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## ***Soffer reaches \$3 million sales level***

Returning to the promotional advertising industry has been rewarding in a couple of ways, says KIRBY SOFFER, MAS. Picking up this year where he left off after switching careers five years ago, Kirby recently earned membership in Bankers Advertising's \$3 Million Club. He is only the 35th member of this elite sales group.

Besides the success he's enjoyed, Kirby says the best part about being back in the promotional products business is "reconnecting with my friends at Bankers and other friends in the industry."

He's also impressed with the technological advances, especially the digital printing processes that provide the capabilities for full-color imprints on many products and in low quantities.

While it seems the speed of business has increased considerably, he chuckles that some things like slow responses from certain customers remain the same. Through it all, he says he has found that there are still opportunities with clients both needing and willing to pay for great service. He continues to see the value of promotional products and the services he provides.

Kirby joined Bankers in 1997 and it was a personally memorable year for many reasons. He observed a milestone birthday that year; he and wife Renee celebrated a 10th wedding anniversary, and he earned his CAS designation. In addition, he soon became a member of the Bankers \$125,000

Club and was later named "New Sales Person of the Year."

Kirby joined the \$250,000 Club in 1998 and the \$400,000 Club in 2000. He reached his first million dollars in sales with Bankers Advertising in 2000, notched \$2 million in career sales in 2003 and has now attained \$3 million. Kirby was also recognized as the runner-up for the Raymond L. Bywater award in 2001.

It was a sad day at Bankers in October 2005 when Kirby made the difficult decision to change careers and accept an opportunity in commercial real estate. But he kept in touch with the Bankers staff and some peers, showing once again that the promotional industry's relationships are often binding. There was certainly joy and

excitement at Bankers when Kirby called to express an interest in again selling for the company.

He renewed his efforts by collaborating with previous clients and prospecting for new business. He also attended local tradeshow and educational sessions to catch up on the latest and greatest in products and technology. Kirby's business throughout this year has come from a balanced mix of old and new clients.

Welcome back, Kirby, and congratulations on your latest milestone! The Bankers staff looks forward to recognizing your achievements at the 2011 National Sales Meeting.



# Leaders of the week

## TOP VOLUME

TRENT POAGE  
CHARLIE KOLKMEIER  
NICK CILEK  
GLENDA STORMES-BICE, MAS  
GAYLORD MAURER  
DIANNA WHITCOMB  
SHARON DENNIS  
MARY & MIKE WHITAKER  
CARROLL PERLANDER  
TIM CHAMBERLIN  
LORI ALBERTS  
BRUCE SHAY &  
BECKIE LUTZENKIRCHEN

## NUMBER OF ORDERS

TRENT POAGE 31  
BRUCE SHAY &  
BECKIE LUTZENKIRCHEN 27  
TIM CHAMBERLIN 26  
CHARLIE KOLKMEIER 17  
ANN PARKER, CAS 13  
GAYLORD MAURER 12  
KAY SMITH 12  
JANEY WALL 10  
MARY & MIKE WHITAKER 10  
NICK CILEK 9  
SHARON DENNIS 9  
DAVID SPRAGUE 9  
GLENDA STORMES-BICE, MAS 9

 **new**  
**crew**

ASHLEY ARMENTROUT  
MINDY BAZZARONE  
JEFF BUHS  
MIKE FLEISCHAKER



A food wholesaler that PHYLLIS HODGES works with participates in a large tradeshow every fall. This year the client's show theme revolved around Rock 'n' Roll, so Phyllis went to work looking for promotional products to fit that motif. One of the items chosen was a custom lapel pin in the shape of a guitar featuring the client's tradeshow theme. The client ordered 300 of these lapel pins from Gempire. The company also ordered 4,000 BIC Clic pens as an additional hand-out.



