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The trend is UP for Bankers sales



Orders from across the Bankers field sales team have picked up significantly in the last three weeks. During week 36, sales were up 17.5% versus last year. During week 37, the gain was 26.7% and for

week 38 it was 16.7%. Undeniably, our markets are beginning to improve.

The Wall Street Journal recently reported that FedEx shipments were up 20% over the same period a year ago. Overall, it appears that we can project that Q4 promotional products activity will be ahead of last year. Advertising is typically one of the first segments to respond when the economic environment improves, and customers appear to be increasing their marketing activities to secure revenue from a growing market. Don't be left out of this expansion!

September sales reflect increases for embroidered apparel, calendars, writing instruments and gift items. At the same time, many clients are refilling their promotional products closet with staple items after not buying in 2009. In the last four weeks we've also seen several sample requests for products featured at the Fall Gift Meetings. Sampling activity by representatives is up from 80 per week to 160, and is also contributing to the spike in sales. Keep putting those samples to use – it's working! Remember, too, tasting samples from Maple Ridge are now shipping and buyers are considering a variety of food gifts.

There have been many positive comments on the

new online order form. Overall, this project appears to deliver a useful tool aimed at improving your efficiency by reducing the time it takes to enter an online order. If you haven't used the new form yet, please do. And continue to share your comments; we consider all ideas for improvement.

During the gift shows we received good feedback on the "Shop Now" icon on the BAC website. When you get a chance, take a look at this new feature. Product search now allows you to send an e-mail image of a product to your customer's e-mail address. Try this feature – it's fun! In fact, to spur activity the next five BAC sales people to use this tool and send me an e-mail of a product will receive a free lunch. My e-mail address is dbeussink@bankersadvertising.com.

The Bankers home office team traveled several thousand miles in August to conduct the gift shows. It's now time to take the ideas shared and put them in front of customers and prospects. Let us know if you need assistance in doing so. Also, we encourage you to strive to get seasonal orders in early and remind customers of the need to do so. There have been occasional backorders of late and the best way to ensure on-time delivery is to get orders in early.

It's a pleasure to be associated with each and every one of you. Good Selling.



A handwritten signature in black ink, appearing to read 'Donald R. Beussink'.

Donald R. Beussink
President

Providing *you* the *advantage* since 1896

BankersADVERTISING
COMPANY

Leaders of the week

TOP VOLUME

CHARLIE KOLKMEIER
 NICK CILEK
 GAYLORD MAURER
 ANN PARKER, CAS
 KIRBY SOFFER, MAS
 TIM CHAMBERLIN
 CHRIS HANKE
 GLENDA STORMES-BICE, MAS
 DEREK SMITH
 DAVID SPRAGUE
 SHARON DENNIS
 BRUCE SHAY &
 BECKIE LUTZENKIRCHEN

NUMBER OF ORDERS

TIM CHAMBERLIN 34
 BRUCE SHAY &
 BECKIE LUTZENKIRCHEN 30
 NICK CILEK 17
 HENRY WISDOM 16
 DEREK SMITH 14
 DAVID SPRAGUE 14
 FRANKIE ALLEN 13
 CHARLIE KOLKMEIER 13
 FRED BARNES 12
 CHRIS HANKE 12
 BILL PAVLICH 11
 ORV BROTHERS 10
 SHARON DENNIS 10
 GLENDA STORMES-BICE, MAS 10

 **new**
 crew

ASHLEY ARMENTROUT
 CHRISTINE HANKE
 MARTHA HOOK



GAYLORD MAURER is traveling his territory and reaping some great sales from his fall harvesting efforts. This week he gathered 11 orders. For starters, he sold 1,000 of the #8830 6-in-1 Big Ad Tools from M-I Line and 1,500 of the #PVPAKR Pull Apart key tag from Gold Bond to a drilling company. These will go to drilling rig workers. Additionally, he sold planners and pens to an irrigation company; roll labels and scratchpads to an internet service provider; key-lights and license plate insert cards to a car dealer; Tri Mountain and Cutter and Buck shirts to a pipe manufacturer; desk diaries to a bank; and calendars to an insurance company.



