

CAAMPnews

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4 - 6 Strategic Planning Conference and
End of Year Celebration, Embassy Suites,
Concord, NC

2008 Carolinas Connection A Great Success!

By Dwayne Long, Dynamic Image Marketing Systems

For those who missed the Carolinas Connection Show, you simply missed a great event. The weather outside showed signs of the spring that was upon us, but even the rains did not dampen the show. We had an overflow of suppliers. We even had the halls loaded with them. The grand total was 90 Suppliers, and a big thanks to every single supplier who made this event so special. (Insert standing ovation here) The distributor count came in at over 225. We are not certain how many over, since the board ran out of fingers and toes to count on. But we do know that at least 225 of you joined us and a big "thank you" goes out to all that came to the show! Our host Embassy Suites drew many great compliments. It is a new facility and the décor and services were top notch. The location was easy to find being right off Interstate 85 at the Lowes Speedway exit. A special thank you goes to all the Board of Director members and our Chief Executive Officer for their many tireless hours in planning and executing this great event.



Notable events that occurred around the Carolinas Connection Show were the luncheon where we announced our annual awards. Our newest Hall of Fame inductee is Ms. Jean Anoff, who is one of the founding members of CAAS that is now today's CAAMP. Another award winner was the 2007 Scholarship Award winner, Ms. Amanda Corey. Winner of the 2007 Volunteer of the Year was Roni Wright. These are great members, deserving of their respective awards.

The education seminars offered some really great information this year. PPAI showed us the features of UPIC and some of the functions and tools that all of us can use. We had R.S. Owens, who makes the Academy Award Oscar, dive deep into the value of awards and recognition and how economical they can be, especially for the distributor in a recession threatened economy. Gil Studios gave us a little history on the bumper sticker, how it has evolved, what is involved in production and how it can still be an effective promotional tool today.

Even without the luck of the Irish we went **Green**. It has to be THE Buzz word in the industry right now. We want to thank the panel of suppliers that included in alphabetical order Atlantic Coast Cotton, Bag Makers, Flannagan and Associates, Gemline and Vantage Apparel for their time and boat loads of information. Rich Conroy moderated the discussion that included discussions from how the plastic breaks down and the limitations to, recycled 2-Litre bottles being used for clothing and discussions on the inks used for decoration. If you missed the education, make sure you don't miss it again and if you happen to run into one of our award recipients make sure you congratulate them on a well deserved recognition.



From the Chairman

by Dan Jenne

Bullet Line Southeast Regional Manager for the Carolinas and Tennessee

Happy Spring! It's hard to believe the 1st quarter is over already. I hope everyone is having a healthy and profitable 2008 so far.

As you may have heard already, we are planning a very exciting show for the fall. CAAMP has decided on an end buyer show format being branded as **"The Bonfire"** for the Fall Table Top event.

This is certainly a growing trend in the industry and we feel very strongly about the benefits this format will bring to our members.

Along with this show format, we plan on making the ADvocate Program from PPAI available to both distributors and their customers. This program essentially educates the end buyer and strengthens the value of promotional products and how to effectively use them as strategic advertising tools.

Our spring Carolinas Connection show was a huge hit! We sold out of exhibitor space and had over 250 quality distributor attendees. CAAMP also directed an Eco-friendly product seminar which received rave reviews. There were 5 mini-presentations based on selling and using some of the newest and best-selling Eco-friendly products. As a growing concern for most businesses in America, this business forum was very well received.

We are very excited about the new directions that CAAMP is heading toward and we want you, our valued members, to be there for the ride!

Please be sure to register for the June ideaCAAMP in Greenville, SC. Please visit the website for more details, www.caampers.org.

If you have any questions about The Bonfire End Buyer Event or anything else at all in regards to CAAMP's events and member services, please don't hesitate to contact me or any other member of the CAAMP Board.

Thank you!

