

Specialty Advertising Association of California



# SAAC TIMES

July-August 2009



## ONLINE REGISTRATION FOR THE SAAC SHOW IS OPEN!

If you haven't registered for the 2009 SAAC Show in Long Beach on August 5th and 6th, NOW is the time. Click on over to the show site: [www.thesaacshow.org](http://www.thesaacshow.org) and get that handled! This year we will NOT be pre-mailing badges before the show. When you register online, you'll be able to print a bar-code that you'll bring with you to our Registration Area. All badges will be printed on-site. If you are a distributor attendee and you register online, you'll be e-mailed information for FREE PARKING near the Long Beach Convention Center.

You can also reserve your seat at our Education Sessions on both Wednesday, August 5th, and Thursday, August 6th. The first day features Build Your Business sessions and the second day is one large Protect Your Business session.

Check out our "Step On The Red, Stay In The Black" show brochure online at [www.thesaacshow.org](http://www.thesaacshow.org) or [www.saac.net](http://www.saac.net).

We'll see you on the red carpet in Long Beach at **The SAAC Show!**

Mission Statement: "Creating opportunities to increase business for all our members."



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## PRESIDENT'S MESSAGE from Rick Greene

Hey There, Hi There, Ho There, SAACateers!

The 2009 SAAC Show is less than eight weeks away, so I thought this month's column would be the perfect opportunity NOT to talk about the show. So instead of raving about the new show brochure (it's gorgeous!) or teasing about the fresh new look and layout of the show (it's cool!), I'm going to talk budget cuts.

Not quite as exciting, is it? But in this messed-up year, economically speaking, I thought it would be a good idea to let our membership know how diligently your Board is working to curb expenses, trim budgets and survive 2009 standing proudly.

We WILL survive 2009, standing with our heads held high. There's gonna be pain. We're ALL experiencing pain in our respective businesses. SAAC is not immune and we're working hard to minimize that pain. 2008 was the first year in three years that SAAC had a balanced budget in the black. This year, due to the economy, we're again budgeting for a loss. Here's what we're doing to downsize that loss:

We're cutting budgets in more than a dozen categories. We're eliminating Board meetings and shifting them to teleconferences instead. We've made half of our SAACTimes newsletters electronic, saving on printing and postage. We've moved the SAAC office to Camarillo for much lower rent, better deals on phones and freight and streamlined systems. We've cut back on the number of Board members attending the PPAI RAC meeting in Dallas. We held our Board education meeting for 75% less than we've done so in the past handful of years. Each year at The SAAC Show there is a Past Presidents' Cocktail Party. I've cancelled that for this year.

I share these details to illustrate your Board's desire to assure that SAAC gets to the other side of this economic downturn in solid shape. But make no mistake ... we're in a strong position, we have reserves for that "rainy day" and it's raining right now. SAAC will make it through the rain. With the others who got rained on too, and made it through.

AAARRRGGGHHHHHH!! Now I have that Barry Manilow song in my head!

And I can't resist ... Don't forget to register TODAY for The SAAC Show in Long Beach on August 5 and 6, 2009. Step on the RED carpet and stay in the BLACK! Curtain up! Hit the lights! We've got nothing to hit but the HEIGHTS! And oh, what heights we'll hit!

That's better. Manilow is gone, now the Bugs Bunny theme is in my head. I can live with that.

## Picture of the Month



The Long Beach Aquarium is about a five-minute walk from The SAAC Show, and it's a great place to take the kids or just enjoy a few minutes observing the wonders of the marine world. It also has an aviary! If you choose to buy nectar and walk into the Aviary, you will be the center of attention.

I would suggest getting a hat sample from The SAAC Show before feeding the birds!

Photo by: Steve Pinzon, Bodek and Rhodes

### HAVE A PICTURE?

Please send a recent photo to [editor@saac.net](mailto:editor@saac.net) (high-quality JPEG).

Please include a brief description of the photo, i.e., where, who, when, and the occasion, if applicable.



## New Members

We warmly welcome these new members to SAAC.

