



## Business

### **Attitude Is The Fastest Way To Success**

Presenters: Charley Johnson, CAS, Vice President, SnugZ/USA &  
Brandon Mackay, MAS, CEO/President, SnugZ/USA

MAS/CAS Points: MAS - 1 point

Member price: Free

Nonmember Price: \$50

Time: On Demand Program



There are many effective, logical, practical approaches to achieving your objectives. But there's only one attitude that will ensure complete success—a positive one. This workshop will explore easy ways to maintain an optimistic outlook that are commonly overlooked, as well as examine the best practices for not only keeping your attitude up, but your profits up, as well.

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### **How To Find Money For Your Next Promotion**

Presenter: Joel Schaffer, MAS, President, Soundline

MAS/CAS Points: MAS - 1 point

Member price: Free

Nonmember Price: \$50

Time: On Demand Program



Joel Schaffer has presented "How To Find Money For Your Next Promotion" for 17 years. And he continues to do so for good reason—there's real value in his message. Workshop participants have gone on to make millions in increased sales within a year of attendance. In a struggling economy, Joel will teach you how to find, identify and sell with \$50 billion dollars worth of promotions behind you through co-op funding, which equates to an immediate impact on your bottom line.

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### **Gift Cards: Adding Value For Your Customer & Sales For You**

Presenter: Steve Woodburn, MAS, Summit Marketing

MAS/CAS: CAS - 1 point

Member price: Free

Nonmember Price: \$50

Time: On Demand Program



Steve Woodburn, MAS, has spent more than 20 years in the promotional products industry developing creative and innovative marketing solutions for Fortune 500 companies including Microsoft, Xerox, CIGNA Healthcare, Georgia-Pacific and Delta Air Lines. Woodburn is past president of GAPPP and the Board of Directors of the Regional Association Council (RAC), and was elected in the fall of 2006 to the PPAI board of directors.

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## Business

### Mapping Strategy Landscapes For You And Your Clients



Presenter: Tim Vlamis

MAS/CAS: CAS - 1.5 point

Member Price: Free

Nonmember Price: \$50

Time: On Demand Program

Landscape mapping is a specific technique that immediately translates complex business situations and marketing strategies into a picture that we as humans are hardwired to understand. Landscapes help create a shared understanding of destinations, pathways, and obstacles and directly lead to higher sales and profits. You will learn:

- Strategy landscape mapping techniques for marketing programs, promotional campaigns and product development
- Words and phrases that best communicates mapping concepts to clients
- Ten minute strategy landscape technique
- Biological justification why landscapes are hardwired in humans and facilitate rapport with clients across age, cultural and other demographic boundaries

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### Quality Assurance Program



Presenter: Tom Harney

MAS/CAS: CAS - 1 point

Member Price: Free

Nonmember Price: \$50

Time: On Demand Program

Recalls are capturing headlines nearly every week, and you may start to wonder just how close the issue is to affecting your business. Tom Harney, associate director of Specialized Technology Resources, Inc. (STR), an international independent testing lab, will walk you through the process of implementing a solid QA program. Harney will address all aspects of quality assurance, from selecting a factory and evaluating raw materials to testing, inspecting, auditing and loading of materials for transport. At the end of this presentation, you will have the tools necessary to begin implementing a reliable QA program for your organization.

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**Business****Referral Magic: Proven Ways To Keep Your Customers Coming Back Again And Again**

Presenter: Tony Rubleski, MindCapture Group

MAS/CAS: CAS - 1 point

Member Price: Free

Nonmember Price: \$50

Time: On Demand Program

The average American is hit with more than 1,500 marketing messages each day. Few, if any, of these messages are noticed. Discover the secrets to capturing the attention of the 21st century customer and ways to keep your customers coming back again and again.

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**Taking Customer Service To A New Level**

Presenter: Bob Barker, Principal, Robert Barker & Associates

MAS/CAS Points: MAS - 1 point

Member Price: Free

Nonmember Price: \$50

Time: On Demand Program

Derived from a one-day seminar designed for company decision makers, managers and customer service representatives, Bob Barker will help you understand and implement key approaches that result in client retention and increased sales. In today's competitive marketplace, these factors help both professionals and companies to not only survive, but thrive.

