



It's almost SHOW TIME and
it's going to be FUN!

**The PMANC Parking Lot Show
Thursday, May 13, 2021**

10:00 am - 2:00 pm

**47280 Kato Rd
Fremont, CA 94538
(Fossa Apparel Parking Lot)**

Originally PMANC planned to host the SPRING SHOWCASE on Thursday, May 13th at Forager in San Jose. Since Santa Clara county is still limiting group activities, the PMANC Board decided to move the show outside to the Fossa Apparel parking lot in Fremont, CA.

We've found **34 local and national suppliers** who are very excited to get back to in-person events and show distributors all their great new products. See the list of suppliers who will be exhibiting by clicking [HERE](#).

Admission to the event is FREE however we ask that you register so we'll know how many will be attending. This is a distributor only show, no end-users, please. Look for our decked out VW bus in the Fossa parking lot to check in when you arrive.



Let's Stay Safe!

To help ensure everyone's safety, we will be checking temperatures at registration and have plenty of hand sanitizer available. Please remember to **wear your mask** and practice safe distancing when visiting with exhibitors.

Distributors: Register to attend the show here

Our Spring Ahead Premiums Unboxing was a SMASH Hit!

If you missed the last unboxing event, you can still watch the presentations from 19 suppliers on their new products by clicking the photo below.



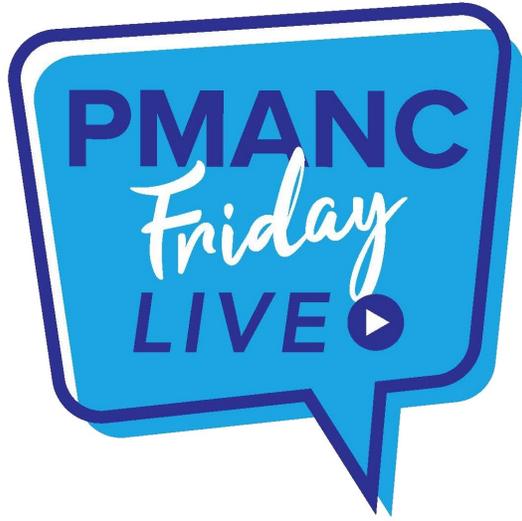
THANK YOU to our Box Project VOLUNTEERS

Special thanks to the dedicated members who volunteered their time on a Saturday to do the kitting for our Spring Ahead Premiums box. They endured some very challenging weather but got the job done! Kudos!

And, a special shout-out to our Committee Chairs Jess Koenig (Halo) and Amanda Boccucci (Lahlouh) who worked hard to make sure this event came together.



Volunteers L-R: Linda Kittlitz (Kittlitz Assoc), Jess Koenig (Halo) Stephanie Rhoads Bickham (Proforma) Amanda Boccucci (Lahlouh) and Louise Kostoff (SanMar)



If you'd like to listen to our previous broadcasts on Facebook, here are the links:

FEBRUARY 26th with Mike Ellis
(Logomark) [Click here to watch](#)

MARCH 12th with Michelle Chen (Fossa)
- [Click here to watch](#)



Thanks to Livier Gomez (TerryTown) for moderating the Friday Live sessions!

Have you seen our FRIDAY LIVE segments?

We want to introduce you to leaders in the promotional products industry with an informal chat-style format.

The sessions are broadcast biweekly on the PMANC Facebook page with **Facebook Live**.



Our next segment will be on Friday, April 23 with **Tim Andrews, President and CEO of Advertising Specialty Institute (ASI)**. Mr Andrews will tell us a little

about how ASI is navigating the 'new normal' as well as share how he got started in the industry and what he likes to do in his free time.

Two Ways to Listen:

Here's the Zoom link to our next session:

Topic: **FRIDAY LIVE with Tim Andrews**
Time: APR 23, 2021 01:00 PM Pacific Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/85808222409?pwd=Vk0zenN4TUoyNkNlbnVWdDdqRzMxQT09>

Meeting ID: 858 0822 2409
Passcode: 296026

Or [CLICK HERE](#) to visit the **PMANC Facebook page** for the 'live' video.

FALL

showcase

PMANC MARKET 2021



NEW DATE!
WEDNESDAY, SEPTEMBER 29
Casa Real
Pleasanton, CA

Show registration for Distributors will begin in early August. Watch the newsletter and social media channels for more information!

We'll be back in wine country for the 2021 Fall Showcase at Casa Real in Pleasanton, CA.

Distributors put this date on your calendar and plan to spend the day viewing new products from local and national distributors. You'll be able to invite your clients to this show too!

