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## NAUMD 2010 MONTREAL CONFERENCE TO FEATURE ECONOMICS, SOURCING & SALES!

NAUMD officials announced that the **NAUMD Image Apparel Uniform Conference** scheduled for **November 15 & 16 at the Hilton Garden Inn Montreal** would provide sessions on **"BUSINESS CONDITIONS FOR THE APPAREL INDUSTRY IN CANADA"** featuring Speakers: **Bob Kirke** Canadian Apparel Federation & **Eliot Lifson**, Peerless Clothing - What has changed and how do we make lemonade from lemons? Another session will focus on **"CHALLENGES OF 21st CENTURY SOURCING"** featuring Speaker: **Mary O'Rourke**, O'Rourke Group Partners – Regional to Global Sourcing Challenges, Competitiveness and Opportunities for the Image Apparel Market. This year's conference will focus on all the significant issues facing both the Public Safety and Image Apparel industries both in Canada and in trade with other nations. In addition to the business networking benefits, the program will provide some key answers to increasing and maintaining your business in Canada and beyond! All NAUMD Members and their guests are welcome! Register today

- You may register by going to [www.naumd.com](http://www.naumd.com)

## NAUMD's NEW FOCUS ON SERVICES & PROGRAMS FOR IMAGE APPAREL MEMBERS!

NAUMD Image Apparel Institute Committee Chairman John **Gunzler** of Edwards Garment Company announced that the Image Apparel Education Track Taskforce had met on August 11th and finalized the programs for presentation during the NAUMD 2011 "Innovation in Action" Convention – Renaissance Orlando at Sea World – April 29-May 2.

The Taskforce also worked on promotional programs to encourage all Image Apparel Industry members and prospective members and guests to participate with the new benefits of the Convention to include the Education Sessions, Image of the Year Awards recognizing excellence and a new push for Image Apparel focused Manufacturers and Associates to Exhibit in the Trade Show!

## The 2011 NAUMD Image Apparel Education Tracks will feature the following:

**Saturday April 30, 2010 – Part I - 10:00am – 11:30am - Coral Ballroom A**

### **Overview of the Image Apparel Opportunities – Speaker: Brett Barthel, VF**

- *Structure of the Industry*
- *Value Proposition of an Image Apparel Program*
- *New Trends*
- *Labor Statistics providing Image Apparel Program Opportunities*
- *Elements of an Image Apparel Program*
- *General presentation on the segment*

**Saturday April 30, 2010 – Part II - 4:30pm – 6:30pm - Coral Ballroom A**

**Sales & Marketing – Speaker(s): (To be confirmed)**

- *Sales Process*
- *Marketing Program Development (electronic, web-based, print, other)*
- *Presentation & Development*
- *General Sales Marketing Plans*

**Sunday May 1, 2010 – Part II - 1:00pm – 2:30pm - Coral Ballroom A**

**Supply Chain Management/Putting it all together – Speaker(s): (To be confirmed)**

- *Sourcing Matters - Import/Export*
- *Production & Deliverables – Pre-and after-Process*
- *Implementation of overall process*
- *Stock, Custom, In-Stock options*
- *Refresh/Maintaining stock*
- *Sustainability*

Watch the NAUMD Website for further details and the 2011 IOY Submission announcements!

**CALLING FOR SUBMISSIONS!**

**SEPTEMBER ISSUE: NAUMD SURPLUS PRODUCTS BUYERS GUIDE**

With the tremendous success of the inaugural issue of the NAUMD Surplus Product Buyers Guide in July, we are inviting all members in good standing to submit their products for inclusion in the September Issue! The deadline for submissions is Tuesday, August 31. With the enormous response we are asking members to limit their submissions to **15 (fifteen) products** and only **a range of sizes** rather than listing of each size. We thank you in advance for your submissions and again, these listings are available on a complimentary basis to all NAUMD Members in good standing! Members in good standing have received the insertion form or may request it from NAUMD!

