

# Memorandum



north-american association of uniform manufacturers & distributors – June 23, 2010

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## NEW NAUMD MEMBER BENEFITS NOW AVAILABLE!

### \* **NAUMD Image Apparel Institute Committee Charts New Course!**

**NEW BENEFITS For all NAUMD Image Apparel Members! Re-names Imagewear Dealer Members &**

**Offers Education Track for 2011 Convention & Exposition in Orlando!**

NAUMD's Image Apparel Institute Committee met on June 15, 2010 to discuss a number of new initiatives. These included how to provide better programs and services to assist members in staying ahead of the competitive edge! The results included the addition of a full education program to be presented during the **2011 NAUMD "Innovation in Action" Convention & Exposition** at the **Renaissance Orlando at Sea World, April 29-May 2** in Orlando Florida. The program, which is currently being worked on by two taskforces created during the meeting, will feature all aspects of 21<sup>st</sup> century Image Apparel Program design, creation and delivery. The track will be based on a set of programs presented by VF Imagewear for its customers, but will be enhanced to make it beneficial for NAUMD members! One taskforce is focusing on content and is Chaired by **Brett Barthel** of VF Imagewear, the other is focusing on Promotion & Marketing and will be Chaired by **John Gunzler** of Edwards Garment Company.

- **New name for Image Apparel Dealers to "NAUMD Image Apparel Suppliers"**
- **Education Track Program for the 2011 Convention & Exposition for Image Apparel Members!**

### Overview: NAUMD 2011 NAUMD Convention Imagewear Education Track Topics to be Covered



**A) Industry Structure, B) Opportunity Industries (Healthcare, Hospitality etc.), C) Value Proposition (what image apparel programs offer corporations etc.), D) Sales Process, E) Marketing Program Development, F) Presentation Development & Process, G) Production & Deliverables Pre & Process, H) Implementation and more....**

**Enhancements being added will include: 1) Catalog/electronic Market Materials, 2) Social Networking Marketing Efforts, 3)**

**eCommerce elements, 4) Green Focus, 5) Web/eCommunications efforts (including SEO, Social and more)**

The committee also agreed to respond to the wishes of members who believed that the term "Dealer" was not best for members who sell to end-users in the Image Apparel market and agreed to re-name this NAUMD Member type: **NAUMD Image Apparel Suppliers**. The meeting was the best attended in many years with over 14 members of the committee participating both at the NAUMD office in New York and via Teleconference!

## **\* NAUMD INNOVATION COMMITTEE NEW LEADERSHIP NAMED: FEE CHAIRMAN/O'ROURKE VICE CHAIRMAN-SOURCING**

New York, NY – June 16, 2010 – Officials of the North-American Association of Uniform Manufacturers & Distributors announced today that for the next stage of evolution of the NAUMD Innovation Committee they had named *Brian Fee*, Vice President of Sales with Noble Biomaterials, Committee Chairman and *Mary O'Rourke*, President, O'Rourke Group Partners, LLC as Vice Chairman- Sourcing.



According to NAUMD 2010-11 Chairman Steve Zalkin, President of Alamar Uniforms, Co., the NAUMD Innovation Committee will be taking on an even greater role in providing services and programs for the benefit of all members. *"I truly believe that the Innovation Committee and its focus will become driver of the future of NAUMD. Innovation breeds progress, advances society and leads to efficiencies. Ultimately – Innovation leads to stimulation to our business and aids us in reaching the profits we seek. Technologies that have given us new fabric*

*advancements have made employees across the world safer and more comfortable in performing their job tasks. It is the ultimate goal of NAUMD to help our membership take full advantage of all these innovations so that they may better service their customers!"* Shared Zalkin, included a recent interview appearing in the NAUMD Official Guide.