On the next Wednesday Webinar

The 24 Month Decade: Overcoming Adversity to Maximize Growth

Presented by Bill Petrie
Managing Partner, brandivate

Wednesday, April 28th, 2021
9:30 am PST

As Winston Churchill once said, "success is not final, failure is not fatal; it is the courage to continue that counts." In an age where we compare our own lives to the highlight reels of others on social media, it's more important than ever to understand how overcoming adversity can propel you to greater success. In this session, Bill will candidly share his personal and professional challenges, how facing them led him to learn the power in being authentically open, and the strategies he learned to not only overcome adversity, but to leverage those what he learned to grow both his brand, and his business.

Learning Outcomes:

- Understand the four reasons why being open with adversity is important
- Uncover the difference



Get to know Bill Petrie

Bill has over 20 years working in executive leadership positions at leading promotional products companies, always working collaboratively to achieve the "wow" desired by the target audience. The Co-Founder and Managing Partner at [brandivate](#), a marketing services and advertising agency, Bill is a featured speaker at numerous national and international events, a serial creator of content marketing, and co-host of the industry-leading podcast, [Promo UPFront](#). Bill has extensive experience defining brand strategy, creating successful marketing campaigns, creating, and developing winning RFP responses, and presenting winning promotional products solutions to Fortune 500 clients. A fierce advocate for the Promotional

between confronting and embracing adversity as it relates to personal and professional growth

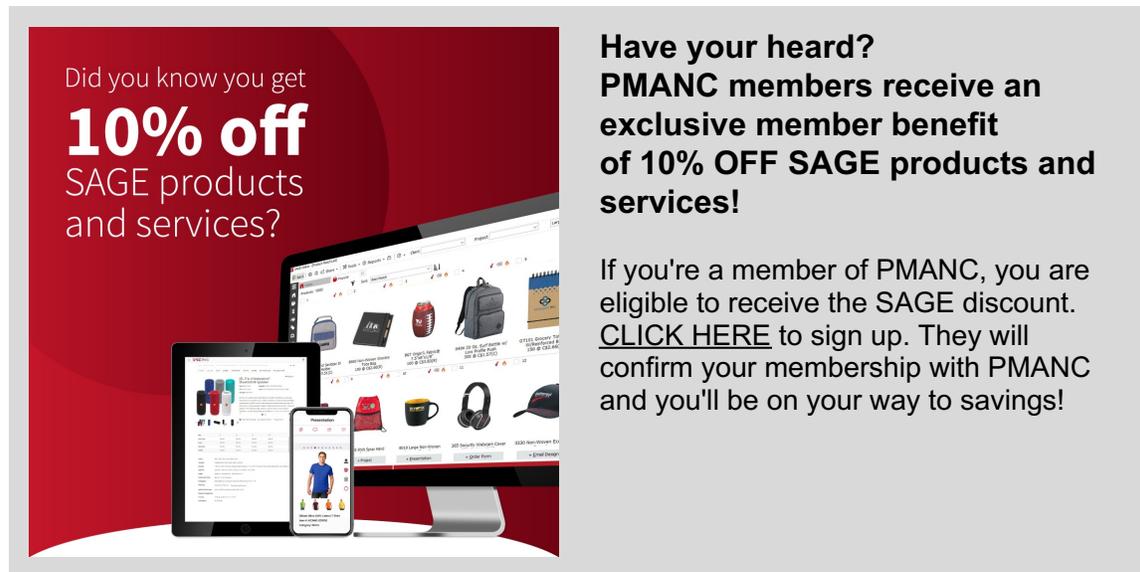
- Learn the six ways to not only overcome adversity, but leverage it to make deeper and more meaningful connections with your clients

Earn 1 CAS Credit when you submit your PPAI Certification PIN Number with your survey.

[Register for this webinar](#)

Products Industry, he is the Immediate Past President of the Regional Association Council (RAC) board, has worked closely with senior leadership at Promotional Products Association International (PPAI) on many committees and work groups. In appreciation of his years of service to the promotional products industry, Bill was named as an inaugural PPAI Fellow – a program designed to recognize influential individuals who have actively supported the industry through personal involvement. Bill lives in Franklin, TN with his wife of 26 years, Sandy, and their 17-year-old twin boys, Drew and Mitch.

MEMBER BENEFITS



Did you know you get **10% off** SAGE products and services?

Have your heard? PMANC members receive an exclusive member benefit of 10% OFF SAGE products and services!

If you're a member of PMANC, you are eligible to receive the SAGE discount. [CLICK HERE](#) to sign up. They will confirm your membership with PMANC and you'll be on your way to savings!

