

MEMORANDUM



north-american association of uniform manufacturers & distributors – May 26, 2010

336 West 37th Street, Suite 370, New York, NY 10018 * Ph: 212.736.3010 Ext 205 Fax: 212.736.3013 eMail: rjlerman@naumd.com

Dear NAUMD Members:

It has been an exciting few months here at NAUMD! We are already pleased to announce the following:

☞ **NAUMD Image Apparel Institute to conduct Contest to re-name Imagewear Dealer Member Type!**

WINNING ENTRY WINS FREE FULL REGISTRATION TO 2011 NAUMD Convention & Expo!

In an effort to develop a more appropriate name for direct to end-user suppliers of Imagewear Programs, currently called "Dealers" – The NAUMD Image Apparel Institute will conduct a contest to allow members to offer their recommendations on a new Member Type Name. Imagewear Dealer Members are encouraged to forward their suggested new names for this member type by June 10th. Winning entry will win a FREE Full Registration to the NAUMD 2011 "Innovation in Action" Convention & Exposition April 29- May 2 at the Renaissance Orlando at Sea World, Orlando Florida! (see entry form attached!) The NAUMD IAI Committee will meet on June 15th on a number of matters including the development of the NAUMD Imagewear Education Tracks for the 2011 Convention!

☞ **NAUMD to Introduce "Emerging Leadership Group!"**

Join today & become part of NAUMD's Future!

Earlier this month the NAUMD Strategic Planning Committee met in New Orleans and presented the Board of Directors with a set of initiatives. One of these was to create an "NAUMD Emerging Leadership Group" The purpose of the group would be to offer a place where young managers (in all membership categories) could: Learn, Network, Gain Leadership Skills, Build lasting business relationships in their industry – and in general become a part of the uniform industry community.

This is an Invitation for both members, and nominated members (by their parents or organization) to participate either as a member of the group or on the governing committee. 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, which 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. ?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! (see NAUMD ELG membership form on page 3 of this memo!)

☞ **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 <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 at 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 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

☞ **2011 NAUMD Convention & Exposition Exhibitor Registration now Open!**
Friday, April 29-Monday, May 2nd 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!

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

*Agion Technologies, Wakefield, MA – Cyndy Hunter, Director of Marketing
*Ally Apparel, LLC, Newport News, VA – Marchelee Bachini, Managing Member
*American Textile Systems, Curritos, CA – Mr. Alan Nathan, President
*Dee's Uniforms, Broken Arrow, OK – Paul Brodsky, President
*Freed & Freed International, Winnipeg, Manitoba, Canada – Marissa Freed, President
*Game Sportswear, Ltd., Yorktown Heights, NY – Les Tandler, Executive VP
*Jonar Systems, Montreal, Quebec, Canada - Allen Mendel, President
*Lainages Victor Ltee, St. Georges De Beauce, Quebec, Canada

– Pierre Bissonette, Business Dev. Dir.
*O'Rourke Group Partners, LLC, Ventnor, NJ – Mary O'Rourke, President
*Outlast Technologies, Inc., Boulder, CO – Mike Henshaw, Director of Operation
*Reality Workwear, Port Chester, NY – Enzo Cancellieri, VP-Sales
*SA Uniform, Edmonton, Alberta, Canada – Christopher Sowa, President
*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
*Uniformes Vazquez, Ciudad Obrigon Sonora, Mexico – Moises Vazquez, Owner



May 26 Memo Response Form

WE NEED YOUR INPUT & PARTICIPATION!

Association Membership is NOT a Spectator Sport!

☎ Please **Fax** this completed form to: **212.736.3013**

✉ **Or Mail to:** NAUMD, 336 West 37th Street, Suite 370, New York, NY 10018

✉ **eMail:** rjlerman@naumd.com

☎ **HAVE QUESTIONS? - Call 212.736.3010**

Please type or print ALL information! (Please copy for additional submissions!)

Member Company Name:	Participant Name:
Address:	City, State, Zip:
Phone:	Fax:
Email:	Website:

Member Type: (please check one) Dealer/Distributor Manufacturer Associate Consultant

NAUMD Imagewear Dealer Member Type Contest:

My recommendation for the new name is: _____

Why I believe this is the correct name:

NAUMD Emerging Leadership Group Membership Form:

My nomination for an NAUMD ELG Member is: _____ (may be **you!**)

Committee Member of the Group Only

Why this person should be a member of the NAUMD ELG:

NAUMD NALC Convention Participation:

Reception Attendance Booth Participation (in booth) Booth Participation (Samples Only)

We would like to ____ Man the booth on ____ Sat ____ Sun ____ Monday

We would like to ship the following items to the NALC Convention for showing in the NAUMD Booth:
