

# amplify™

Promotional products. Remarkable results.

## Winning Leadership



Dazzle with Drinkware 18

Taking Steps to Better Health 23



How many different ways are there to use a promotional product? Our **brand with ten grand!** finalists prove – once again – that is an impossible question to answer.



As we pulled together a team to review the **brand with ten grand!** entries, one thing became immediately clear. In the hands of creative businesses, government agencies and nonprofit organizations, promotional products have almost limitless uses.

## brand with **ten grand!**

#bw10k

The **brand with ten grand!** contest – which awards \$10,000 in promotional products to the winning organization – reminds me the range of uses for promotional products is wide indeed. Using pitches that ranged from intense to inspirational and campy to comedic, the finalists proposed uses for everything from coffee mugs to magnets, USB drives, dog tags, pens, promotional apparel and more. Even organizations that proposed using similar products had very different takes on how they'd use them.

That's the magic of promotional products. Whether you need to build brand awareness, say thank you to customers or employees, raise funds, pitch a product, drive new business or make a statement at a tradeshow, an imprinted item makes it possible.

I'm particularly excited to introduce our **brand with ten grand!** winner, Wisconsin Leadership Seminar (WILS). A nonprofit organization, WILS offers free leadership conferences to youth. They're selling branded gear to expand their reach, making leadership training and college scholarships available to a growing number of youth.

Of course, if you are looking for a little inspiration, our **brand with ten grand!** YouTube playlist is a great place to start. Or, ask any member of our team. We'd be happy to help you find a product and use that's as unique as you!

Kevin Lyons-Tarr, CEO, 4imprint®

PS – If you've found a particularly unique use for a promotional product, email me at [kltarr@4imprint.com](mailto:kltarr@4imprint.com). We're always on the lookout for creative ideas we can feature in upcoming issues!

And, we'll send you a stylus pen.





EDITORIAL BOARD

4

CONTRIBUTORS

5

OVERHEARD

6

COVER STORY

8

Winning Leadership

TREND

13

Working on Wellness

PRODUCT HIGHLIGHT

18

Dazzle with Drinkware

DID YOU KNOW?

21

Workplace Friendship

LASTING IMPRESSIONS

23

Taking Steps to Better Health

REMARKABLE MOMENT

27

Sharing the Ride



### WLS for the Win!

The all-volunteer Wisconsin Leadership Seminar will use its \$10,000 **brand with ten grand!** winnings to launch an online store with branded apparel and gear for alums. Their strategy for winning is one you can apply, too!

## Amplify Your Experience

When you download the Amplify app to your mobile phone or tablet, you'll get access to additional interactive content, including video and audio interviews, photo galleries and more. Best of all, you'll be updated when each new issue of Amplify is available.



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# Meet some of our new **amplify** editorial board members



**Brooke Browne**  
MARKETING MANAGER  
Smartbridge



**Joetta Talford**  
REALTOR  
Talford Realty Group-  
Keller Williams Realty

What are the most significant challenges you've experienced in recognizing workplace achievements?

“Our work isn't black and white, so comparing what we consider significant achievements isn't always apples to apples. Determining where that line should be defined is tough.”

- Brooke

What is the most effective workplace recognition you've given or received?

“Medals ... Each agent that earns one has worked hard to do so. It's very effective because you can determine where you are amongst your peers and have something to look forward to each year.”

- Joetta

## ✉ Join our editorial board!

Email [bdillenberg@4imprint.com](mailto:bdillenberg@4imprint.com) with your ① name ② company ③ job title and ④ a brief description of why you would be a great fit for the editorial board before May 30<sup>th</sup>.

# Meet this month's featured contributors.



**Mary Curtin**  
VP Administration  
4imprint

In this issue, Mary shares insights for our What Works in Wellness story. As VP Administration for 4imprint, Mary and her team develop and launch wellness-oriented programming for the 4imprint team.



**Erika Ferguson**  
Social Media Manager  
4imprint

Erika coordinates 4imprint's social media communities on Facebook®, Twitter®, Pinterest®, Google+® and Instagram®. She has been with 4imprint for eight years. For this issue, she was the project manager of the #bw10k contest and organized the surprise to the **brand with ten grand!** winner WILS.



**Cheryl Sina**  
*onebyone* Coordinator  
4imprint

For this issue, Cheryl shares the powerful story of the Hospice Care Network's bereavement camp. Cheryl has been with 4imprint 16 years and coordinates 4imprint's *onebyone*® program.