Daniel Jenne

CAAMP Chairman 2008

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From the Desk of the CEO

“On Purpose” Selling

by Mary Elizabeth Murphy

Managing Director S.T.A.R. Resources



If you think of the phrase “on purpose” it may conjure up negative thoughts. As a child, and even as an adult, you may have heard yourself saying “you did that on purpose.” Whether it’s when I was told I broke a toy “on purpose” hurt someone’s feeling “on purpose,” I was programmed to think this phrase was bad.

As an adult in a sales situation – “on purpose” can bring up even more “bad” feelings. If “on purpose” is seen as aggressive, pushy, self-serving or rude.

During the past few years, I learned to reprogram my thoughts about “on purpose.” As professional sales people, we need to learn that this phrase is key to our success. You want to know that what you are doing “has purpose” and that it is “on purpose.” Make certain that your efforts have meaning, they count for something, and that they matter. Then live it “on purpose” with focus, drive and passion.

So how do you transform your negative message, feelings and attitude about “on purpose?” Start by considering the following:

► **Thrive in your Career:** What is my purpose in this company/organization? Not what is my role, or my job description, but what is my purpose? What do the results of my efforts provide to the team, to the organization and to the community? What is my purpose beyond making a profit? This is not a mission statement. It is instead a purpose statement.

► **Do your Homework:** What is the purpose of my client/client’s business? Not their mission statement but their purpose? What is my client’s individual purpose to the organization, team, and community? What is the purpose of their product or

service? What do they want to accomplish? What is their purpose beyond making a profit? How will my product or service serve their purpose?

► **Look for Alignment:** How does this individual, organizations goal’s and mission fit with my values and purpose? Where are we aligned? Ask yourself how does this fit with your values, those things you hold dear and contribute to your life’s plan and purpose. Is this something that will contribute to my legacy and the future of others?

► **Move Through the Day:** What deliberate action(s) can I take to move through my day “on purpose,” instead of because I have to, or no one else will? What purpose driven focus can I bring to my efforts of accomplishing a task or achieving a goal instead of drifting through my day? Am I driving the direction of my day or is it driving me?

“You want to know that what you are doing “has purpose” and that is “on purpose.”

“On Purpose” Selling creates a self-fulfilling focus instead of operating on automatic, or because of guilt, crisis management, or because someone else said to?

Begin today:

First, answer the questions above regarding you and your career.

Second, look at your current client list and answer the questions above for each client. If you can’t answer them yourself consider planning a time with your client to discuss the answers.

Third, decide now that for the next 30 days you will do this particular task “on purpose.”

Whenever your mind or attitude drifts remember to refocus on the purpose of this activity. What is the bigger picture? What are your values? What is your purpose? What will have you feeling more self-fulfilled (not simply satisfied) at the end of the day? Bring your mind and your actions back to this focus.

If you feel stuck, here is a simple home life example that you can apply to your work life. Instead of doing laundry because you have to, or it’s your job or no one else will, determine your purpose. Ask yourself the following questions: Is your goal to have clean clothes and to make sure your kids have fresh outfits for their sports games? Will the reasons bring you pleasure and a feeling of contribution? Why am I doing this? And while you are doing this particular task, be mindful of what it is that you are doing. Be in the moment “on purpose” with your actions. Pay attention and keep your thoughts focused on the process of loading the washing machine, pouring in the detergent and folding clothes as soon as they are warm out of the dryer – leave the 50 million other “to do’s” in your head at the door.

If you value clean clothes more than an overflowing laundry basket then doing the laundry will no longer be a simple chore that you consider drudgery, but an effort that brings you personal fulfillment. While you are “doing” - sorting and folding clothes purposefully, you are also fulfilling your purpose to have clean clothes for you and your family and are avoiding a basket of dirty clothes piled a mile high.

Remember this definition of “on purpose” – a deliberate action to accomplish whatever you have decided to take on. From this point forward, start leading your life – both personally and professionally – “on purpose,” which will lead you to discovering and fulfilling “your purpose.”

#

Mary Elizabeth Murphy is Managing Director of S.T.A.R. Resources, a performance management consulting and education firm that specializes in creating environments in which people want to work. She is an expert at helping individuals and organizations to earn more, produce more and achieve more. You can reach Mary Elizabeth at 704-535-5610 or info@starresources.biz.

