



This Week!

north-american association of uniform manufacturers & distributors – April 13, 2010

336 West 37th Street, Suite 370, New York, NY 10018 * Phone: 212.736.3010 Ext 205 * Fax: 212.736.3013

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NAUMD 2010-11 BOARD Elected - Zalkin Chairman/ Robinson Vice Chairman

The North-American Association of Uniform Manufacturers & Distributors (NAUMD) today announced the election of its Board of Directors and Officers for 2010-11. In voting by the NAUMD Membership, the Executive Committee included: elected to a 2-year term as **Chairman, Steve Zalkin**, Alamar Uniforms Company, along with **Vice Chairman, Steve Robinson**, Liberty Uniform Manufacturing Co., Inc., **Treasurer Jim Tewmey**, VF Imagewear, Inc. and **Brian Garry**, Cintas as **Member at Large**. **Richard J. Lerman**, NAUMD's President, was elected **Secretary** and **Roger Heldman**, Blumenthal Uniform Company continues as **Immediate Past Chairman**.



Newly elected board members were: **Daniel Broome**, Samuel Broome Uniform Accessories., **Fred Heldman**, Fechheimer Brothers Company, **Bill Levitt**, Mocean Apparel, **Sol Jacobs**, I. Spiewak & Sons, Inc., **Ron Klepner**, Superior Uniforms Group, **Randy Loffspring**, Roy Tailors Uniform Company, Inc., **Phil Newman**, PSC Uniform Apparel by Cobmex, **Ron Pate**, Unison Marketing Group, **Gary Pearson**, 3M Company, **Tom Ronco**, Postal Products Unlimited, **Gary Shultz**, Edwards Garment Company, **Matt Sinclair**, 5.11 Tactical Series and **W. Jerry Vereen**, Riverside Manufacturing Company.

NEW NAUMD MEMBER BENEFITS NOW AVAILABLE!

NEW NAUMD Shipping & Overnight Services Discounts!



Through our affiliation with NAW, NAUMD members can now save up to 29% on select FedEx[®] shipping services and up to 70% on FedEx Freight[®] and FedEx National LTLSM services. NAUMD is proud to support our members and has teamed up with FedEx to help boost your bottom line. If you are looking for reliable and cost-effective shipping, you can count on FedEx to deliver.

NAUMD members can now take advantage of the following discounts on select FedEx services:

- *Up to 29% on select FedEx Express[®] U.S. services, *Up to 25% on select FedEx Express international services,
- *Up to 20% on select FedEx Ground[®] Services *Up to 10% on select FedEx Home Delivery[®] services, *Up to 70% on FedEx Freight[®] and FedEx National LTLSM services

Once you have enrolled in the FedEx Advantage[®] Program, your discounts will automatically be applied to your FedEx account number. Best of all, there are no costs and no minimum shipping requirements to take advantage of this great member benefit. **For more information or enroll** in the FedEx Advantage Program, please go to <http://www.1800members.com/NAUMD> or call 1-800-MEMBERS (1.800.636.2377, 8 a.m.–6 p.m. EST, M-F).



NAUMD & Yellow and Roadway have come together to give you YRC – the genuine heavyweight expert with the most comprehensive network available. NAUMD members can save at least 70% on qualifying less-than-truckload (LTL) shipments. YRC offers flexible, efficient solutions, including comprehensive regional and national coverage with a full suite of guaranteed, expedited and specialized services. **Read more on next pg...**

- **Expedited Precision™** offers you expedited, time-definite, air and ground service backed by our industry-leading customer satisfaction guarantee.
- **Guaranteed Precision™** will get your goods to their destination with a guarantee, ensuring delivery, on or before the standard service date by noon, 5 p.m., or within a customer-defined window, or you don't pay.
- **Exhibit** is a single source to satisfy your shipping needs to, from and between trade shows – including air and ground, expedited and guaranteed.
- **Cross-border** dedicated service to Canada, Mexico and Puerto Rico.
- **YRC.com** allows users to easily access shipping information 24/7.