### Suppliers

(S) Americanna Company  
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(continued on page 4)

## New Arrival

Patti and Keeth Lawrence of Lawrence Designs Inc. celebrated several big events in May. They welcomed a new granddaughter May 17th, Elizabeth Raye Kenney. She weighed 7 lbs. 15 oz. and joins her cousins Joshua (age 16) and Jamie (age 12) to make three grandchildren for the Lawrences.

Other big events included Taylor Lawrence's graduation from Mount St. Mary's Nursing School, Ryan Lawrence's graduation from UC



### BEST PROMOTIONS INC

Sherman Oaks, California Best Promotions, Inc., celebrated its 20th year anniversary by throwing a one-of-a-kind fall fashion show hosted by actor/song writer Richard Brooks. The event took place at Nirvana, Beverly Hills and the runway featured over 50 brands of apparel and accessories. It packed a full house and the guest list included some of the most recognized names in the industry such as Disney, CBS, and Warner Bros. "A very special thanks goes to our apparel sponsors: Bodek and Rhodes and Broder Bros. for their generous contribution and for making this event such a great success." Said Niloo Amiri, general manager at Best Promotions Inc. "We would also like to thank Fossil, Skagen, Logomark and Norwood for their participation and sponsorship. We had a lot of renewed interest from our clients in products that were displayed and guests remained hours after the show to attend the table top exhibit and discuss upcoming projects. Overall it was a fun and unique approach to build and strengthen relationships all around."

Founded in 1989 by CEO Anil Chandwani, Best Promotions, Inc has assembled a team of account executives with decades of collective experience in helping large and small companies create, plan and implement marketing strategies. This includes offering Merchandise Programs, E-Commerce Solutions, Licensed Properties and Fulfillment Services. For additional information visit [www.bestpromotionsinc.com](http://www.bestpromotionsinc.com) or contact [niloo@bestpromotionsinc.com](mailto:niloo@bestpromotionsinc.com).

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**Corrections -** These are the corrected addresses from last month's issue!


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US Patent Nos. 5,874,010; 5,971,340; 6,322,033

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## GOLD BOND

Word of mouth, or viral, marketing, counts on a great idea developing a life of its own and spreading quickly. The concept is simple – let your fans carry your message. But WOMM campaigns are tricky and unpredictable. It helps when you've got a product that is unique, and an idea that is both easy and fun. In walks the X-One mug, the "go" mug that, according to his Facebook profile, loves beverages and travel; after all, it's a travel mug.

Friends and fans for the X-One mug are growing exponentially through "flairs," a twitter blog, and an ever growing photo album entitled "Places I Have Been." The photos are submitted by fans (made up of distributors and their customers) who have taken their X-One mug with them on vacation, to the gym, or to the local park, grabbed a photo on their cell phone, uploaded it to their Facebook page, and tagged it to X-One's page. Sound complicated? Not to avid Facebook users who do this all day, every day.

"The concept is engagement," according to Karen Sherrill, Director of Marketing. "Traditional advertising mediums offer a message while holding customers at arm's length. Only promotional products have the ability to engage customers." She added that promotional products offer the unique ability to combine this engagement and social networking to create a message that spreads. The result is a community where your product is the center, the glue.

The model for the campaign is *Flat Stanley*, the 1964 children's book that developed into one of the first viral campaigns. The character in the book is hit by a bulletin board and rendered flat, making him capable of sliding under doors and visiting friends by fitting into an envelope. The book began a letter-writing campaign by schoolchildren which continues today.

"Like the character in the book, X-One has a personality and loves to travel, which makes him uniquely viable for a campaign like this one," according to Mark Godsey, President, Gold Bond. Godsey admits to being a bit skeptical when the campaign was first presented. "As it turns out, the campaign is a great fit for this particular mug because of its unique styling that makes it especially appealing to young adults." Godsey points to the campaign's spread among college students and young professionals who have helped shape his persona by selecting his destinations and captions.

"Distributors have taken to this more quickly than we imagined," said Godsey. He pointed to the photo taken at a Shriner Convention in which Shriners were all holding a mug. Or, photos of the mug with a passport making his way through the airport, no doubt. "We can't wait to see the photos that come from that trip," chuckled Godsey.