NAUMD is poised to re-invent itself once again in order to meet the exacting demands and needs of the entire uniform & Imagewear industry. *"We have just begun the process of re-creating all we offer so that members get the education, services and programs they need to better compete in the new economy which directly impacts our industry."* Says NAUMD President Richard Lerman, *"The addition of Brian and Mary will help us take the Innovation Committee to its next logical steps in providing members with intelligence they can implement in their business to better service their customers both in the private and public sectors."* He went on, *"with the reporting and presentations of the Innovation Committee – as well as their contributions to other committees such as the NAUMD Public Safety Committee & the NAUMD Image Apparel Institute Committee – members serving all aspects of the uniform and Imagewear industry will always have the information they need to better compete and serve their customers!"* See Full Press Release on Brian & Mary on the NAUMD website: [www.naumd.com](http://www.naumd.com)

## **\* NAUMD TO PUBLISH SURPLUS ITEM NEWSLETTER FOR DEALER MEMBERS**

### **Submissions Open till June 30th – Use form to offer YOUR surplus items today!**

Apparently one of the biggest challenges NAUMD Member Dealers face is disposing of obsolete merchandise. SO – To help members get rid of this merchandise & turn it into working capital, the Association will be launching a program designed to help turn their distressed inventory into cash! This could certainly help improve the financial strength of your company.

The program is simple – it will be an industry-wide **"classified ad" newsletter** where Member Dealers (only) can list their obsolete products! The newsletter including these products will be sent to all NAUMD dealer members who may well have a need for them. During this trial period, NAUMD will provide classified ad to you as an NAUMD Member in good standing at no charge! Dealers may choose whether or not to include pricing for the products or leave this open. Members may submit as many items as you like space permitting we will include as many as we are able!

Simply complete the form listing your distressed items and submit this to NAUMD by June 30<sup>th</sup>. The first issue will be emailed to all Dealer Members in mid-July. Download item form at the top of this newsletter!

## **\* NAUMD Introduces “Emerging Leadership Group!”**

**Join today & become part of NAUMD’s Future!**

**NAUMD’s Emerging Leadership Group** is now open for membership! Do you have a manager who is in a decision making / policy making position in YOUR company who would benefit from participation in a group where they can: Learn, Network, Gain Leadership Skills, Build lasting business relationships in their industry – and in general become a part of the uniform and image apparel industry community? If so – This new NAUMD group is for them! There is no additional cost to NAUMD Members in good standing for your executive to become a member!



Criteria for membership for the NELG is that a nominated member must be in a policy making/decision making position in their company and are not be more than 50 years old. The NELG governing committee, will be chaired by **Brent Caplan**, Caplan’s and a committee which thus far includes **Miranda Brock**, Perfection Uniforms, **Brian Fee**, Noble Biomaterials, **Lee Galperin**, Smith & Warren, **Robert McIntire**, G&K Services, **Kevin Stewart**, VF Imagewear & **Aviva Tavel**, The Uniform House. The NAUMD Emerging Leadership Group will meet on a regular basis to develop program, service and focus ideas for submission to the Board of Directors for approval. The group’s first event will be presented during the NAUMD 2011 “Innovation in Action” Convention & Exposition April 29- May 2 at the Renaissance Orlando at Sea World, Orlando Florida!

## **\* MARK YOUR CALENDAR:**

### **NAUMD 2010 Imagewear & Uniform Conference- Montreal!**

Members are encouraged to schedule for the **NAUMD 2010 Imagewear/Uniform Conference, November 14, 15 at The Hilton Garden Inn Centre-ville, Montreal, Canada!** The program will feature opportunities to both business network and educational programs! Features include Round-Table discussions on all issues facing the Imagewear/Uniform Industry in Canada as well as international trade. Watch your email and the NAUMD website [www.naumd.com](http://www.naumd.com) for details and registration forms! Have suggestions for topics? Forward them to us at the NAUMD office!

### **\* NAUMD Postal Committee to host Reception & Booth during NALC Convention in Anaheim!**

**NAUMD to place ad in APWU President Burrus Souvenir Journal**

NAUMD’s Postal Committee will host a Reception on **August 5, 2010 at The Anaheim Hilton** in honor of the NALC (National Association of Letter Carriers) Convention in Anaheim, California. In addition, the group will host a Booth during the NALC Convention. Members wishing to assist by sending samples or man the booth along with NAUMD staff are encouraged to contact President Lerman at 212.736.3010 or via email at [rjlerman@naumd.com](mailto:rjlerman@naumd.com) ALL members whose Postal Assessment has been paid are welcome to attend and participate!