NICK CILEK has seen successful for the second straight year with his local blood donation center. The center previously stored various products and tracked its own reward program to thank donors. Eventually, it became tedious and difficult for the center's staff to monitor the program and they searched for a simpler yet still generous reward service. Nick sold the blood center on a program from Selective Gift Institute. The program runs one year at a time and donors are given points each time they donate during that timeframe. Once reaching the minimum reward level, donors can either chose a gift or save their points for higher levels. This year the blood donation center included two gifts at the first level that feature the client's copy. Buyers selected a robe and Seville's Convertible Cooler, both embroidered at BAC Embroidery. The program that ended Sept. 30 provided Nick close to \$10,000 in sales.

- Erica Kelley-Gogel, CAS

## Sales worthy of special attention



The Bankers home office continues to celebrate the ongoing success of sales partners, including special applause and noise for orders topping \$3,000. Here's the rundown on recent "hand clapper" orders:

GAYLORD MAURER earned a round of applause for his \$10,200 sale of 300 Alpha full-zip hooded sweatshirts. They were screen printed at Graphic Printing and handed out to employees of a drilling company.

CAROL SEIB won an ovation for her sale of 140 gift kits to a retreat specialty company. The order totaled \$4,150.

We got really excited over NICK CILEK's two recent clappers. He sold 5,000 lip balms for a local birth control advocacy campaign in a deal that totaled \$4,600. Nick also sold 100 custom ties and scarves to a hospital's radiology department for an order volume of \$4,000.

GLENDA STORMES-BICE, MAS won a raucous salute for her \$7,500 sale of 25,000 Bag Makers full-color, die-cut handle bags to a university office.

ALEX COULL got the clappers shaking mightily with his massive \$25,200 order to a credit union for 70,000 BIC Clic Stic Pens.

Finally, we cheered for ANN PARKER, CAS when her sale of 474 pair of sweatpants to a breast cancer research foundation was announced. There were two orders for the Graphic Printing screen-printed pants and together they totaled more than \$13,000.



## Cooler weather means outerwear sales

The golf clubs have been put away for the season, most of my shorts are now stored in the basement until next spring, our rose bushes are covered, and football season is in full swing. Fall is here – and so is the embroidered jacket business.

Cooler weather has us looking in closets at jackets of past seasons with visions of new outerwear dancing in our heads. Fall is a good time to introduce outerwear to your customers to outfit their employees as temperatures drop, or for the upcoming holiday season as gifts for staff and customers. There is certainly no shortage of quality outerwear available, and you can help buyers find the right item to fit their budgets.

In the past few weeks, you have received a 2011 Tri-Mountain catalog which continues the line's attractive selection of proven and new outerwear styles. The #690 Prospect, #6400 Flight, #6420 Ascent, #8000 Volunteer, #8800 Mountaineer and #4600 Timberline are proven sellers from past years. Tri-Mountain's new styles – like the #687 Insight, #7360 Destination, #7380 Territory, #6815 Rosemont, #6825 Rockford and their new camouflage items – #122C Momentum Camo, #622C Force Camo, #689C Perspective Camo and the #4686C Timberline Camo – are likely to become strong sellers.

Of their 200 new clothing styles, Port Collection added several new and good-looking outerwear pieces. These include the #F246 Sport-Tek Fleece Hooded Sweatshirt, #ST850 Sport-Wick ½ Zip Pullover, #LST850 Ladies Sport-Wick ½ Zip Pullover, #LOG201 Ogio Ladies Minx Jacket, #OG201 Ogio Torque Pullover, #J706 Textured Hooded Soft Shell Jacket, #L706 Ladies Textured Hooded Soft Shell Jacket, #XL5082 Columbia Ladies Avery Park Jacket and the #WM5416 Columbia City

Trek II Jacket. These are in addition to Port Collection's staple products like the #CS620 Cornerstone Thermal Lined Hooded Sweatshirt, the #J754 Challenger and the #JP77 R-TEK Fleece Jacket.

Four salespeople – CHRISHANKE, LINDA MERCIER, TIM CHAMBERLIN and EARL PARQUETTE – have sold the Beanie/Scarf Set. With many samples requested, more orders are sure to follow.

With six weeks to Thanksgiving, it's time to suggest gifts. Nothing makes a better gift than apparel, and I suggest showing it early. We do our best to produce last-minute business, but selling early helps avoid special shipping charges and inventory issues.