**NAUMD MEMBERS RECOGNIZED IN APPAREL MAGAZINE'S TOP 50!**

Apparel Magazine annually recognizes the very best publicly traded apparel companies with at least \$100M+ in annual sales by profit margins for their most recent fiscal years. Among the top fifty this year were five (5) NAUMD Members including Philips-Van Heusen (PFH Career Apparel), (18), VF Imagewear (19), Cintas (20), Timberland (30), Men's Warehouse (36) and Superior Uniform Group (40). Our congratulations to all winners! Learn more at [www.apparelmag.com](http://www.apparelmag.com)

**NAUMD's NEW FOCUS ON MILITARY UNIFORM PROGRAMS**

NAUMD Military Affairs Committee Chairman **Jim Hangle** of Creaset USA announced that the Military Programs Taskforce had met on July 20th and finalized the programs for presentation during the **NAUMD 2011 "Innovation in Action" Convention – Renaissance Orlando at Sea World – April 29-May 2**. New efforts to provide programs and additional services to this key segment of the Association's membership included expansion of the 1st Timers & New Members Reception to include All Military Attendees! The group also focused on improving the NAUMD Military Town Hall Meeting to now feature a panel of both Armed Services representatives and Industry representatives. The program will now allow for open discussion on how all can work better together to meet the needs of the military as well as find innovative approaches in developing solutions to new challenges.

The Taskforce, which included both NAUMD Members and representatives from the Army, Coast Guard and Air Force, also developed proposals for new educational programs to be presented during the NAUMD 2011 "Innovation in Action" Convention as well as other times during the year. The proposals for these programs will be presented for inclusion on the schedule to the 2011 NAUMD Exhibitor Council which is scheduled to meet in October.

**Mission Statement: NAUMD Military Affairs Committee**

The Taskforce also asked for the development of a Mission Statement to secure the knowledge of how the group would be serving the needs of this important segment of the membership. Mr. Hangle and the group presented the Mission Statement, which states that "The Military Affairs Committee, through the auspices of the

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NAUMD, encourages military industry personnel to share new information and provide direction for future programs, products and processes. The mission of the committee is to enable the US Military Uniform industry to work hand in hand with the US Military. The Committee and Association provides a forum for Military industry personnel to meet with and advise Association Members of their needs and government regulations and requirements which must be met in providing these products and services.

The Taskforce's recommendations will be reviewed and adopted during the NAUMD Exhibitor Council & Board of Directors Meetings in October.

### **NAUMD's NEW FOCUS ON SERVICES & PROGRAMS FOR PUBLIC SAFETY MEMBERS!**

NAUMD Public Safety Committee Chairman **Dan Donahue** of Strong Leather Company announced that the Committee would be meeting on August 17th to finalize the programs for presentation during the NAUMD 2011 "Innovation in Action" Convention – Renaissance Orlando at Sea World – April 29-May 2.

This would include the movement of the presentation of the 2011 NAUMD Best Dressed Public Safety Awards to a dinner on Sunday May 1, 2011 rather than the Saturday morning Breakfast program! The group will also be focusing on the new Executive Management Education Track for Public Safety Executives & Managers. This new set of educational sessions will address the needs and challenges facing all segments of the Public Safety community.

*Tentative Schedule for the program are the following:*

**The 2011 NAUMD Executive Education Tracks:** *for Public Safety Executives & Managers*

**Saturday April 30, 2010 – Part I - 10:00am – 11:30am - Coral Ballroom B**

#### **Overview of Public Safety Opportunities**

- **Structure of the Industry**
- **New Bidding Practices which can help you win the business**
- **New Trends in Public Safety Uniform Programs**
- **Hiring Superior and effective Sales Professionals**
- **Building and expanding your sales and profits**

**Saturday April 30, 2010 – Part II - 4:30pm – 6:30pm - Coral Ballroom b**

#### **Sales & Marketing**

- **How do we motivate customers & sales professionals to increase business**
- **Marketing Program Development (electronic, web-based, print, other)**
- **Presentation & Development**
- **How compete in and use the NAUMD Best Dressed Public Safety Awards Program to better market YOUR business**

**Sunday May 1, 2010 – Part II - 1:00pm – 2:30pm - Coral Ballroom B**

#### **Supply Chain Management/Putting it all together**

- **Sourcing practices to better your bottom-line - Import/Export**
- **Production & Deliverables – Pre-and after-Process**
- **Fabric enhancements to differentiate YOUR product mix making yours the cutting edge**

Watch the NAUMD Website for final details on the program following the Committee meeting and also the 2011 Best Dressed Public Safety Awards Submission announcements!