**Suzanne Worwood**  
VP Merchandising  
4imprint

Suzanne introduces us to some dazzling drinkware. Suzanne has been with 4imprint since 2000. In 2014, she was named International Person of the Year by Counselor magazine.



## You!

On Facebook, Twitter, Pinterest and by email, customers shared images of the drinkware they keep within arm's reach. Those ideas are featured in *Overheard*.



# We asked what drinkware earns you #SwaggingRights. You said...



**Rainbow Confections** @RainbowConf

@4imprint we love our root beer cups at Rainbow Confections in Monroe, WI! #SwaggingRights



**Bottle Nursing Boutique**

How awesome did these turn out?!



**Academic FCU** @AcademicFCU

Matching for even more #SwaggingRights today! This cup is keeping drinks warm even in -1 temps! Thanks @4imprint



**C. J. - The Metal Motivator**

I received my order today of my new custom coffee mugs ... I'm a very happy customer.



# We asked what drinkware earns you #SwaggingRights. You said...



"We loved this great quality, durable travel tumbler ... Would definitely purchase again!"

- Erica Wilson, Christian Training Center International  
#bw10kfinalist



"The Montara Travel Tumblers for ... a winter theme [meeting] at a Swiss resort ... matched the cozy ambiance perfectly!"

- Julie Null, BaseCamp Franchising



"I love our mugs because creating them was so simple and affordable, and now I get to watch them make our customers smile!"

- Lukus Hasenstab, Penelope



"The novelty of the spoon on the mug was a great feature that helped our promotional product to stand out in the crowd."

- Lyle Fried, The Shores Treatment & Recovery



Visit our Pinterest® board for more promotional drinkware products.



# Winning Leadership



brand with ten grand! winner WILS engages alumni for the win







## Building leaders



Sarah Perkins

**S**arah Perkins knows first-hand the power of the Wisconsin Leadership Seminars (WILS). As a high school student nearly 20 years ago, she participated in the summer seminar, which is designed to

help high school sophomores who are active in their schools and their communities strengthen their leadership skills.

“The organization allowed me to branch out of my small hometown and take on a leadership role with a larger scope planning statewide conferences, collaborating with civic and business leaders, and developing friendships that have lasted over 20 years,” said Perkins, a 1994 seminar participant who now serves as president of the WILS board of directors.

“As teenagers most of us struggle to find where we fit in and for me WILS was an outlet that allowed me to blossom.”

Like its sibling organizations throughout the Midwest, WILS brings together roughly 200 participants from across Wisconsin and Michigan’s Upper Peninsula for its summer seminar. Over three days, speakers, panels and workshops help students understand and foster important leadership skills –personal responsibility, diversity, open-minded analysis when decision-making and volunteerism – and build a support network of like-minded peers.

Participants pay nothing to attend the seminar. Each student’s expenses are sponsored by hometown Kiwanis, Optimist and Women’s Clubs, corporate and personal donations, and by the WILS Alumni Association.

# Amplify Your Experience

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brand with  
**ten grand!**

Watch the winning video by WILS explaining how they'd use **\$10,000 in promotional products.**

## Merchandise Matters

In the mid-1990s, someone attending the summer seminar designed a t-shirt for fellow seminar-goers, commemorating the event. The t-shirts quickly sold out. The Alumni Association saw potential. They could sell WILS-branded merchandise to seminar participants, alumni and speakers and use the proceeds to fund participation in the seminar and a scholarship fund to help WILS alumni attend college.

Since that time, the Alumni Association has designed, sourced and sold t-shirts, sweatshirts, sweatpants and other gear imprinted with the WILS logo or clever

phrases. The Alumni Association's Board of Directors – comprised of high-school and college-age students – takes complete ownership of the project. The merchandise is available at the seminar and three reunion events annually. Using revenue from apparel sales and other fund-raising events – like brat frys and car washes – the Alumni Association sponsors 20-25 students who attend the WILS summer seminar.

## Rising to the Occasion

And, while WILS merchandise is popular at its events, the group has never had a way to sell merchandise to alumni who don't attend one of the annual events. Until now.



When Perkins saw Facebook® and YouTube® advertising for 4imprint's **brand with ten grand!** contest, she immediately sent a message to the WILS Alumni Association Board of Directors, asking whether the contest was something the group would like to enter.