What's on the horizon for X-One? New locations, new photos, and new adventures. Sherrill alluded to a sinister plot against X-One Mug by "plant manager John." Could trouble be brewing for X-One? Fans will have to stay tuned to find out. Why, they may find distributors participating in X-One sightings or his escape from danger. "The best part of this campaign is that distributors and their customers will develop what happens through their participation," said Sherrill.

"The end result will be a top-of-mind awareness that benefits our distributors," according to Sherrill. She pointed out that when people talk about the mug's great shape, how fun it is, and how much they like it, they are giving the new product a credibility that cannot be bought. "This fun campaign just makes our distributors' job easier," Sherrill concluded.

Gold Bond is an ASI Top Forty Supplier in the advertising specialty industry operating within the U.S. and abroad. The company offers over 700 products across ten lines including Drinkware, Pens, Pencils and Golf. Gold Bond consistently receives the ASI Distributor Choice, PPAI Supplier Star and Best of Business awards for their gold standard service to distributors. For more information on Gold Bond, Inc., visit [www.goldbondinc.com](http://www.goldbondinc.com). Find X-One on Facebook at [www.xonemug.com](http://www.xonemug.com).

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## VISIONS AWARDS

Visions Awards has added Hudson Falls, New York-based Heritage Creations USA to the Eighth Floor family of companies. Visions, AwardCraft, and AITG are the leading manufacturers of corporate recognition awards. Financial terms of the deal were not disclosed.

"Heritage is a perfect extension for us as it brings an elegant line of golf products to our offering," states Dave Willis, President of Eighth Floor, LLC. "We have a proven formula for integrating companies that fit our strategy for growth. By streamlining their operations, offering a unique product selection, and consistently delivering quality products, we allow our executives to focus on building solid customer relationships. The acquisition further shows the financial strength of the company and its continued commitment to expanded capabilities through high-quality products."

Jerry Zukowsky and Brian Blackburn, owners of Heritage USA, will continue with the Eighth Floor team to further expand and grow the product line.

For additional information, call: 419-586-6433.



## BULLET LINE

Bullet Line, a member of the Polyconcept Group, the only multinational supplier in the promotional products industry, announces the launch of a revolutionary program to produce all orders in 24 hours, an industry first. Effective May 27th, 2009, all complete orders received by Bullet Line by 5:00 pm EST will be shipped the following working day. Only orders for embroidery and deboss are exceptions to the guaranteed 24-hour production time. This one-day turn applies to all orders and is completely free – and completely hassle-free. No elaborate exclusions, restrictions or rush charges apply, and no special phone numbers or instructions are required to obtain this 24-hour production service. More importantly, Bullet Line's next-day turnaround is backed by a guarantee – with 25% off your next order placed if your complete order does not ship in 24 hours.

"Even though Bullet Line initiated RUSH service in the industry it has become clear over the last couple of years that our RUSH offering was no longer competitive in the market. Instead of simply adjusting our RUSH service to meet the competition, we decided to redefine speed of fulfillment for the industry just as we did when Bullet Line introduced RUSH many years ago. To accomplish this goal we conducted an exhaustive analysis of our processes, equipment, and work flows," said Bob Herzog, President of Bullet Line. "As we conducted this analysis we realized that we had the potential to redesign our company to produce every order, from every customer, in 24 hours, all the time. We decided to move forward and we made the necessary investments in software, factory equipment and warehouse systems to ensure that we could deliver on our promise," added Bob Herzog.

"In today's environment end-users have short decision cycles and orders can be lost in a matter of hours. We concluded that speed was the single most important enhancement that we could make to our service," said Chuck Ertzberger, Vice President of Manufacturing. Ertzberger, formerly the Vice President of Manufacturing at Leed's, was instrumental in the development of the Leed's SureShip® program. "In addition to what we did to implement the SureShip program at Leed's, we will also be using some of the same processes and tools that several members of our management team used at previous careers while at FedEx. I am confident that we will set a new standard for 24-hour service in the industry," added Chuck Ertzberger.