Roni Wright, MAS **Selected CAAMP 2007** **Volunteer of the Year**

Roni Wright, Vice President of The Book Company and a member of the PPAI Board of Directors, has been named the 2007 Volunteer of the Year for the Carolinas Association of Advertising and Marketing Professionals (CAAMP) for consistently and cheerfully sharing her time, talents and resources with CAAMP.

Her expertise in professional development has been instrumental in making the CAAMP/GAPPP Women’s Leadership Conference a huge success. Her love of the industry and the people in it is demonstrated by her personal and professional contributions. CAAMP looks forward to her friendship and talent for many years to come.

Amanda Corey **wins 2007 CAAMP Scholarship**

Amanda Corey, CAS, President of Biz-Mark (distributor), won the 2007 CAAMP Scholarship to promote professional development. Amanda is a PPAI ADvocate and an energetic and positive member of CAAMP. She looks forward to pursuing and earning her MAS. She has continued her winning streak with election to the current CAAMP Board of Directors.

CAAMP Fall Tabletop Show now an END-BUYER Show!!!

In a move to offer CAAMP members the opportunity to bring their best customers to one location and see scores of suppliers at one event, CAAMP has changed the September 4th Fall Table Top Show to an End-Buyer show. No pricing will be shown at the show and the presentations will be geared to providing the End-Buyer with information for a great variety of promotional products and programs. Several other regional associations have had great success with this format and it should be a great benefit for CAAMP members.



Cooper were hired to conduct an education seminar for end buyers about the value of promotional products. Through examples and research, they demonstrated the impact of promotional products on their own businesses. Imagine that! The show producer was apprehensive that end buyers would not attend the education sessions or even care about them. And if they did attend, he worried the buyers would lose time on the show floor and minimize their exposure to products. Would end buyers accept education about promotional products?

Guess what...they did. More than 250 buyers attended the education seminars and then energetically worked the show floor. They came out of the education program with enthusiasm and knowledge-based facts.

The Value Of End-Buyer Shows

By: Stan Breckenridge

In the April 2008 issue of *PPB Newsletter*

End-buyer shows are the perfect chance to reinforce the value of promotional products and change the mentality of end buyers. These shows represent a huge opportunity in our campaign to encourage customers to make promotional products a standard line item in their annual marketing and advertising budgets.

Let us begin by reminding ourselves that end buyers are not necessarily end users. While end buyers purchase products, they do not always use them. For example, a hardware dealer who purchases imprinted yardsticks is the end buyer. His customer, who eventually receives and takes the yardstick home, is the end user.

Several years ago, I exhibited at an end-buyer show in Washington, D.C. for an established distributor who had an innovative approach. He added value to his show by offering something I had never seen before nor, surprisingly, since. Baylor University marketing professors Stan Madden and Marjorie

Through the ADvocate Program, PPAI offers a similar end-buyer education opportunity. Member volunteers are trained to give presentations to groups of prospective buyers on the effectiveness of using promotional products as strategic advertising tools. These presentations emphasize the use of promotional consultants as the best means to purchase promotional products.

We strongly encourage you to use PPAI ADvocate educators at any end-buyer shows you, your company or regional association may be planning.

I am convinced that buyers still appreciate dealing face-to-face with a recognized professional, someone who brings the credibility of a MAS or CAS designation. Even in today's culture of internet shopping when a buyer can Google a product and buy with the click of a mouse, end-buyer shows are still the smart strategy to support the traditional supply-chain model. Buyers who use professional consultants to purchase promotional products can save money, gain alternative ideas and garner a stronger return on their investment. By working with a professional promotional consultant, buyers save resources "in their search for the right item, in the ►

See "End Buyer" next page

Jean Anoff - Inducted

Jean Anoff was inducted into the CAAMP Hall of Fame at the Carolinas Connection luncheon in March.

Jean was a Charter Board Member and was on the Board continually for 1990 to 1999. She held 3 different offices in the CAAS, Treasurer, Vice-president/President-elect, and President, and then served as a representative on the Board as Immediate Past President.

