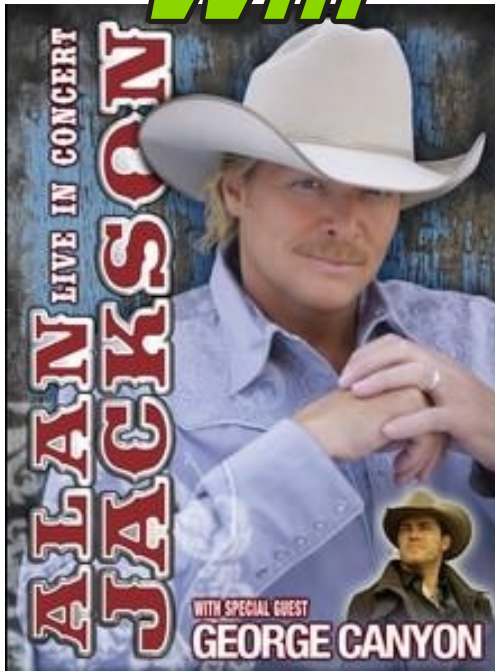


## Win



Two Club Seats tickets to Alan Jackson at the new Abbotsford Entertainment Centre Friday November 13th/09



<http://www.abbotsfordcentre.ca/advertising.aspx>

Here is how you can WIN!

Your name will be entered for every order placed with a min. of \$2500.00 (before tax and shipping)

Draw will be made on October 30th and the winner will be notified immediately.

**Good Luck to all!!!**

## Top 7 Ways to Motivate Your Team

- 1. Involve them.** Many employees want to be involved in the ongoing development and progress of their company. Plus, they often have insightful ideas that can make a significant difference in the company.
- 2. Communicate.** A frequent axiom in business is, "No news is good news." However, employees want regular updates on the progress of the business and their personal performance. Use memos, email, telephone, and one-on-one and group meetings to keep your team apprised of changes, updates, new products, etc.
- 3. Celebrate individual and team performance.** Catch people doing something right and focus on recognizing excellent performance. Provide positive reinforcement, issue awards, use a corporate newsletter to highlight specific achievements. Send thank-you cards and congratulatory notes, make phone calls, and send emails.
- 4. Set challenging goals.** My experience has taught me that people strive to achieve what is expected of them. If you set challenging goals your team will work hard to accomplish them, providing of course, they are realistically attainable.
- 5. Give them the tools to succeed.** No team will stay motivated if they do not have the necessary tools required to do their job. This includes; equipment, internal support, inventory, marketing materials, training, etc.
- 6. Manage poor performance.** Your team expects you to manage individuals who do not perform to standard. However, many managers ignore these situations because they are afraid to deal with them, hoping instead that the situation will resolve itself. It never does and this "blind" approach affects profitability, causes higher turnover, and generates low morale.
- 7. Believe in your people.** The majority of people want to do well – very few individuals approach a job with the intent of screwing up. Yet, many managers run their business thinking that employees must be treated with a "watchdog" mentality. They install hidden cameras, monitor email, and set up procedures that require employees to get multiple approval signatures for decisions.

## Client SPOTLIGHT

When we decided to profile Robert Higgins President and co-founder of Advanced Nutrients, I simply called him to ask if he would be willing to participate.

I quickly learned on the call that Robert was at Murphy's Fishing Lodge. He was on a company awarded salmon fishing trip for several of his sales employees, and yet still answering business calls.

Though he did state he was only taking what he deemed "very important calls", he also assured me that my call was important as it contributes directly to his company success.

What really amazed me was this type of dedication and willingness to spend the next 30 minutes talking passionately about his business and fielding questions for this newsletter. He even had someone take a picture (below) and e-mail it to me because he happened to be wearing a Sudden Impact T-Shirt that I had given him several days earlier at The Abbotsford Chamber of Commerce Annual Golf Tournament. How was that for timing! Crazy!!!

Sudden Impact has been supplying Advanced Nutrients with all of their branded apparel and promotional products for the past 10 years. Over this course of time, we have created a wide variety of solutions that have helped Robert and his partners company become the leading supplier of hydroponic fertilizers in North America and around the world. Each year Advanced Nutrients hosts a World Party in different cities in North America to treat his loyal customers to an event they are sure to talk about for a very long time. These parties generally host over 1000 people. Sudden Impact is given the task to bring brand awareness and creative memorable products that guarantee lasting results to this cutting edge company.

Here is what Robert had to say about some of the promotional products used at these shows, and other marketing campaigns.