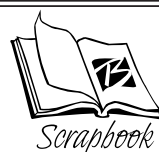
SCOTT PETTIS also generated some nice revenue by selling a quantity of 8,000 of the #4316 of the Twister PolySure Bottles from Evans to a non-profit race committee for distribution at a health festival this weekend. The buyers were searching for a nice-looking bottle at an attractive price, and Scott provided the answer. During the festival, the bottles will be handed out to participants of the half marathon, 4-mile run/walk and the kids/seniors marathon. In addition, the race committee ordered some athletic polo shirts from Holloway for the staff to wear during the event. You might say Scott did an excellent job of “running away” with some nice sales.

- Teresa Widen



GRAPHIC DESIGNS LINE: Please mark your current price list to indicate a 5% price increase to all products, effective immediately. Prices for imprinting only have not increased and remain as currently published.

Bag Makers (37940) is currently running an end-quantity pricing special on the non-woven Big Thunder and Little Thunder tote bags. The EQP's are \$1.43 for Big Thunder and \$1.33 for Little Thunder. These prices are good through the end of the year.



Congratulations to sales partner CAROL SEIB, who is a grandma again. Her daughter and son-in-law, Jennifer and Dan Foster, welcomed Emily Lynn Foster into the world on Sept. 18. Emily was 7 lb. 2 oz. at birth and though she arrived 4 weeks early, she is doing well.

→ [**Advantage**] ← **Headquarters**

BAC signage marks retail shelving



When a leading manufacturer of television antennas recently needed point-of-purchase (POP) signage for a large national retail opportunity, it turned to BAC Promotional Graphics. The resulting rigid-vinyl sign project met the manufacturer's requirements for crisp graphics, on-time production and special packaging.

The "Gondola Header" signs are being used at a camping gear retailer's stores to draw attention to the manufacturer's satellite TV products. The signs, measuring 46- by 8-inches, were produced with screen-printed four-color process graphics on matte white polystyrene. Two holes for hanging were drilled along the top edge. Once installed in the stores, the signs will mark the manufacturer's stock of unique and well-regarded mobile antennas.

The job also required BAC Promotional Graphics to box the 320 signs in packs of four and attach supplied store labels to the cartons. The cartons were palletized and shipped to the retailer's distribution sites for relay to the stores.

This project is one of the latest in an ongoing string of POP signage orders produced at BAC Promotional Graphics. With both digital inkjet and screen print capabilities, BAC Promotional Graphics can meet a wide array of signage needs, in quantities as low as one. When such opportunities arise, consult with your sales manager for more information on how BAC Promotional Graphics can come through for you.

GRAND

sales achievements of the week

PAUL AASEN
BILL ABBOTT
LORI ALBERTS
FRANKIE ALLEN *
ASHLEY ARMENTROUT
FRED BARNES *
AL BROOKS
ORV BROTHERS *
ED CARPENTER
TIM CHAMBERLIN *
BERNIE CHELKO
NICK CILEK *
ALEX COULL
SHARON DENNIS
JANICE ERICKSON, MAS

RICK FINKEL
ALBERTA GILBERT
JACK GRIFFITH
SHARON GUYETTE
CHRIS HANKE *
JANEL HENRY
SHAWNIE HIGGINS
PHYLLIS HODGES
DARWIN JOHNSON
KEN & BARBARA KELSEY, MAS *
JERRY KNOP
CHARLIE KOLKMEIER *
CHRIS LAIBLE
JIM LAMB
LORI LANDRUM



Clappers Sales

The Bankers home office appreciates every order we process but those \$3,000 or more in volume get extra notice. Here's a rundown of these recent "sales worth clapping for:"

DON OLSEN won an ovation for an embroidery order from a high school football team. The team ordered \$7,000 worth of scarves, beanies, sweatshirts, polos and blankets from SanMar.

We cheered robustly for NICK CILEK's \$26,000 total sales of 150 watches and 120 embroidered Ultra Club Jackets from Bodek & Rhodes to a trucking company for its years-of-service awards.

GLENDA STORMES-BICE, MAS got two rounds of applause after she sold 325 writing pads from Leeds and 500 laser pens from Bullet Line to her university's conference planning center for an upcoming conference on engineering science. The orders totaled \$6,900.

There was hearty clapping for ANN PARKER, CAS following her sale of 1,000 mini backpacks from Hit to a university for an order volume of \$3,200. Ann received another ovation for her \$4,000 sale of 300 Gemline coolers to a bank.

KIRBY SOFFER earned applause for his \$13,000 sale of 200 sample towers from Maple Ridge to a lockbox specialist company.



