



SIGNAL E NEWS

DECEMBER 2016

Get Info

[CPPA Website](#)

[Calendar of Events](#)

In This Issue

['Tis The Season](#)

[Cliff's Corner](#)

[PEAKE Award Nominations](#)

[EXPO EAST ... June 2017](#)

Important Dates

December 8, 2016

Annual Mtg & Holiday Party

[Read More or Register](#)

December 15, 2016

Monthly Webinar

[Read More or Register](#)

December 30, 2016

PEAKE Awards Deadline

[Read More](#)

January 1, 2017

2017 Dues Renewal

January 8-12, 2017

PPAI EXPO

[Read More or Register](#)

January 31, 2017

CPPA PEAKE Awards

[Read More and Register](#)

February 1, 2017

CPPA Winter EXPO

[Exhibitor Reg Now Open](#)

[Distributor Reg Open](#)

March 2, 2017

CPPA Hockey Night

Upcoming Events with CPPA



The CPPA Board of Directors would like to send you best wishes as we enter the holiday season. We hope you will be celebrating with family and friends.

We also hope you are planning to celebrate with industry friends at the upcoming [CPPA Holiday Party and Annual Meeting](#) on Dec 8. We will toast another year of service, celebrate the leaders of the past and elect the incoming leaders for 2017. ([Members who cannot attend can submit vote by proxy by clicking here.](#))

Speaking of 2017, it will be here before we know it and we want to be sure you are planning to join us for the [Peake Awards Celebration](#) (Jan 31) and [Winter EXPO](#) (Feb 1). Nominations are being accepted until Dec 30 and registration is open for both events. (Click the links above to nominate an industry star or to register for the events.)

Lastly, the Board would like to thank you for your continued commitment to CPPA. In coming weeks you will be asked to renew your membership for 2017. We hope you are maximizing your

[Read More or Register](#)

June 12-14, 2017

EXPO EAST

[Read More and Register](#)



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membership with us and would appreciate any feedback you can provide as to how CPPA can help you do just that.

May the coming year bring good tidings for the industry, our members and for our association.

Cheers!

This Is WHY I EXPO

I Take Walks on the WILD SIDE

The PPAI Expo equipped me with the tools I need to perform at my best. Success to me means I'm able to handle urgent deadlines and last-minute client meetings without having to sacrifice my own time. While others are scrambling to finish unexpected projects, I'm spending my time exploring nature with my furry friends. The PPAI Expo helps me be successful and reconnect with nature.

— This is WHY I EXPO
Kristine, Motivational Kicks
#WhyIExpo

Registration & Housing Are Now Open

ppai.org/expo

PPAI EXPO

January 8-12, 2017 • Education January 8-9 • Exhibits January 10-12 • Mandalay Bay Convention Center • Las Vegas

"Enhancing the Client Experience... Reaching New Heights in Customer Service"

Credit: Cliff Quicksell, Jr., MAS

An amazing amount of information is being circulated about creating a unique user experience as it relates to sales and marketing. Is this the latest trend? Yes, and it goes beyond just sales and marketing.

Companies face various challenges: untrained workers, lack of accountability, and a less than average work ethic. What happens when a customer service person is presented with an issue or problem; how is it resolved?



I think it's important to take a moment and reflect what goes on in the mind of our clients; remember they have numerous choices. How well have you trained your staff? They undoubtedly understand the nuances of your business, but what about those of your client? I believe if we can have our customer service folks realize that EVERY tough we have with our clients is an opportunity to build deeper trust and loyalty, two attributes that have all but been cut from the business fabric today.

So, as a business owner, what should you be looking for in that top notch customer service person? [Read more here](#)

Nominations for the 2017 PEAKE Awards Open

Each year, Chesapeake Promotional Products Association proudly presents the Peake Awards to honor excellence and creativity in our association and industry. Nominations will be accepted until December 30, 2016.

Annual
Call For
Nominations



Awards will be presented January 31, 2017 at the Annual PEAKE Awards Ceremony.

Only CPPA members may be nominated.
[Click here to view the Online CPPA Member Directory.](#)

[Submit a nominee for a Distributor Award](#)
(Nominators should be supplier members)

[Submit a nominee for a Supplier Award](#)
(Nominators should be distributor members)

[Submit a campaign for the "Excellence in Awards" Campaign](#)

Distributor Awards

PEAKE Distributor of the Year

PEAKE Distributor Sales Rep of the Year

PEAKE Distributor Inside Support Person of the Year

CPPA Rising Star

THE PEAKE Award

Supplier Awards

PEAKE Supplier of the Year

PEAKE Factory Rep of the Year

PEAKE Supplier Internal Support Person of the Year

PEAKE Multi-line Rep of the Year

CPPA Rising Star

THE PEAKE Award

Campaign Awards

"Excellence In Promotions"

Presented by:



EXPO EAST to be held in June 2017



Last Wednesday in a PPB Newline Breaking News alert, PPAI released new show dates for Expo East 2017. Expo East, produced by PPAI in partnership with the Specialty Advertising Association of Greater New York (SAAGNY), will be held June 12-14 at the Atlantic City Convention Center in Atlantic City, New Jersey. The show begins with an education day on Monday, June 12, with exhibits opening June 13 and continuing through June 14. [Read more here](#)



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