A pioneer in rush services, Bullet Line was the first supplier in the industry to offer a free, three-day rush service for over 700 of its products, in addition to its standard five-day production time, in 1984. Now Bullet Line

Bullet Line would like to introduce our new Southern California, Arizona and Nevada Regional Sales Manager, Kirsten King. Kirsten has extensive experience in the promotional products industry with experience as a Sales Manager on the supplier side of the business and an Account Executive on the distributor side. In addition, Kirsten has a successful track record selling for a Fortune 500 company and has owned and operated her own retail business.

We find Kirsten's professionalism, ideas, energy and commitment to excellence refreshing and exciting. Her goal is to work with you – our west coast distributors, on an individual basis to help you reach your business goals.

Kirsten lives in Orange County, California. She will be responsible for all distributor accounts in Southern

## CRYSTAL D

Crystal D, a leading supplier of corporate awards and plaques, will be participating in The Salvation Army's The 2009 MOST Amazing Race on July 25. This fourth annual fundraising event benefits The Salvation Army's Bed and Bread Club, which helps alleviate hunger and homelessness in the Twin Cities.

Bridget Dahlgren, marketing coordinator, and Angela Wurst, marketing coordinator, at Crystal D will be participating in The MOST Amazing Race patterned after the TV show The Amazing Race.

The scavenger hunt-like race includes a qualifying round in the morning with no more than 20 teams of two people competing in the final race in the afternoon. Participants will be given a clue leading them to checkpoints throughout Minneapolis and requires them to use only Metro Transit as transportation throughout the race. Upon arriving at the checkpoints, racers will be required to complete a physical or mental challenge before receiving the clue to the next checkpoint.

Teams are asked to fundraise as part of the race. Teams raising \$1,000 or more receive a one-minute head start at the qualifying race and teams raising \$2,000 or more automatically qualify for the final race.

"We are both very excited to participate in such a unique fundraising activity for The Salvation Army," says Bridget Dahlgren, marketing coordinator. "The MOST Amazing Race is a great way for Crystal D to fundraise as a team and show our commitment to the Twin Cities community."

This is the first year Crystal D has participated in The MOST Amazing Race. To donate to Crystal D's team, go to: <http://givesalvationarmyusa.org>.

### CASTELLI USA

Castelli USA, Inc. and the MeadWestvaco Corporation (MWV) have ended their partnership and Castelli USA will once again become sole supplier of all stock and custom brand name journals and planners. The two companies will continue to work together to make the transition back to Castelli seamless for our customers.

Keith Fields, President of Castelli USA, states: "Five years ago we entered into this agreement with the best intentions for both the brand and the customer. It is now apparent that some things look better on paper."

Missy Kilpatrick, Executive Vice President for Castelli USA, comments: "We are elated to have the brand back to its original status. Castelli is extremely dedicated to its customers and along with our strong team of Multi-Line Reps and customer service we are ready to grow and deliver our brand to the promotional market."

Castelli USA, Inc. has been selling and distributing products for Lediberg S.P.A., a printing and binding company, based in Bergamo, Italy, for the past 15 years. Lediberg is an \$800MM company and is the top promotional diary manufacturer in the world. Castelli USA is one of 18 subsidiaries throughout the world, and is well known for being on the "cutting edge" of the diary/planner industry in the USA.

Representation of the Castelli Line: Southern California – Todd Turquand/Top-Shelf Marketing, Northwest – Christian Brown, Mid-West – Bridge Marketing, East Coast – Valentini Promotions/Mike Valentini, South East – Terrytorry Marketing, South West – Brian Ketterlin, Four Corners West – Pam Martin, Puerto Rico – Marta Joy-Menez

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### FEY LINE

Fey Line is pleased to announce it has acquired the Reflectix® Line from Printmark Industries, Inc. located in Hazelton, Pennsylvania. The company employs 25 people and enjoys an excellent reputation for the manufacture and marketing of high-quality retro-reflective promotional products.