Don't forget all orders for Bankers Embroidery (as well as those for TruArt Calendars and BAC Promotional Products) qualify for an Advantage Bonus when sold and processed before Oct. 28. Many of you have done a tremendous job showing apparel – you have to show it to sell it! Bankers Embroidery has received orders from 86 sales people so far in 2010. I'd like to see the number grow to 90, so if you haven't sold an order yet this year, let your customers know you have apparel.

CHARLIE KOLKMEIER leads the way with \$95,000 in sales for Bankers Embroidery, followed by NICK CILEK and LORI ALBERTS, each with more than \$50,000 in sales. LARRY MOORE, MARGEE MICHAELIS, TIM CHAMBERLIN and DARWIN JOHNSON have all topped \$30,000 in sales, followed by DARRELL SINCLAIR, DEREK SMITH and GAYLORD MAURER with \$15,000 each. Those over \$10,000 in sales are GLENDA STORMES-BICE, MAS, JANEY WALL, BARB DAVIS, ED CARPENTER, JACK ASBURY and TRACY OLIGMUELLER.

Thanks for thinking apparel and Bankers Embroidery.

- Brian Johnson



### sales achievements of the week

BILL ABBOTT  
LORI ALBERTS \*  
FRANKIE ALLEN  
ASHLEY ARMENTROUT  
JACK ASBURY  
FRED BARNES  
ORV BROTHERS \*  
JUDY CANTONI  
TIM CHAMBERLIN \*  
LARRY CHILDERS  
NICK CILEK \*  
ALEX COULL  
SHARON DENNIS

SHARON GUYETTE, MAS  
CHRIS HANKE  
MARGARET HARRIS  
DARWIN JOHNSON  
KEN & BARBARA KELSEY, MAS  
JERRY KNOP  
CHARLIE KOLKMEIER \*  
DAVE LANGROCK  
JOHN MANNION  
GAYLORD MAURER \*  
BOB McINTYRE  
LINDA MERCIER  
LARRY MOORE

DAVE PALSA  
ANN PARKER, CAS  
EARL PARQUETTE  
BILL PAVLICH  
CARROLL PERLANDER \*  
TRENT POAGE \*  
DARREL SCHWEITZER  
CAROL SEIB \*  
BRUCE SHAY &  
BECKIE LUTZENKIRCHEN \*  
JOHN SHEEHAN  
BILL SMITH  
DEREK SMITH

KAY SMITH  
KIRBY SOFFER, MAS  
DAVID SPRAGUE  
GLENDA STORMES-BICE, MAS \*  
JERRY TRIMBLE  
BOB VAJGRT  
JANEY WALL \*  
SHIRLEY WENDLING  
MARY & MIKE WHITAKER \*  
DIANNA WHITCOMB \*  
TOM WHITE  
\*Real Grand

# Providing *you* the *advantage* since 1896



## 'Wonders' notch first Bankers Football win

Week four highlights for Bankers Football include win number one for the Four Down Wonders, coached by John Sunstrum, and only one team remains unbeaten, the Colts led by Cathy Griffith.

### FDW 45 - PRIDE 25

The Wonders used a balanced attack to earn their first victory. Leading the way was BILL ABBOTT, who scored with orders for BIC pens, pencils and Quikey coin holders from a barber. ORV BROTHERS added sales of BAC 9711 memo books to a small engine repair client, calculators to a bank and drinking glass sets to an insurance agent. KAY SMITH chipped in by selling ice scrapers to a funeral home, pens to an equipment company, and Koozies, bag clips and ice scrapers to an insurance office. BRUCE SHAY scored big with his real-estate program, recording orders for wall calendars, document cases, desk calendars and closing pouches.

Leading the Pride this week were ASHLEY ARMENTROUT, CHRIS HANKE, DIANA WHITCOMB and DAVE SPRAGUE.