She worked as a committee member for the initial CAASCADE and was the Show Chairman for CAASCADE in 1993, and then was a committee member for the next 4 Tournament of Promotion Trade Shows, including the initial two CAASCADE room shows in 1992 and 1993, and the initial Tournament of Promotions in 1994, as well as the following 4 Tournament of Promotions in 1995 and 1996 and 1997.

For the initial six Trade Shows, two CAAS-CADE and four Tournament of Promotions, Jean headed up registration for the whole show and hardly was able to attend to the shows herself. Since there was no executive director back then, Jean had to oversee all the registrants and badges herself. While Jean was working the registration desk for the trade shows during those early years, she was able to recruit many members for the association by having the distributorships join CAAS instead of paying for admission to CAASCADE and the Tournament of Promotion for each salesperson. Jean worked tirelessly during these first shows, doing everything from printing the name badges to collecting money; she did the registration work herself and greatly increased the membership in CAAS in the early through her diligent efforts. While this was a volunteer position, it required enormous amounts of time and work, which Jean graciously contributed to CAAS. Like today, committee meetings and CAAS events were non-reimbursed expenses for members.

Jean was dedicated to establishing our association and elevating the presence of CAAS (CAAMP) so it would have an impact and contribute to the professionalism and advancement of the Promotional Products Industry in the North & South Carolina.

For all those 10 years, Jean attended every general membership meeting and board meeting, no matter where it was held throughout the Carolinas. There was no CAAS event that Jean did not attend and support the association. CAAS would not have accomplished things it did, such as initiating the trade shows and increasing the membership, as quickly and to the level it attained without Jean's tireless work and support.

CAAMP today is proud and honored to have Jean Anoff join Gail Hales, Bertie Womble, Bryant Hare, Bill Crane, Jim McKinley, Bill Jarman, Kurt Rawald and Neal Munn in the CAAMP Hall of Fame.

End Buyer

◀ right quantity and, of course, at the right time.

Promotional consultants see down the road and can map out a plan for future success. Our industry practitioners have the ability to use the UPIC database, which offers many alternative ideas for products that are unique and not immediately considered or even available to end buyers.

Successful end-buyer shows offer several benefits from pre-show mailings to qualifying leads and post-show follow up. Through knowledge and experience, promotional consultants can learn the needs of end buyers and, subsequently, fulfill those needs. Do your homework and create an experience that works best for you, your existing customers and potential new clients.

I've talked quite a bit this year about speaking with "One Voice." End-buyer shows offer the ideal opportunity for this voice to be heard by the right audience. When is your next end-buyer show and how will you make the most of it?



Letter from the Editor

By Mike Iosue

Nationwide Corporate Promotions & LH 2 Apparel

As each issue of the CAAMP News approaches, many ideas come to mind for this column. There have been so many great events recently, and the plans for our future look very positive. Our Carolinas Connection was an outstanding success. Hall of Fame honoree, Volunteer of the Year and Scholarship winner are highlighted in this issue. The fall CAAMP Table Top Show and Golf Outing will be an End-Buyer event for the first time. With so many suppliers exhibiting, members will be able to show their major customers and prospects more in an hour or two than they could have in several months of visits. Indeed, it is the "best of times" in many ways.

But, there is a 1000 pound gorilla in the room. It can't be ignored. The economy is uncertain and costs are squeezing everyone. Our customers are unsure how to best confront the situation.

So, let's talk about it. One advantage of age is perspective. Every situation is different, but there is some "been there, done that" in our predicament. Cutting overhead is always discussed in trying times, and while that is reasonable, you can't cut costs forever. Instead, I have always believed that now is exactly the time to increase marketing and sales efforts. Not wildly and oblivious to reality, but laser-focused and with a plan and purpose.

Here are a few tips for success in today's business climate:

1. Be a partner. Analyze your customers and decide which ones offer the combination of sales and temperament to form the core of your business. Strengthen your relationship with them. Discuss your business and how to be the

most effective.

