

*Jeff Policard of Vu Line Direct & Cap Champs has been an invaluable partner to NEPPA throughout the year. Vu Line has generously sponsored several of our key events, including the recent Fall Expo and our milestone 50th Anniversary Bash. If you visited the Vu Line booth at the Expo, you likely had the chance to meet Jeff in person. Now, we're excited to give you a closer look at the individual behind the brand—our NEPPA MVP, Jeff Policard!*

What is your title/role at Vu Line Direct & Cap Champs?

Vice President of Sales & Marketing

How long have you been in the industry?

Close to 6 years.

How do you describe what you do for work to non-promo people?

Great question. I say I put logos on stuff.

What is your favorite promo product that you own and use?

Right now, I'm extremely biased but I love my Cap Champs caps!

Do you have any words of wisdom for people who are just starting out in the industry?

Master your travel routine, have a positive attitude, be proactive, get some balance so you can be the best version of yourself in front of customers.

Do you have any words of wisdom for people who have been in the industry for a long time?

Prioritize health! Dare to challenge the status quo and try different approaches.

As sustainability becomes a driving factor in how we all do business, what are some ways you and your company are making changes to the status quo?

We now offer sustainable products and looking to be more active in sustainability and contribute to reduce waste which we are huge contributors too.

When attending a trade show as a supplier what is your Key to Success?

Positive attitude, listen to understand!

Would you like to give a shout out to someone in the industry who has made a difference in your career?

Lawrence Giles has taught me most of what I know about this industry.

Tell us something about you that most people may not know.

Born and raised in Haiti. Was a musician from my teenage years until 30ish. Then I became an adult.

What is your favorite quote (movie/literary/personal)?

"A society grows great when old men plant trees in whose shade they shall never sit." — *Greek Proverb*

Do you have any fun hobbies or meaningful volunteer work?

I am a Board Member for Project St. Anne, a non-profit organization focused on community development and education in Camp-Perrin, Haiti. I'm an ambassador for Ecoworks International, another non-profit focused on bolstering Haiti's capacity to feed itself sustainably and build shared prosperity.

What meme describes you best?