"Reflectix® complements and opens up many creative opportunities to Fey Line promotional products. The innovative Reflectix® Line is a perfect match to our expertise in the development and manufacture of vinyl promotional products," stated Michael B. Ziebell, President and CEO of Fey Line. He added, "In the courtship and acquisition process we found friendship and shared values with Lex and Jennifer Slood as well as innovative, high-quality products. It will be an honor and a responsibility to take Lex and Jennifer's creation to the next level of growth."

"After 20 years of manufacturing in the promotional products arena, Jennifer and I decided that we wanted to relax a bit, do a lot of travel and pursue our other business interests," said Lex Slood, the former President of Reflectix®. "We feel a wonderful connection with Fey. We share similar core values and we will continue to help them with the future growth of Reflectix®. Expect to still see us actively participating in this wonderful industry!"

"Fey Line and the people of Reflectix® are committed to a seamless transition in customer service and product quality as manufacturing and customer service are brought back to Fey's corporate facility in Minnesota over the next several months," added Ziebell.

For 43 years Fey Line has been a light manufacturer based in Edgerton, Minnesota. Products include imprinted promotional products, such as vinyl ring binders, calendars, tally books and desk and clip folders. For more information on Fey Line, visit [www.fey-line.com](http://www.fey-line.com) or call 1-800-533-5340.

For 20 years Reflectix® has been a manufacturer and marketer of retro-reflective promotional products that combine advertising impressions with walking, cycling, auto, home, and pet safety. For more information on Reflectix®, visit [www.reflectix.com](http://www.reflectix.com) or call 1-800-VISIBLE (847-4253).

### CHOCOLATE INN

The awards keep rolling in for Chocolate Inn as this is the second day in a row in which Chocolate Inn has won an award.

Yesterday we received notice of winning a Readers Choice Award in the Food Category in voting tabulated by *Identity Marketing Magazine*.

Today Chocolate Inn received notice that it had won the 2009 Promo Marketing Award in the Food & Drink Category.

We appreciate the support shown to us by Promotional Products Distributors as we realize that there are many suppliers to choose from in this industry and will do whatever it takes to exceed your expectations and make sure that you are 100% satisfied. 1-800-526-3437, FAX 516-377-7190, [www.chocolateinn.com](http://www.chocolateinn.com).

## In Memoriam



### *Judith A riah Soltes*

April 24, 1944 - May 26, 2009

Born on April 24, 1944 in San Francisco, Judy was the second of four daughters born to Mera and Samuel Soltes. Moved to the San Fernando Valley on May 15, 1944 where she was raised with her three sisters:

- Alisa (Soltes) D'Alessandro, born in Berkeley, California.
- Shulamith "Shella" (Soltes) Brown, born in Van Nuys, California.

Passed away on July 3, 1979 leaving a son, David Brown, who now lives in Barcelona, Spain with his family.

- Eva Soltes, born in Van Nuys, California.



During the 1960s, Judy attended UC Berkeley. When taking her entrance exams she passed the math section with the second highest score ever earned to that date. While in Berkeley, she became very active in social causes. She met and married Charles Rudnick and gave birth to a daughter, Rachel.

After returning to the San Fernando Valley, while working full time, she attended night classes at CSUN for nine years until she earned her BA.

Through the years she became a paralegal, took classes at a law school and more recently went to contractor school. She had done transcription on various subjects and became proficient in medical transcription.

For a number of years, Judy had been a citizen volunteer doing surveillance with the Police Department and was actively taking ballroom dance classes.

On behalf of sisters Alisa and Eva, daughter Rachel and Judy's dearest friends, Ruthy, Natalie and Karien, we are grateful for your friendship.

Judy was a long-time employee of SAAC, having worked closely with Jo Ann Macek as her assistant, and helped at many SAAC shows, working in the SAAC booth and in the sign-in booth for new members of SAAC. She will be missed.



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## Go, SAAC Racers, Go!

The Summer SAAC event was in high gear on Tuesday night when over 50 members attended the family fun go kart racing at K1 Speed in Irvine.

K1 Speed is the largest indoor go-kart racing center in Southern California and these karts really haul you know what!