### What was the most strategic or memorable promotional product you have ever used to make an impact?

Well... that's a tough question to narrow down to just one key product. We always want that "WOW" ... you know..that simply tremendous response when we award good customers with top quality logo'd apparel like t-shirts, ball caps or a useful item to remind them of us...let's see...



You know Warren...if I had to pick out just one item it would have to be all those incredible snowboard jackets you did for us.. They were originally just exclusive to all our staff and yet customers still rave about those snowboard jackets and keep asking for them.

We did buy some of them just for our top accounts and they tell us it was their favorite gift they ever received from a friend in business.

### What can you contribute to help other companies take their brand to the next level?

That's an easier one to answer...

If you are serious about becoming successful in business then you had better be consistently building deep meaningful repoire with your customers at every opportunity. By treating your customers like a business partner yet knowing them better than your closest friends are key factors to real success.

People are much more willing to buy in abundance from a professional in business who has also become a close friend. You can help quickly develop your relationship to this level, by frequently gifting customers as friends, with thoughtful logo'd items that fit their lifestyle. Through the law of reciprocity your generous logo'd gift will be richly rewarded with sales, sales and more sales.

### I asked Robert what was one of the most effective programs we put in place for his employees?

Having a solid corporate culture is knowing that all your staff embrace the team experience, and become something much bigger than they are as an individual. We first started just dressing our sales team in shirts with our corporate logo years ago. Then

Sudden Impact suggested putting our logo on a great jacket for our entire staff, that they would gladly wear everyday. My initial response was this will be costly, and I will never get the value out of a jacket that is not seen directly by our customers.

Well Warren...your persistence really paid huge dividends for us as you know.

When I thought about the simple facts of what makes people feel like they belong... the value of giving everyone a jacket far out weighed the costs. You even gave me a great option on the first run we did using a fun fleece jacket that the staff would be comfortable in all day.

Not only did this first fleece jacket help bring the entire company together as a team... it was the beginning of a much clearer understanding of the powerful response that comes when everyone is made feel important and they all belong.

As you are aware, I now ensure that all staff get cool company branded clothing several times a year, and it makes Christmas gift giving "WOW" yet corporate easy.

### Why do you use Sudden Impact Promotional Products.

Sudden Impact seems to always be more than one step ahead of the trends in new forward fashion and cool custom gadgets to "WOW" our customers.

There are now many examples over the years where we needed a large quantity of custom done rush order items that any other company would have surely let us down on.

The quality of clothing products are always impressive and makes my team stand out way ahead of the competition.

The amount of other cool items you work with almost overwhelming, yet Sudden Impact seems to quickly narrow down the perfect choice that works for us and our customers.

Picking up the phone and calling Sudden Impact...puts me in direct contact with professionals and the industries best brand awareness friend.....

# Tips for Successful Networking...

1) **Make sure you know what your goals are in participating in the network meetings.** This means choosing a network meeting that suits what you are looking for and the direction you are headed in.

2) **Create a 20-second verbal business card.** This means creating a brief, clear, concise way of communicating to people who you are, what your goals are, and what you have to offer them and their business.

3) **Make real connections with people be genuine. Smile!** Networking is about connecting with people, not just collecting their business cards. Part of the goal of networking is to build a web of people that you have a meaningful relationship with. Remember, it's not just who you know, it's who knows you.

4) **Get Involved.** Participating in committees or holding volunteer positions with the organizations is a great way to stay present in the minds of the members and give back to the groups that help you and your business.

5) **Timely and consistent follow up is essential to successful marketing.** Contact people you have met who might benefit from what you do and vice versa. Let them know that you enjoyed meeting them, and ask if you could get together and discuss some ideas.

6) **When you receive referrals, follow through quickly and efficiently.** When people pass along referrals, your actions are a reflection on them so it is important to be respectful of that and make those contacts promptly.

7) **Lastly, the more places and times you are meeting people, the more likely it is that you will find what you are looking for.** The more people you know and the more people who know you, the more likely it is that you will get the business you want.

Source: <http://www.bcjobs.ca/re/career-advice/career-advice-articles/networking-advice/powerful-networking-tips-top-strategies-for-career-success>

Source: [www.businessknowhow.com/tips/networking.htm](http://www.businessknowhow.com/tips/networking.htm)

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## SKILLET GINGER CHICKEN WITH CILANTRO AND LIME

Recipe...