NAUMD will be placing an ad in the Souvenir Journal being published by the APWU (American Postal Workers Union) on the occasion of APWU President William Burrus’ retirement. Members wishing to insert their own ads, or support this effort with additional donations may contact President Lerman at 212.736.3010 or via email at [rjlerman@naumd.com](mailto:rjlerman@naumd.com)

### **\* 2011 NAUMD Convention & Exposition Exhibitor Registration now Open!**

**Friday, April 29-Monday, May 2<sup>nd</sup> 2011 – Renaissance Orlando at Sea World, Orlando, FL**

**NOTE: Use the form at the top of the memo to secure your space today!**

NAUMD presents its “**NAUMD 2011 “Innovation in Action” Convention & Exposition in Orlando Florida!** The NAUMD Exhibitor Council, Chaired by Bill Levitt of Mocean, is already at work developing new programs and revising the schedule to meet YOUR needs! The committee will be meeting later this fall, but NAUMD is

gathering members ideas on improving the event through a survey being conducted through SurveyMonkey. The group has already confirmed that the event will be shorter and will include tracks of education for: **\*Imagewear Tracks, \*Executive Management Tracks & Focused Speakers!**  
**\*Exhibitors can already plan to participate and enjoy an early sign-up discount by completing the Exhibitor Kit above!**

## **\*NAUMD Introduces Groups on Linked-In & Facebook!**

**Join today & become part of NAUMD's Future!**

Earlier this month the NAUMD Strategic Planning Committee strongly encouraged the institution of communications through both the Social Communications portals – Linked-In & Facebook. As such NAUMD has created groups on both portals and ALL members in good standing are welcome to look for and request invitations to participate in either or both groups! We will offer discussions on issues, announce events, programs and benefits and more through these important new communications avenues! Would you like to join these groups? If so just send an email to [rjlerman@naumd.com](mailto:rjlerman@naumd.com) to confirm your interest!

## **THANKS AGAIN TO OUR 2010 NAUMD CONVENTION SPONSORS!!!!**

**3M Company, Blauer Manufacturing Co., Burlington Worldwide, Cawley, Cintas, Cobmex Apparel Ltd., Edwards Garment Company, Fechheimer Brothers Company, Liberty Uniform Mfg. Co., Inc., Noble Biomaterials, Inc., Perfection Uniforms, Llc., Strong Leather Co., Swift Galey, Union Line/Rubin Manufacturing, Unison Marketing Group, VF Imagewear**