If you would like to enroll in the NAUMD Shipping Program or would just like some more information please call **1-800-MEMBERS (636-2377)** or visit <http://www.1800members.com/NAUMD>

2010 NAUMD Convention & Exposition HUGE Success!

After the dust settled all agreed that the 2010 NAUMD Convention & Exposition at the Rio All Suite Hotel & Casino had been one of the best ever! Members enjoyed a robust Exposition with many new Exhibitors and returning suppliers, **Gary Lewis & The Playboys** had members dancing in the isles during the **2010 IOY Awards Banquet**, Police Officers shared the importance of their Uniform Programs during the Welcome Breakfast including the 2010 Best Dressed Public Safety Awards, **Jeb Blount** shared impressive new ideas on sales during the inaugural Sunday Innovation Breakfast, The **Postal Town Hall Meeting** introduced members to new National Letter Carriers Association representative Myra Warren & APWU's Rob Strunk & Michael Foster, The **Military Town Hall Meeting** introduced members to new Air Force representative Richard Keifer, US Defense Supply Center's Col. Kevin Stoddard and more! As if this wasn't enough – Monday's Education Day featured invaluable sessions on improving customer relations & sales through new electronic communications including Search engine Optimization, Social Networking Programs and new sales techniques using Linked-In and other programs!

The Convention also included the installation of the NAUMD 2010-11 Board of Directors including new NAUMD 2010-11 Chairman **Steve Zalkin** of Alamar Uniforms! (see all the Press Releases on all NAUMD News at www.naumd.com)

2011 NAUMD Convention & Exposition to Orlando Florida!

Friday, April 29-Monday, May 2nd 2011 – Renaissance Orlando at Sea World, Orlando,FL

NAUMD will present 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 educational programming for: ***Imagewear Section, *Public Safety Section, *Sales & Marketing Section.**
 ☞ *Exhibitors can already plan to participate and enjoy an early sign-up discount by completing the Exhibitor Kit above!*

2010 Image of the Year & Best Dressed Public Safety Awards!

Winners Announced at IOY Banquet & Welcome Breakfast at Rio All Suite Hotel & Casino
 CONGRATULATIONS to all the winners of the 2010 NAUMD Image of the Year & 2010 NAUMD Best Dressed Public Safety Awards Programs! **This year's IOY award winners included:**

CASINO RESORT:? Unisync for Niagara Fallsview Casino, **HEALTHCARE:** Cintas for Florida Hospital Cardio Institute, **HOTEL MULTI-UNIT:** Superior Uniform Group For Hilton Corporate ,**HOTEL SINGLE UNIT:** Omega Frontline Pan Pacific Vancouver, Hotel Single Unit –Luxury - Cintas for The Pierre Hotel, **RESTAURANTS MULTI-UNIT -** Superior Uniforms Group for Ruby's Diner, **RESTAURANTS FAST FOOD -** Cintas for Panda Express, **RESTAURANT FINE DINING -** The Walt Disney Company for Sanaa, **RETAIL ESTABLISHMENTS -** G&K Services for ampm, **CRUISE LINES -** Cintas for Royal Caribbean Oasis of the Seas, **TRANSPORTATION -** Apparel Solutions for Hawaiian Airlines, **SERVICE/INDUSTRY -** Brookhurst Inc. for Mary Kay, **SPORTS ARENA OR FACILITY -** Walt Disney Company for ESPN Wide World of Sports **SPECIAL RECOGNITION -** G&K Services for Class V

This year's Best Dressed Public Safety Award winners included:

**Police Department Under 50 Officers: RED THE UNIFORM TAILOR FOR OLD SAYBROOK POLICE DEPARTMENT!
County Sheriffs Department (a Tie): GUIDRY'S UNIFORMS FOR VERMILION PARISH SHERIFF OFFICE /?? NYE UNIFORMS FOR ROSCOMMON COUNTY SHERIFFS DEPARTMENT, State Agency: FECHHEIMER FOR CALIFORNIA HIGHWAY PATROL, Special Agency: GALLS ARAMARK FOR US MINT POLICE, Special Organization: PERFECTION UNIFORMS FOR WEST VIRGINIA SHERIFF'S ASSOCIATION, University Police Department:? RED THE UNIFORM TAILOR FOR UNIVERSITY OF DELAWARE POLICE DEPARTMENT, Canadian Department: R. NICHOLLS DISTRIBUTORS, INC. FOR ROYAL NEWFOUNDLAND CONSTABULARY**

Chairman Gunzler Welcomes Klepner as Vice Chairman of the NAUMD IAI Committee!