### INGREDIENTS:

- 8 oz vermicelli or whole-wheat angel hair pasta (dry)
- 2 tsp peanut oil
- 3 cloves garlic, minced
- 1 tbsp minced fresh ginger
- 1 lb boneless, skinless chicken breasts, cut into 1-inch pieces
- ¼ cup reduced-sodium soy sauce
- 2 tsp toasted sesame oil
- 2 tbsp fresh lime juice
- ¼ cup chopped fresh cilantro
- ¼ cup chopped scallions (white and green parts)
- Lime wedges for garnish (optional)

### INSTRUCTIONS:

1. Cook pasta according to package directions. Drain, reserving ¼ cup of cooking water.
2. Meanwhile, heat peanut oil in a large skillet over medium-high heat. Add garlic and ginger, and cook 1 minute. Add chicken and cook until golden brown on all sides, about 3 to 5 minutes. Add reserved cooking water, soy sauce, sesame oil and lime juice. Bring to a simmer. Add pasta and cook 1 minute to heat through, stirring frequently.
3. Remove from heat and stir in cilantro and scallions. Serve with lime wedges on the side, if desired.

The first couple to be shown in bed together on prime time television were Fred and Wilma Flintstone.

Coca-Cola was originally green.

Every day more money is printed for Monopoly than the US Treasury.

Hawaiian alphabet has 12 letters.

Men can read smaller print than women; women can hear better.

City with the most Rolls Royce's per capita: Hong Kong

State with the highest percentage of people who walk to work: Alaska

Percentage of Africa that is wilderness: 28%

Percentage of North America that is wilderness: 38%

Barbie's measurements if she were life size: 39-23-33

Cost of raising a medium-size dog to the age of eleven: \$6,400

Average number of people airborne over the US any given hour: 61,000.

Intelligent people have more zinc and copper in their hair.

The world's youngest parents were 8 and 9 and lived in China in 1910.

The youngest pope was 11 years old.

First novel ever written on a typewriter: Tom Sawyer.

The name Jeep came from the abbreviation used in the army for the "General Purpose" vehicle, G.P.

The cruise liner, Queen Elizabeth II, moves only six inches for each gallon of diesel that it burns

Each king in a deck of playing cards represents a great king from history:

Spades - King David  
Clubs - Alexander the Great,  
Hearts-Charlemagne, and  
Diamonds - Julius Caesar.

$111,111,111 \times 111,111,111 = 12,345,678,987,654,321$

## Where will your brand be in February 2010?

No one knows exactly how many visitors will attend the 2010 Olympic Games in Vancouver. But it is estimated to surpass the 2006 Winter Olympics in Turin, Italy which drew more than a million people.

So my questions to you is; where will your logo be in February 2010?

Just imagine the possibilities of exposing your brand, website or image to all of these potential. Not to mention the local residence that will be attending sporting events, entertainment venues throughout the city of Vancouver.

Envision the possibilities of your staff, team members or community proudly wearing your brand on a toque, travel mug or vest at the various festivities. Potential clients checking out your website on their blackberry as they wait in line only because they can see it on the back of a jacket. Someone calling on your business because they have the phone number on a light up keychain they've just received? The possibilities are only as limitless as ones imagination, and it's an advertising opportunity to expose your brand and image to a huge amount of prospects. Start imagining now at [www.suddenimpact.ca](http://www.suddenimpact.ca)

## Create a Reaction They'll remember you more

SURE, TIMES CHANGE, fads come and go, but regardless of what you are giving, a gift never goes out of style. Walk with me on this one. Once you leave work, you enter a home life, and home includes birthday parties, house warming, anniversaries, graduations, new babies and weddings.....What's in common between your work life and home life? Gifts! My message is two-fold.

\* First, it doesn't matter if your gift is large or small, just plan to give.

\* Second, it's not what you give; it's how you give it.

Gifts help build on relationships. They give us something to talk about and of course, something to use or experience. When you take a look at the facts, "Business Gifting" is the leading reason why people buy promotional products, making up 26% of the promotional marketing sales. You simply can't underestimate the power of receiving a free gift. And this year there is something for every budget out there.

This takes me to my second point. How do you take a regular gift and kick it up a few notches so the recipient is further exhilarated by it? Take this example to

help you get inspired this holiday season:

Excellent example: Rather than using just a logo on a mug, a creative team designed an image that read: One day, someone showed me a mug that was half full. And he said, "Is this half full or half empty?" So I drank the contents...Problem solved! Metromedia Customers who received the mug (full of steaming hot coffee - of course!) are still talking about how the mug made them laugh and they have since shown colleagues and loved ones.

Your creativity is unlimited when you realize that the imprint just doesn't have to be "your logo" again.



In a nutshell, business gifts are still number one way to win hearts and build relationships no matter what your budget, as long as your creative hat is on...or you are partnered with a promotional product distributor who wears one! SUDDEN IMPACT Promotional Products

By Sandra Black, MAS - PPPC Promo Vantage Volume 3, Number 3 - Gift Giving catalogue