As any Formula One racer will tell you, it's not just the karts that need fuel for racing, the racers need it as well and SAAC delivered. Pasta, pizza, salad and refreshments (even adult refreshments) filled the tanks of the many racers.

After a pit stop, the racers donned helmets and got strapped into the sleds. After a short pre-race announcement, SAAC was on the track.

Unlike other go-kart racing venues, K1 Speed is eco-friendly; riders test their speed under energy efficient lighting with European electric pro karts. The high-torque, zero-emission electric karts had superb performance and reached speeds of 40mph on the indoor race track.

On the way home after the race, this racer had to remember he was now on city streets and not the track. The smile didn't leave my face until I feel asleep dreaming of the Brickyard.

1st Place Keith Hatounian, Guest of Best Impressions Corporate Gifts

2nd Place Craig Reese, Jack Nadel Int'l



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## Four Four-Letter F-Words That Stall Your Career

by William Arruda, ([www.williamarruda.com](http://www.williamarruda.com)) is founder of Reach, a global leader in personal branding, and coauthor of *Career Distinction: Stand Out By Building Your Brand*

If you want to get ahead in your marketing career, you have to stop using four-letter words that begin with the letter "F." No, I'm not talking about cleaning your mouth out with soap. Of course, cursing your boss is probably not going to get you very far. But the F-words I share with you here are far more lethal, more destructive, and more devastating to your career and professional fulfillment.

The ugliest four-letter words that begin with F can hold you back if you don't keep them in check. The words?

• F \_ \_ R, • F A \_ \_ , • F \_ K \_ , • F \_ N \_

Have you guessed them? The key to building a successful and rewarding marketing career is removing the F-words from your vocabulary, mindset, and actions. Here's how.

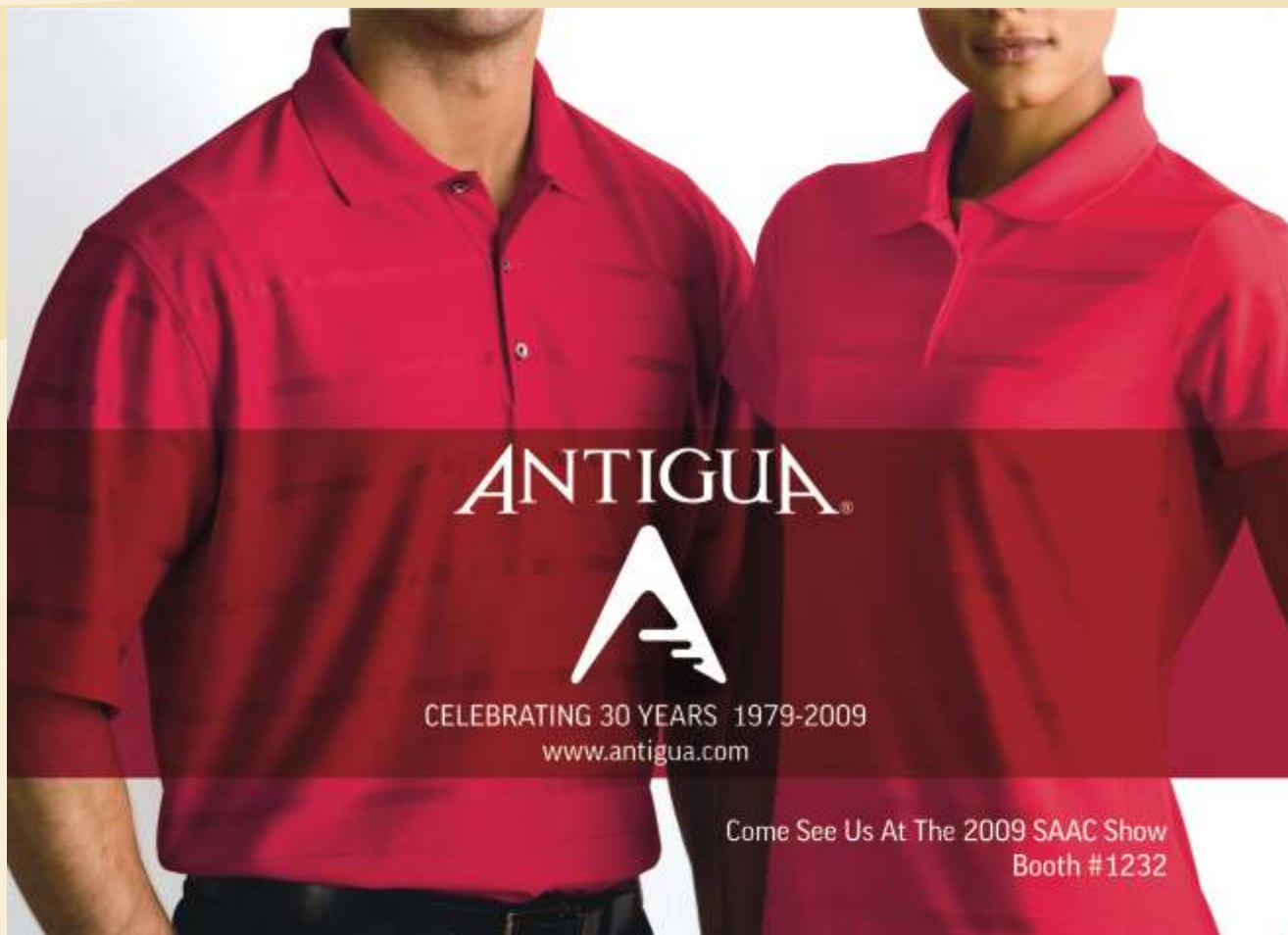
• **Fear** – "Look not mournfully into the past. It comes not back again. Wisely improve the present. It is thine. Go forth to meet the shadowy future, without fear." *Henry Wadsworth Longfellow*