2. Be a value resource. Bring the success stories from CAAMP members to your customers. Have access to programs that work.

3. Be solution oriented. Evaluate alternative products and programs for each major account. Be proactive and discuss the alternatives with your customers. This reinforces your partnership and puts a roadblock to competitors.

4. Increase your positive contacts. If the weather is gloomy, you have to provide the sunshine. In every business cycle there are winners too. My grandparents became wealthy during the Great Depression. With so many people unemployed, labor was plentiful and cheap. My grandfather built apartment buildings in Chicago. He died in the '50's a wealthy man. The opportunities today require two key things: attitude and persistence. Neither cost you very much, but they are irreplaceable.

5. Separate yourself from the crowd. If you have done the things above, you have already done most of this. But, remember a key number from Sales 101: The average buyer buys on the fifth call --- the average sales person quits with the second "no". The word "no" does not mean "no, never", it means "no, not now." It also can mean you haven't shown enough reason for the buyer to make a change. Don't be average. Show your key customers and prospects how much you value them and how much you can bring to them. Don't quit with two "no's."

Finally, just as there are slow times, boom times will return. Use the tips above to survive and even thrive in this slow-down. Invest in yourself. Believe in yourself. Persevere.

"If the weather is gloomy, you have to provide the sunshine."

Did You Know?

▶ CAAMP has been officially certified as a Regional Affiliate of the Promotional Products Association International (PPAI)

▶ Ash City Announced Howard Headden as Vice President - US sales

▶ Millennium Leather selected Pearson Marketing to provide sales representation to North Carolina and South Carolina

▶ James Hayes, MAS, of Bag-IT (distributor) recently relocated to Greensboro, NC and has been elected to the Chesapeake Promotional Products Association Hall of Fame.

▶ Bic Graphic USA received one Gold Award and two Silver Awards from the PPAI

▶ Edwards Garment Company acquired Andrew Rohan Sweaters/HMB Sales

▶ Halo/Lee Wayne acquired Goldman Promotions

▶ Hub Pen announced Bill Nault as their new Sales Executive

CAAMP Newsletter 2008 Ad Rates

Newsletter issues are electronically mailed the month of January, April, July and October. Cut off for advertising is the 15th of the preceding month. A check for the full amount or credit card info must accompany artwork and/or inserts. CAAMP also offers a separate quarterly insert/flyer mailing utilizing the US Postal Service. Participating suppliers please send 350 inserts plus your payment to:

Mary Elizabeth Murphy
CAAMP
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A display ad in our quarterly newsletter which is electronically mailed to our entire membership is also posted on caampers.org for a minimum of 12 months before being archived

¼ page (4 ¼ x 5 ½)	\$100.00
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Words of Wisdom

For upcoming issues, we are looking for your questions. Yes, that's correct--your questions! Our mentoring program will WOW (Words of Wisdom) you with answers!

To submit your questions or for more information, please contact:

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The Carolinas Association of Advertising and Marketing Professionals (CAAMP) was formed to advance the image of promotional products and its use in the North and South Carolina marketplace. To promote the highest standards of business among its members and the promotional products industry in general; and create a meeting place for education, idea exchange, and friendship among suppliers, multiline reps and distributors.

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Membership eligibility requirements: Membership in PPAI or ASI or Possession of a UPIC or Submission of copies of invoices from five (5) PPAI/ASI/UPIC Suppliers/Distributors with whom you have done business during the past six months, excluding samples.

I hereby apply for membership in the Carolina Association of Advertising and Marketing Professionals, agree to be governed by its constitution and bylaws and such other regulations as may be properly adopted by the Board of Directors.

A authorize CAAMP to verify the above listed information.

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Upcoming CAAMP Events

- Aug 21-22 Holiday ideaCAAMP
Greensboro, NC
- Sept 3-4 Fall End-Buyer Tabletop Show
and Golf Outing
Concord, NC
- Nov 4-6 Women's Leadership Conference
Asheville, NC
- Dec 4-6 Strategic Planning Conference
and End of Year Celebration
Concord, NC

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