“They said, ‘Not only are we going to put this video together, but we are going to win it,’” Perkins said. “They were bound and determined to make it happen from the beginning.”

WILS alumni from across the organization's 38-year history gathered to concept, film, act in and edit the video entry. If they won, the group pledged to use its **brand with ten grand!** winnings to build an online store where WILS alumni can shop.

## Rocking the Vote

With the video complete, WILS turned its attention to mobilizing alumni, family and friends of the organization to vote. They adopted two different approaches.



*Memes encouraging alumni to vote*

WILS first focused on motivating alumni to vote daily. For this, the group tapped into the WILS Alumni Association's 500+ member private Facebook group. There, funny photos of a long-time, popular alumni advisor turned into memes encouraging alumni to vote.

WILS next focused on encouraging WILS friends and family members to vote at least once. The group created a private Facebook event and invited a broad range of supporters to join. Throughout the day, the group posted reminders to vote and updates on how close they were to winning. Alumni and friends also made pleas at sorority meetings, boy scout troop events and band rehearsals, asking others to cast their votes for WILS.

“We actually had students hijacking their college lectures before the professors arrived,” Perkins said with a laugh. “They were standing up there and having everyone pull out their smartphones and vote.”

The voting was close and alumni, family and friends could not wait to get the results.

“We had people all day posting, ‘When will we know? When will we know? When will we know?’” Perkins said.

## Visitors with a Surprise

The day after the contest closed, Sarah carefully crafted an email invitation, telling a group of Wisconsin Leadership Seminar alumni that she needed volunteers wearing WILS t-shirts to meet for a Friday afternoon photo. When 4imprint walked into the room to tell the group that they'd won

the **brand with ten grand!** contest, they were genuinely surprised. The online announcement soon followed.

“We announced it on our Facebook group and it got a huge reaction,” Perkins said. “It got a huge reaction on both the event page and in our Facebook group.”

## Building a Store and Engagement

As promised, WILS plans to use its \$10,000 in promotional products from the contest to open an online store offering branded merchandise to alumni and friends of the organization.

As part of the planning process, they’ve continued their online engagement, by polling the Alumni Association private Facebook group’s 500+ members on products they’d most like to see in the store. After building and launching the store, the Alumni Association Board of Directors will see which products sell best. Perkins hopes that, over time, they’ll be

able to refine their merchandising strategy, so the store is sustainable, long after their **brand with ten grand!** win.

## More than Merchandise

While winning the **brand with ten grand!** promotional products is helping the organization reach its long-standing goal of engaging more alumni in supporting its mission, the contest gave the group another win, too.

“The competition was a really amazing team-building opportunity,” Perkins said. “It allowed us to conceive an idea, execute an idea, market it and reap the rewards, not just of the win, but of the experience of uniting in a fun way.”

She says that experience – and the platform to tell others about what they do – have been invaluable ways to bring the organization together as it continues its work to build the next generation of civic leaders. [4](#)

*Wisconsin Leadership Seminars will sell these products in their online store.*



Pom Pom Cuff Beanie  
with Stripes



Contender Athletic T-Shirt



Risky Business  
Sunglasses - Opaque



TREND

# Working on **Wellness**

*By Brenda Haines*

New Research Explores What  
Works in **Corporate Wellness**



When the City of Milwaukee offered health screenings to its employees, an employee who didn't like his results said the test motivated both he and his wife to make some changes. Over the next two years, the employee and his wife adapted their lifestyle and improved their cholesterol, blood sugars, weight and blood pressure, according to [Well City Milwaukee](#). The organization says the employee credits the city with saving his life.

## Popular Programs

Facing rising health care costs, a growing number of companies are launching and strengthening workplace wellness programs. In fact, a [RAND Corporation survey](#) for the Department of Defense finds approximately half of U.S. employers with 50 or more employees offer some type of wellness programming. Sponsored by employers or health plan providers, these programs

aim to help employees (and in some cases, their families) improve their health through nutrition, weight, fitness and stress management changes, smoking cessation and drug/alcohol treatment. Some programs include financial fitness, parenting and finding work-life balance. For companies, the potential benefits include reduced healthcare costs, increased productivity, reduced sick time and more.

But, there are other benefits, too.

