

NEPPA Fall Expo... It Was Totally Rad!

There was a lot of energy, hairspray, bright colors and happy faces at the NEPPA Fall Expo this past August 29th and 30th. The theme of a Totally Rad throwback to 80's show was a *big time success for sure*.

Show Sponsors: Gemline, SnugZ USA, Hub/HPG Brands, Ariel, Americanna, alphabroder/Prime Line, Devara, Raining Rose and Mixie donated to our awesome fanny pack goodie bags along with our show bags donated by BAG MAKERS.

The all-volunteer show committee of Nadia Cornelio - Brand Fuel, Josette Bosse - Bay State/Americanna, Anthony Abatzis - ETS Express, Heather O'Neill - Walker-Clay, Jason Perrone, Gateway Business Communications, Karen Santos - HPG Brands along with the rest of the NEPPA Board wore *bodacious* tie dye shirts donated by SanMar.

Our *most excellent* supplier friends donated raffle prizes, which were awarded to lucky winners during the show.

Our NEPPA Cares Committee, once again, did not disappoint! They partnered with PromoCentric to support the New Hampshire SPCA (Society for Prevention of Cruelty to Animals). They were able to collect several boxes full of pet food and toys as well as monetary donations.

The NEPPA Education session held prior to the show was a huge success with over 50 people in attendance, an all time recent high! We were fortunate to have a panel of distributor peers to help share tips and tricks to their success. Our Professional Development Chair David Kennealey did a *killer* job as moderator!

The NEPPA annual meeting held Monday evening at the Boxboro Regency was attended by over 50 members. Great food, drinks, games and 80's music was enjoyed by all. Current President, Loren Cayer, announced next year's board members and passed the gavel to incoming President Christine Carpenter Gleason. 2023 is shaping up to be a *most triumphant* year!

All in all, it was a *totally awesome* success and we received *RAD* reviews! We can't thank our members, sponsors and volunteers enough for helping to make this a memorable event!

Show Committee Co-Chairs

Nadia Cornelio, Brand Fuel

Josette Bosse, Bay State Specialty / Americanna

NEPPA's Annual Meeting

NEPPA's Annual Meeting was held on August 29th, the evening prior to the Fall Expo, at the Boxboro Regency. Led by President Loren Cayer, CAS, elections for NEPPA's 2023 Board of Directors took place.

President: Christine Carpenter Gleason, HALO Branded Solutions

Vice President: Rachel Wright, Fenway Group

Treasurer: Lori Donovan, MAS, Alphabroder/Prime

Secretary: Ben MacDonald, The Ad King

Immediate Past President: Loren Cayer, CAS, SnugZ USA

Directors:

Jessica Casaubon, Gemline

Nadia Cornelio, CAS, Brand Fuel

Tim Fox, HPG Brands

Nick McAlley, Hit Promotional Products

Beata Miller, Jules Scheck & Associates

Jessica Neipris, Stran Promotional Solutions

The 2023 Board will take office on January 1st.

Loren thanked Immediate Past President David Kennealey (BrandHero promotions, inc./Geiger) for his many years of dedication and service to NEPPA and Josette Bosse, MAS, MASI (Bay State / Americanna) for her service with NEPPA as a Director.

Past Presidents in attendance were Nancy Bercovitz MAS, MASI (BAG MAKERS), Nick D'Eramo (Triple Stitch Promotions), Pat Dugan, MAS (Budgetcard), Joseph Ferris, MAS (Omni Marketing Group), Pete Gleason, MAS (Keystone Line), Paul Keane (Bryan Company) and Karen Santos (HPG Brands).

Loren recognized our Ambassadors, an extension of the board and supporters of NEPPA! Nancy Bercovitz, MAS, MASI (BAG MAKERS), Lee Coscia (Themco, LLC), Jim Curtis (JC Corporate Sales), Nick D'Eramo, (Triple Stitch), Heather O'Neill, MAS (Walker-Clay), Jennifer Pollano (OMO Specialties) and Christie Wright (PCNA).

Once again this proved to be a "not to be missed" event – everyone enjoyed great food and drink, had fun with the 80's theme and were thrilled to spend time together!

Fall Expo Education Session

On Tuesday morning prior to the NEPPA Fall show we hosted an educational session titled "Panel of Peers" – Secrets to growth in promo. A very well qualified panel was assembled tasked with sharing best practices of a multi-million dollar producer. The panel was comprised of Larry Alford of HALO Branded Solutions, Sarah McMahan, MPG Promotions, Amanda Clay of Walker-Clay, Randy Gurski of PromoCentric and Nate O'Neill of Stran Promotional Solutions. All panelists currently sell \$1MM- \$12MM in promo merch. They all also thrived during the last few years and grew their sales during the pandemic.

The turnout of both distributors and suppliers was strong at 52 attendees. The subject matter seemed to resonate with membership. Our prior educational session had 18 people present so we were very happy with 52 people attending. Both the post event survey scores and verbal feedback were strong. There was good buzz about the session for the entire day. PPAI management even heard about the success of the session and invited us to recreate the panel discussion on the national stage at PPAI Expo in Las Vegas.

The session comments from the survey include:

- One of the best education sessions I have been to.
- Informative and fun
- Excellent program
- Loved the panel
- This is the type of information we need.
- Please do more panel discussions on different topics.

Some of the content that was discussed was type/size of clients you call on, planning, process, time management, super powers, secret sauce, and elevator speeches. This panel of professionals totally delivered! While some of their answers differed, the commonality was they are confident, creative and out hustle their competition. While the session was packed with hard hitting impactful advice, it was also very fun. Thank you to our panelists, the entire NEPPA board and our wonderful executive director, Carol Boutwell, for making this session a success.

*David Kennealey, BrandHero promotions, inc., A Geiger Affiliate
Professional Development Chair & Immediate Past President*