Fall Gift Idea Sales

BOB MCINTYRE sold 100 Wine Lover's Gift Sets from Gemline to a winery.

LYMAN BUTLER sold 300 Paramount pens from Cedar Crest to an educational foundation.

EARL PARQUETTE sold 50 Beanie Scarf sets from the BAC Embroidery Special to a charter school.

TRACY OLIGMUELLER sold 75 Voyager Camera Bags to a company specializing in communications.

DAVE LANGROCK
JOHN MANNION
GAYLORD MAURER *
BOB MCINTYRE
MARGEE MICHAELIS
TRACY OLIGMUELLER
ANN PARKER, CAS
BILL PAVLICH
SCOTT PETTIS
RICH POAGE
TRENT POAGE
RITA PURYEAR
JIM REDSLOB
HELEN ROELLE
DARREL SCHWEITZER
BRUCE SHAY &
BECKIE LUTZENKIRCHEN *

DARRELL SINCLAIR
DEREK SMITH *
KAY SMITH
KIRBY SOFFER, MAS *
DAVID SPRAGUE *
GLENDA STORMES-BICE, MAS *
BRIAN STOTTMAYER
TERRY TAYLOR
MARY THATCHER
CAMELLIA TOBIN
BOB VAJGR
JANEY WALL
SHIRLEY WENDLING
HENRY WISDOM *
JIM YOUNG
*Real Grand

Providing *you* the *advantage* since 1896



Victors remain unbeaten in Bankers Football

Balanced scoring was the key to victory for several teams in the second week of BAC Football. After the second round, there are three undefeated teams and three teams with two losses. Here's a rundown of the latest games:

PACKERS 71 – FOUR DOWN WONDERS 38

The Packers rolled behind the scoring of NICK CILEK, ANN PARKER, KIRBY SOFFER and TIM CHAMBERLIN. Nick scored several points with orders for koozies, key chains and Big Thunder Totes for a used car dealer, and he sold lip balm, BIC pens, and mugs to a hospital. Ann helped her team with sales to her a university for items that included felt pennants, jotter pads and medallions. Kirby cashed in by selling stadium cups, flyers and koozies. Tim closed out the scoring for his team with 34 orders for the week, including t-shirts to a school, hand sanitizer and full-color magnets to a local hospital, and mini footballs and volleyballs to a used car dealer to support the dealer's local high school.

The Four Down Wonders were led by BILL PAVLICH, FRANKIE ALLEN, BRUCE SHAY and the ORV BROTHERS.

COLTS 59 – ROUGH RIDERS 40

For the second week in a row the Colts used a balanced attack to stay undefeated. Paving the way were FRED BARNES with sales of BIC pens to an insurance agency, embroidered visors to a machine shop and BIC Round Stic pens to an auto glass installer. ALBERTA GILBERT chimed in with sales of license plate frames to an auto dealer, lunch

bags and ceramic mugs to her local gas and electric company, and embroidered shirts to a bank. HENRY WISDOM added points by writing orders for Cedar Crest Blair pens from several pharmacies as well as can coolers, scratch pads and BAC Memo Books from an auto repair shop. TRENT POAGE rounded out the Colts scoring with sales of calendars, clocks and ornaments to a bank.

While featuring skilled play, the Rough Riders didn't cross the goal line often enough to earn the victory. Leading the Riders were JANELL HENRY, TRACY OLIGMUELLER, SHAWNIE HIGGINS, SHIRLEY WENDLING and DEREK SMITH.

UNTOUCHABLES 39 -- PRIDE 29

In the closest game of the week it came down to a last-minute score by GAYLORD MAUER to give the Untouchables a victory. Gaylord scored with an order for 300 embroidered sweatshirts sold to a manufacturing company. Adding to the point total was SCOTT PETTIS, who suggested golf shirts for a construction company and tee shirts for a local DARE program. DARREL SCHWEITZER helped cement the victory with sales of emery boards to a funeral home and dog tags and pennants to an elementary school.

The Pride just couldn't put together a fourth-quarter push to overcome the late surge of the Untouchables. Leading the Pride's scoring were CHRIS HANKE, ASHLEY ARMENTROUT and DAVE SPRAGUE.

There are three weeks of league play left. Keep selling to help your team earn a victory.

Unique Promotional Solutions for the World's Most Important Business . . . *YOURS!*