION POLICY: NO REFUNDS AFTER NOVEMBER 6, 2009