In an effort to develop a fresh approach to NAUMD programs, services & benefits, for members of the Association whose business focus is Imagewear, NAUMD IAI Committee Chairman **John Gunzler** announced that **Ron Klepner** of Superior Uniform Group, Inc. would be joining the Committee's efforts as Vice Chairman! His first assignment in this effort to re-energize the focus of the Committee would be the development of a set of materials designed to promote the value and virtues of Imagewear Programs! In other IAI news, Chairman Gunzler announced that work was in progress on a full track of Imagewear Educational programming for the 2011 NAUMD "Innovation in Action" Convention & Exposition in Orlando. The tracks would include sessions on Selling Hospitality, Medical & Transportation Programs. The programs will be developed in coordination with VF Imagewear based on their successful in-house programs and augmented to expand product and services to meet the full spectrum of NAUMD members programs!

NAUMD to Hold Strategic Planning Meeting in New Orleans!



In an effort to develop a fresh approach to NAUMD programs, services & benefits for the coming year, the Association will be holding a strategic planning meeting in New Orleans with an ad-hoc committee including Chairman **Brent Caplan**, Caplan's and committee members Miranda Brock, Perfection Uniforms, Brian Fee, Noble Biomaterials, Lee Galperin, Smith & Warren, Robert McIntire, G&K Services, Richard Lerman, NAUMD, Kevin Stewart, VF Imagewear & Aviva Tavel, The Uniform House. The group will consider all areas of the organization's focus in an effort to make NAUMD even more beneficial for all its members! The committee will provide recommendations to the Executive Committee, Exhibitor Council and Board of Directors for adoption for further action. The Committee will consider new audience acquisition, expansion of benefits and programs and communications vehicles for the 21st century for the organization.

NAUMD to Meet with Canadian Apparel Federation!

In the first of a number of meetings with other organizations, NAUMD will be meeting with the CAF (Canadian Apparel Federation) to determine how best to support each-others initiatives which would benefit all members of both organizations! In addition the NAUMD Canadian Membership Committee will be meeting in Montreal on May 5 & 6th to begin planning for the NAUMD 2010 Imagewear Uniform Conference – this year scheduled to be held in Montreal!

NAUMD to Create Program to Prepare Members for Sweat Free, Clean Clothes & Workers Consortium Initiatives Impact!

Earlier this month Board Member Sol Jacobs of I. Spiewak & Sons, Inc., Richard Lerman NAUMD President and John Chwat NAUMD's Legislative & Regulatory Consultant met via teleconference to consider materials and programs to assist members in dealing with the impact of new efforts by various alliances regarding a host of manufacturing conditions and processes. The groups involved

Read more on next page...

included Sweat Free, Clean Clothes and the Workers Consortium. The group shared their initial review of the issues with the Executive Committee for consideration. A full report and set of recommendations is to be sent to the Board of Directors for consideration and action in the next few months after a full study is conducted. Members with information or suggestions are asked to share these with the NAUMD Office.

UNIFORM/IMAGEWEAR 2010 Convention Education Day – Now on www.naumd.com!

The hugely successful NAUMD Education Day held on Monday March 8 2010 at the Rio All Suite Hotel & Casino, Las Vegas provided members with extensive information on using new Sales Techniques – See more on next page....

including Search Engine Optimization (SEO), Social Networking and other new communication processes! You can now access articles and power point presentation by the following speakers at www.naumd.com

1. **Alex Dayan**, Senior Vice President, **First Rank Global** – SEO for Your Company~! (Search Engine Optimization & expansion of your electronic marketing efforts – Alex works for and with Yahoo, Google & BING!)
2. **Steve Gaiher**, President, **JB Chicago** – “ Making your website work more effectively for you, expanding your Social Networking Marketing & Electronic Marketing that WORKS!

An additional article by **Ty Swain** of Growth Dynamics will soon also be available on the website! Stay tuned!

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 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

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

Eurotex, 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

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 Weckslar, 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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