### COLTS 78 - PACKERS 54

Continuing their winning ways, the Colts rolled with scoring from several team members. Propelling the Colts were KEN and BARBARA KELSEY with several sales to a national asset recovery company. Included in their total were orders for sunglasses, luggage tags and mugs. JERRY KNOP scored with sales of Cedar Crest Blair pens to a bar and pizza restaurant, gift bags and BIC pens to a trailer sales client, and zippered padfolios to a transportation service. LINDA MERCIER concentrated on a

local hospital and secured orders for jar openers, key tags and mini basketballs. Linda also successfully suggested calendars to a bank and totes to a local travel agent. JOHN MANNION's funeral home clients added to the winning total with orders for wall calendars, Press-N-Stick calendars and vinyl cases.

The Packers played tough this week with LORI BECKER, TIM CHAMBERLIN, NICK CILEK and GLENDA STORMES-BICE all contributing to the team total.

### UNTOUCHABLES 40 - ROUGH RIDERS 34

The Untouchables pulled out the closest win of the week. Leading the victory charge was GAYLORD MAURER with business for 3-ring binders sold to a construction client. Gaylord also called on a recycling company that selected BIC pens and key chains, and a tire store that chose letter openers. CARROLL PERLANDER added to his team's success with orders for caps (with the LED lights in the visor), scratch pads and calendars from a towing service. DARREL SCHWEITZER contributed sales of tumblers, pens and key rings to a lumber company, and JANEY WALL added orders for calendars, bags, Sharpie markers, ice scrapers and scratch pads from a construction client.

Leaders for the Rough Riders were JUDY CANTONI, ALEX COULL, MARY WHITAKER and EARL PARQUETTE.

Congratulations to all teams for well-played games this week. Week 5 will be the last the regular season games and will determine which teams move into the playoffs.

### Line Note Bankers -BIC Bonanza BONUS

Selling orders from Key Line BIC just got more exciting. Now you can earn a special premium for your efforts. Catalog quantity orders sold and processed between Oct. 8 and Dec. 23 qualify.

You can win one, two or three of the following prizes based on your total sales through Dec. 23:

**Level One (\$2,000)** = AP 7770 Lunch Cooler with embroidered Bankers Logo;

**Level Two (\$4,000)** = AP5370 Computer Back Pack with embroidered Bankers Logo;

**Level Three (\$6,000)** = Both of the above PLUS a \$150.00 credit toward BIC Personal Advertising in 2011.

**So sell BIC products and rake in the premiums!**

*(Tip: Don't forget to promote BIC pens and Sticky Notes as a supply item. Many clients don't know that they can purchase imprinted pens or note pads for their company supply closet at a very reasonable price.)*

**Bankers ADVERTISING COMPANY**

**REACH THE SUMMIT OF SUCCESS**

- New BAC/Tru-Art Calendar Order\*
- New BIC Atchison Bag Order
- New BIC American Portraits Calendar Order\*
- New BAC Embroidery Order\*
- New BAC Promo Graphics Order\*
- New 9711 (T11) Memo Pad Order\*
- Any sale of an item from BAC Spring/Summer Values
- Any sale of an item from the BAC Embroidery Apparel kit
- Any Key Line order for \$1,000 or more
- Any Recommended Line order for \$1,000 or more
- Share BAC Online Idea Book with 10 clients
- Any sale of an item from BAC Fall Gift Special
- Any BAC National Site Quarter Folder Sale, 250 pieces or more
- Set Up a Client Capabilities Presentation with Steve Horner, Director Business Development
- Sell one order (2nd column or higher) from the Bankers 2010-2011 Idea Book

**Earn \$10 for each item completed**  
All items must be completed by 12/23/10  
Returns sent to Bob Kral by 12/15/10

Send cards to Megan Mitchell  
Special Email (must have client permission)  
Call Steve Horner, ext. 1137

Send list to Megan Mitchell

\*A new order for BAC/Tru-Art, BAC Embroidery or BAC Promotional Graphics is defined as an order sold to any customer who did not purchase from that line in 2009.

## Still time to reach the summit

Complete your "Summit of Success" card fully as possible and return to Bob Kral by Dec. 15 to earn extra cash!

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