Sometimes fear is good. If you are walking alone down a dark alley at night, fear will keep you alert. However, in the workplace, fear is often less productive. I work with lots of clients; even those at the C-level can become paralyzed or at least hindered by fear from time to time. And once they are able to look, through a different lens, at the situation that prompted the fear, they open themselves up to new opportunities. As you manage your career or seek a new job, fear can prevent you from making a networking connection or asking a high-profile colleague for help. It can affect an interview with a prospective hiring manager or stop you from applying for a position that you would really like to have. Fear impedes success and breeds more fear. The more you fear, the worse the fear becomes. Replace the word "fear" with "greet." Greet challenges rather than be afraid of them. After all, a challenge is really an opportunity to shine, grow, and demonstrate your greatness. If you hope for the best rather than fear the worst, you'll be far more successful.

• **Fail** – "Success is the ability to go from one failure to another with no loss of enthusiasm." *Sir Winston Churchill*

If you never fail, you aren't taking enough risks. And without risk, you don't grow or stretch yourself. Without growth, you stagnate, while those around you move ahead. Failing, if you look at it from a different perspective, is really a step in succeeding. So replace the word "fail" with "grow." Often, it is fear of failure that prevents action.

(continued on page 11)



As you advance in your career, failing can be valuable. When you make it to the shortlist for a particular job but are not selected, take what you've learned from the experience and apply it to your next job opportunity perhaps for an even better position. If you choose not to risk failure, you place growth at risk. Highlighting your failures during a meeting or job interview can be just as powerful. Let a prospective manager know that you are motivated to take calculated risks and willing to fail if it means learning, growing professionally, and moving forward. Take inventory of events that you classified as failures, and look for the growth that came from that.

• **Fake** – “The most exhausting thing you can be is inauthentic.” *Anne Morrow Lindbergh*. The most successful people in the world are comfortable in their own skin and willing to be themselves; yet many people feel that they need to create an image to be successful. As we know in the world of personal branding, you will increase your fulfillment and reach your goals when you are willing to align who you are with what you do and how you do it. When you give yourself permission to be yourself, you are energized, inspired, and confident. This makes you more attractive and interesting.