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**How To Market To U.S. Latinos**

Presenter: Kelly McDonald, McDonald Marketing

MAS/CAS: MAS - 1 point

Member Price: Free

Nonmember Price: \$50

Time: On Demand Program

By the year 2020, Latinos will account for one in five U.S. residents. This presentation gives specific strategies and tactics for developing effective promotions and marketing messages targeted specifically to the Latino market.

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### Slaying The Dragon

Presenter: Pete Mitchell

MAS/CAS: CAS - 1.5 points

Member Price: Free

Nonmember Price: \$50

Time: On Demand Program



How much of the \$15 billion incentive market are YOU getting? Don't leave money on the table! Join us for a discussion about how to get involved in your clients' incentive programs. We'll give you step-by-step instructions on how to develop and execute an incentive program, and slay some myths about the incentive market and the retail brands that dominate it.

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### Surviving This Economic Tsunami

Presenters: Mark Borofsky, CORE Strategies, LLC and  
Jerry Janes, FORIUS Business Credit Resources

MAS/CAS: MAS - 1.5 points

Member Price: Free

Nonmember Price: \$50

Time: On Demand Program



If All You Have is a Life-Jacket, You're Going to Drown

YOU WILL NEED A LIFE-BOAT!

This webinar will explain just how this economic tsunami is impacting the country and more specifically, the promotional products industry.

- How we got here, the markets that will be most affected and what that means to suppliers and distributors alike
- What to do in handling the credit squeeze from banks and lending institutions, and how to internally cash flow your company
- Understanding who is not qualified to handle the credit function and why
- Why now is the time to beef up the credit function/responsibility of your company
- Why you need the best of the best handling your credit function and how significant changes in the way you handle credit can make or break your company, including a new service and product that will watch your accounts
- Ideas for maintaining market share or even growing your sales by utilizing the credit function as an extension of sales
- How to handle the potential increase of bankruptcies

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### **Hidden Asset In Your Company: Utilizing Cash Flow & Credit**

Presenter: Mark Borofsky, CORE Strategies, LLC

MAS/CAS: CAS - 1 point

Member Price: Free

Nonmember Price: \$50

Time: On Demand Program



This webinar covers many aspects of running credit and sales together, as a team. We discuss the two main reasons for business failure and how to keep that from happening to your company.

We also examine areas such as the cost of bad debt, how to run a credit investigation, using cash flow to stay out of debt and grow the business, and much more. In addition to all of this, you learn techniques to secure more orders, increase your cash flow, and reduce your bad debt.

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### **Independent Contractors And The Promotional Products Industry**

Presenter: John S. Satagaj, Esq., PPAI Legal Counsel

MAS/CAS: CAS - 1 point

Member Price: Free

Nonmember Price: \$50

Time: On Demand Program



If you engage independent contractors, you may be subject to scrutiny by the Internal Revenue Service. The IRS has taken a new interest in defining the classification of employees and independent contractors. An incorrect classification can result in taxes, interest and penalties—all of which can add up fast. John Satagaj, PPAI's legal counsel, will present best practices on how to conduct your relationships with independent contractors and employees and help prepare you in case your business is targeted by the IRS.

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### **Overcoming Barriers to Collecting Unpaid Invoices**

Presenter: Lynne Key, President, DiamondWinds, Inc.

MAS/CAS: CAS - 1 point

Member Price: Free

Nonmember Price: \$50

Time: On Demand Program



If you're like most entrepreneurs, you love the thrill of meeting with customers and making the sale, you are energized as you develop creative solutions for your customers...and you are drained when you even think about the drudgery of managing purchase orders, invoices, monthly statements and collections. Sky is the top-selling, innovative, inspirational owner of a creative marketing agency. Her sales this year are up an astounding 47%, despite the economic downturn. The problem is her business revenue has plummeted and Sky is struggling to pay her business bills; customers are not paying their invoices. In this interactive webinar, you will join a team of investigators who help Sky uncover why her invoices are not being paid. Along the way, you'll learn concepts and techniques that will help you to improve the "business side" of your business.

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