### **IN MEMORIAUM**

### **NAUMD MOURNS PAST PRESIDENT & POSTAL COMMITTEE CHAIRMAN**

#### **AL ALTERMAN**

We are saddened to inform of the passing of former NAUMD President (1993-95) and NAUMD Postal Committee Chairman for over ten years, Al Alterman, 80 of Boca Raton Florida, formerly of Paramus, NJ. Mr. Alterman passed away August 4, 2010. He was a founding partner of Somes Uniforms, a national corporation selling uniforms to over 80,000 US postal workers. Alfred also served four years as the industry president for the

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North-American Association of Uniform Manufacturers and Distributors (NAUMD). He was an avid harness horseman who owned multiple world champions. Alfred and his wife Audrey were founding members of the Jewish Community Center in Paramus. He is survived by his loving wife Audrey (Some) Alterman; loving sister Vivienne (Alterman) Sohn; and loving children, daughter Freddi-Lynn (Alterman) Feinblum and husband Fred, son Allan Alterman and wife Cheryl; four grandchildren. Services were held at Schoem's Menorah Chapel in Paramus NJ, August 8, 11 AM. In lieu of flowers, the family requests donations to City of Hope, 1000 Corporate Dr, Suite 260, Ft. Lauderdale, FL 33334, Wynmoor Chapter.

**MESSAGE FROM THE NAUMD CHAIRMAN:****STEVE ZALKIN, ALAMAR UNIFORMS COMPANY**

This\*Month your NAUMD has been very active planning the November 15-16 Canadian Conference in Montreal and the 2011 Convention & Exposition at The Renaissance Orlando at Sea World in Orlando, FL. Both events are your opportunity to experience our new initiatives for industry focused Education and Innovation. The Canadian Conference being held at The Hilton Garden Inn, Montreal will feature Bob Kirke Executive Director of the Canadian Apparel Federation and Elliot Lifson with Peerless Clothing who will be discussing business conditions for the Canadian uniform industry. The conference will also feature Mary O'Rourke from O'Rourke Group Partners who will present an in depth outlook on Sourcing Challenges for the 21<sup>st</sup> Century. This conference will build on the established Canadian membership foundation.

At our upcoming "Innovation in Action" 2011 Convention we are initiating two new industry focused education tracks. One track revolves around the fastest growing uniform segment and largest employee demographics in our industry, Image Apparel. The second track termed Executive Management Education for Public Safety Executives, will offer discussions on new technologies and business sustainability. Since you can not participate in both tracks at the same time, we encourage you to bring additional team members to fully receive all the benefits from this exciting new programming. Continue to monitor our new web site for all the updated materials.

This\*Month (and in the recent past months) we have also welcomed many **new volunteer leaders** and thank them for their dedication to our industry and profession. **Brian Fee** of Noble BioMaterials and **Mary O'Rourke** of O'Rourke Group co-chair the new Innovation Committee, **Brett Barthel** of VF Imagewear and **Ron Klepner** of Superior Uniforms working on the Image Apparel Institute Committee, **Jonathan Long** of Propper International along with **Kerry Schimelfenig** of Jensen Apparel and **Kara Weiner** of 3M Company helping foster our business relationship with the Armed Services via the military committee.

I would also like to take this opportunity to recognize, and show our appreciation for the endless effort and hours of dedicated work that all NAUMD's volunteer committee members have provided to strengthen and build Your uniform industry. The Postal Committee continues diligently working to maintain a quality uniform program, bringing function and style to USPS employees. Our Public Safety Committee has been promoting our brand and building awareness across the country with the Best Dressed Public Safety Awards Program. Don't forget entering this competition is FREE marketing and advertising for you and your customers. I thank you for your support and participation look forward to hearing from you with any suggestions or ideas concerning YOUR NAUMD. It would also be great to meet you during our NAUMD Events!



**north-american association of uniform manufacturers & distributors**

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To learn more about NAUMD visit our website at [www.naumd.com](http://www.naumd.com).