Besides, you can get away with being inauthentic for only so long. Remember Milli Vanilli? Replace the word “fake” with “genuine.” Be real. Give yourself permission to put a lot of who you are into every marketing campaign you manage, every meeting you attend, and every presentation you deliver, and you will see how powerful authenticity can be.

• **Fine** – “Mediocrity knows nothing higher than itself, but talent instantly recognizes genius.” *Sir Arthur Conan Doyle*. I think “fine” is the ugliest of all four-letter words. No one gets excited about things that are fine. “Hey, Chris, how’s the new guy in Web marketing doing?” “Oh, he’s fine.” Fine, adequate, average, OK, acceptable. Do you want your work to be described with these words? Yet you were trained from a young age to become fine. In fact, your full-time job has probably involved resolving weaknesses instead of maximizing strengths. Sure, I think it’s great to improve your weaknesses but not at the expense of maximizing your strengths, and only if those weaknesses will get in the way of your success. When you apply your strengths to everything you do, you raise yourself far above “fine.” You become great, excellent, exceptional, extraordinary. And that’s how you want to be known. Isn’t it? When you stop being fine and focus on your greatness, people will use superlatives to describe you. You start to build your personal brand around those things that differentiate you and make you interesting.

Replace the word “fine” with “great,” and strive for greatness by leveraging strengths rather than improving weaknesses. Never settle for adequate. Eliminate the F-Words.

If you want to eliminate these words, practice makes perfect. And the key to eliminating them is to first recognize when they are part of your vocabulary and your actions.

So it’s up to you: “Fear, fail, fake, fine” or “greet, grow, genuine, great.” Decide which words will be part of your vocabulary and career-development strategy, and then make decisions accordingly. Be great!

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# The First Show Focused on the Fall Holiday Season! And, a 2010 Preview!

## ASI HOLIDAY & INCENTIVES EXPO

LAS VEGAS • THE SANDS • SEPTEMBER 16-17, 2009

The brand-new ASI Holiday & Incentives Expo, taking place at the Sands Expo Center in Las Vegas, will give you the tools needed to prepare for the all-important fourth quarter, the largest sales quarter of the year.

Featuring suppliers with four or more stars in the ASI Supplier Rating System, the ASI Holiday & Incentives Expo is also THE place to preview hot items for 2010.

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- A two-day schedule offering minimal time out of the office
- Exhibits, education and hotels within walking distance
- New education tracks: corporate gifts, incentives and 2010 apparel
- ASI distributor member savings, such as FREE admission and a FREE hotel room\*

**SAAC members who are not ASI members are invited to attend the ASI Holiday & Incentives Expo for FREE on Thursday, Sept. 17.**



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## Future SAAC Activities

August 4-6      The SAAC Show, 2009  
 Long Beach Convention Center  
 Long Beach, California

September 16-17 ASI Holiday Incentives & Expo  
 The Sands Hotel, Expo Center  
 Las Vegas, Nevada

For the most current information about  
 SAAC activities, please remember  
 to check "events" on the  
 SAAC web site:  
[www.saac.net](http://www.saac.net)

### Sudoku Puzzle - 4 Star #3

9		3			2	8	7	
6				7	4			9
4						3		6
			7				8	
			8		6			
	6				9			
2		1						7
7			4	1				8
	8	6	2			9		1

#### Rules of Sudoku

Sudoku is a simple and friendly puzzle. The 9x9 grid has its own deep world of logic. This is pure enjoyment when a number comes up in your mind with simple reason.

- 1) Place a number from 1-9 in each empty cell
- 2) Each row, column and 3x3 block bounded by a bold line (nine blocks) contains all the numbers from 1-9

#### Sudoku Puzzle

8	9	5	7	6	2	3	1	4
4	3	6	1	5	9	2	7	8
2	1	7	8	3	4	9	6	5
9	8	1	4	2	7	5	3	6
7	6	2	3	8	5	4	9	1
3	5	4	9	1	6	7	8	2
5	7	3	6	4	8	1	2	9
1	2	8	5	9	3	6	4	7
6	4	9	2	7	1	8	5	3

ANSWER TO SUDOKU PUZZLE - 4 Star #2  
 (June Issue)