

Philanthropy's Future IN GOD'S HANDS p.60

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**ROCK
ON** TERRY DAVID
MULLIGAN'S
SECOND CHANCE

**WOMEN,
INTERRUPTED**
THE LOSING BATTLE
FOR LAW FIRM
EQUALITY

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Pass

The Last Good Boss

RICHARD SKUJINS TREATS
HIS WORKERS WELL

HE PAYS THEM FAIRLY

IT



Inside B.C.'s employment standards controversy

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A MILL-TOWN
MAKEOVER

Display from Jun 9/10 to Jul 6/10

PW40065475 R07956





PROMO PUSHER:
A well-branded promotional-products supplier, Warren Kindellan, shows just how fashion can send a message

they've grown up, gone to school and planned to be in promotional products at the onset of their career," admits Ahad, who got his start 20 years ago working for a supplier. "A lot of people fall into it." And a lot of people fall in love with it too, he adds.

Langley-based supplier Warren Kindellan is obviously having a ball. The president of Sudden Impact Clothing Co. is all panache in a three-piece suit, white loafers and logo-embroidered fedora. He's pulled out all the stops to impress his clients, with a VIP lunch at a nearby hotel before escorting them to the hall to survey the wares. He laughs with the vendors, but Kindellan is serious when discussing the industry. "We're about

dealing with people; it's about emotions," he says, noting that novelty calculators and licence plate frames can be a force for good in the world. "In the end, we're branded apparel and promotional products to help educate corporations, to help build a business, to help create some form of call to action. . . . These products can help do that." Case in point: his client, Karen Shipman of Squamish Nation Health Services, makes a beeline for a booth flaunting beaded lanyards and sparkly shoelaces. She's on a mission to reach out to youth.

Ultimately though, it's their functionality that keeps these items from winding up as landfill fodder, says Martin Blanchet, another supplier. In a rare quiet moment at his innocuous-looking booth, Blanchet peels a clear plastic ruler off a wall cluttered with bookmarks, magnets and calendars. "This costs less than a dollar and people hold on to it for years," he says. "Think of another product that does that."

— Jessica Barrett

Fridge Magnet Makers of the World Unite!

Celebrating the \$4-billion "trinkets and trash" industry

As Ed Ahad strolls through a crowded hall at the Vancouver Convention Centre, you get the impression he's a bit of a rock star. Several hundred people are browsing the stalls at the annual promotional-products trade show, busily stuffing samples of the usual and not-so-usual wares – pens, stress balls, individually wrapped coniferous saplings – into complimentary totes. People stop mid-sentence as Ahad walks by, putting down their swag to give him a hearty handshake and a congratulatory pat on the back.

"Great show this year, just great," says

one man, turning back to inspect the etched-glass statuettes, key chains, golf accessories and countless other knick-knacks on display.

Ahad smiles sheepishly. The promotional-product industry in Canada is a tight-knit network, he explains. "It's like a big family."

As president and CEO of the Promotional Product Professionals of Canada, or the PPPC, Ahad is patriarch. Indeed, at the Vancouver stop of the organization's annual Travelling Optimum Promotional Show the suppliers, distributors and invited guests seem extraordinarily happy to see each other.

With nearly 1,400 members, Ahad says, the Quebec-based PPPC represents about half of Canada's nearly \$4-billion promotional-products industry, the fastest growing part of the advertising-media sector. The non-profit organization brings distributors and suppliers together and offers educational courses for professionals in this admittedly oddball field.

"Nobody's going to ever tell you that