## **PLEASE WELCOME OUR NEWEST NAUMD MEMBERS**

### **\*Newest in Purple!**

**Affinity Specialty Apparel**, Cleveland, OH – Mr. Michael DiMino, President & CEO

**\*Agion Technologies**, Wakefield, MA – Cyndy Hunter, Director of Marketing

**\*Ally Apparel, LLC**, Newport News, VA – Marchele Bachini, Managing Member

**American Custom Uniform Company**, Minneapolis, MN – Ms. Toby Brill, President

**\*American Textile Systems**, Curritos, CA – Mr. Alan Nathan, President

**Apparel Solutions**, Orange, CA – Ron Steel, President

**Brite Star Services Ltd.**, Alice, TX – Robert McIntyre, President

**Chadsworth & Haig**, Scottsdale, AZ – Lee M. Tulin, President

**Custom Uniform Company**, Aurora, CO – Deb Webster, Owner

**Creative Emblems, Inc.**, Aliso Viejo, CA – Rick Wu, Sales Manager

**Danielle Uniforms**, Bronx, NY – Gary Perlson, President, Cory Perlson, Vice President

**\*Dee's Uniforms**, Broken Arrow, OK – Paul Brodsky, President

**DRIFIRE, LLC**, Columbus, GA – Mr. Shawn Connor, Sr. VP Government Sales

**DragonTex Int'l, Inc.**, Fort Lee, NJ – David Lin, President

**Eurofex, Inc.**, Niagra Falls, NY – Melissa Rodriguez, Vice President

**Farm Police Supply and Training**, Ryan Nell, Manager

**Fiberlok, Inc.**, Ft. Collins, CO – Brown Abrams, President

**FORTALEZA**, Chihuahua, Mexico, Jose De Jesus Magana Sanchez, President

**Fraternal Blue Line, Inc.**, Milton, MA – David E. Medeiros, President

**\*Freed & Freed International**, Winnipeg, Manitoba, Canada – Marissa Freed, President

**\*Game Sportswear, Ltd.**, Yorktown Heights, NY – Les Tandler, Executive VP

**Gehring Textiles, Inc**, Garden City, NY – Skip Gehring, President

**Global Buy Inc.**, El Paso, TX – Omar Arzaga, President

**HPI Direct**, Dove Canyon, Canada – Bruce J. Kirschner, National Accounts Manager

**Jo-Paul's Inc.**, Richmond Hill, NY, Paul Mandala, owner

**\*Jonar Systems**, Montréal, Quebec, Canada - Allen Mendel, President

**\*Lainages Victor Ltee**, St. Georges De Beauce, Quebec, Canada – Pierre Bissonette, Business Dev. Dir.

**Leader Manufacturing Co., Inc.**, St. Louis, MO – Marc Tenzer, President

**\*McWilliam Apparel Supply, Inc**, Winnipeg, Manitoba, Canada – Scott McWilliam, Partner

**MJ'S 911 Store**, Hackettstown, NJ – John J. Meyer, Owner/FF/MICU Paramedic

**Mornington Corp.**, Brooklyn, NY, Elska Lee,  
Merchandising Manager  
**New York Special, Inc.**, San Angelo, TX – Rosey  
Valez, Owner  
**Noble Biomaterials**, Scranton, PA – John Gillie, Sr. VP  
Government & Industry  
**OMB Police Supply DBA Express Police Supply**,  
Lenexa, KS – Robert Ralph, President  
**\*O'Rourke Group Partners, LLC**, Ventnor, NJ – Mary  
O'Rourke, President  
**\*Outlast Technologies, Inc.**, Boulder, CO – Mike  
Henshaw, Director of Operation  
**Pacific Sportswear & Emblem Company**, San Diego,  
CA – Rich "Dr. Patch" Soergel, President  
**Prime-Tex International**, West Long Branch, NJ –  
Victor Haray, President & CEO  
**Professional Servicewear, Inc.**, East Windsor, NJ –  
Steve Flam, President  
**\*Reality Workwear**, Port Chester, NY – Enzo  
Cancellieri, VP-Sales  
**\*SA Uniform**, Edmonton, Alberta, Canada –  
Christopher Sowa, President  
**Sam and Sara USA, Inc.**, New York, NY – Folake  
Oyemade, President

**Schechner Lifson Corp.**, Summit, NJ – Dave Mack,  
Account Executive  
**Silver Arrows Technologies**, Orlean, VA – Teresita  
Magarino-Sanchez, President  
**Stahls'**, St. Clair Shores, MI – Jason J. Murphy,  
National Sales Manager  
**\*Super Channel Int'l. Corp.**, Markham, Ontario,  
Canada – Thomas Han, General Manager  
**\*Symax Garment**, Vancouver, BC – Norm Bishop,  
President  
**\*Tact Squad**, Corona, CA – Mark Arriola, Marketing  
Director  
**Timberland Pro**, Stratham, NH - Christy Greco, Sales  
& Marketing Coordinator  
**Twin Hill** (div. of Men's Warehouse) Richmond, CA –  
Howard Wecksler, President  
**Uncle Mike's Law Enforcement**, Overland Park, KS –  
Rob Gates, Global Law Enforcement & Government  
Sales  
**\*Uniformes Vazquez**, Ciudad Obrigon Sonora,  
Mexico – Moises Vazquez, Owner  
**Watership by Imperial**, Denver, CO – Gregory  
Frechette, Sales Manager  
**Way to Be, Hayward**, CA – Andrea Ferris, Director  
Customer Solutions & Strategy



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