“We believe that if people are taking care of themselves and their families, they're going to feel better about themselves and life in general,” said 4imprint VP Administration Mary Curtin, who helped launch 4imprint's wellness program 17 years ago. “They're happier and more productive, which is good for their personal lives and business lives, too.”

# Secrets of Successful Wellness Programs

In spite of their promise, not all wellness programs produce intended results.



**85%**  
of companies offer  
wellness programs  
(1,000+ employees)



**24%**  
of employees participate  
(at companies with a wellness program)

Source: *Corporate Wellness Programs: Time for a Checkup?*



# So, what factors drive both employee engagement and results?

## 1 Disease Management Is a Core Component

Safeway® developed its Healthy Measures program to motivate employees who did not meet health targets the prior year. According to the company's [website](#), 65% of program participants improved cholesterol while 37% improved glucose levels, 19% lowered their BMI and 36% lowered their blood pressure.

Safeway's success is not an isolated example. The New York Times article, '[Do Wellness Programs Work?](#)' describes PepsiCo® success in lowering health care costs chiefly through disease management programs, which focus on chronic illnesses that drive up employer health care costs.

## 2 Managers Focus on Employee Engagement

To improve the success of an organization's wellness programs, Gallup points to managers and employee engagement. In the research organization's article, '[Why Your Workplace Wellness Program Isn't Working](#),' Gallup reports engaged workers are 28% more likely to take part in their company's wellness programs.

Managers can both make employees aware and support participation. Departments have mini-cultures. When managers make time for stretch breaks, encourage walking meetings or workout in company fitness facilities, they set an example that these activities are not only allowed, but supported within the workplace.

"When managers and leaders participate, team members know it is okay," Curtin said.

"One of our managers will run a contest.

We love when that happens. It doesn't all have to run through us. We just provide the prizes."

To encourage employees in your department to drink more water, distribute the [Spirit Tumbler](#) or the [PolySure Cyclone Sport Bottle](#) imprinted with the wellness program logo and set a daily goal for water.

*Encourage employees with rewards!*



PolySure Cyclone Sport Bottle



Spirit Tumbler

### 3 Communication Is On-going

All five [RAND Corporation](#) case studies focus on carefully communicating wellness program information to employees. Among the best practices cited: communicating in a variety of different ways — from in-person to electronically — and using clear language about the importance and ease of participating in wellness programs.

When kicking off your company's wellness programs, the [Salad & Noodle Lunch Set](#) makes a great gift. (It makes it easy for employees to bring healthy lunch or snack options.) Inside include printed materials that explain how your wellness program works.

Or, provide the [Clearview Pedometer](#) to launch a six-month walking program. Provide the [Walkers Guide](#) or another educational guide to encourage employees mid-way through the program. Offer [Camelbak® Eddy Bottles](#) and fitness bands as prizes for employees who meet their distance goals.



Salad & Noodle Lunch Set



Camelbak® Eddy Bottle



Clearview Pedometer

*"I don't think you can over-communicate when you start these programs," Curtin said. "We started with a survey, then tested a few programs to see what people would use. Then, try one or two things out. If people don't respond, try something else."*





## Incentivizing Employee Wellness

According to the [Kaiser Family Foundation's 2013 Employer Health Benefits Survey](#), 36% of large and 8% of small companies offering both health benefits and wellness programs provide incentives to encourage employee participation. Among the most common: lower employee share of insurance premiums, smaller insurance deductibles, cash or gift cards, merchandise or travel.

The [Affordable Care Act](#) limits rewards available for most wellness program participants to 30% of the cost of health coverage and up to 50% of the health coverage costs for programs designed to prevent or reduce tobacco use.

## Personal Rewards

For employees who've experienced health improvements through workplace wellness programs, newfound health is often the greatest reward.

As the City of Milwaukee employee told [Well City Milwaukee](#) "the City's impetus to implement this program was certainly needed to help control rising health costs, but the residual effect on employees' individual health is PRICELESS." [4](#)



# Dazzle with Drinkware

*By Suzanne Worwood,  
VP Merchandising*



Imagine your kitchen cabinet. You open the door. As you peer inside, chances are you see more than one imprinted coffee cup, travel mug, sport bottle, tumbler or stadium cup.

A survey from the Advertising Specialty Institute finds 1 in 4 U.S. residents reported receiving promotional drinkware in just the last year.

It's clear promotional drinkware has a long (pardon the pun) shelf life! These eye-catching giveaways are no exception.





BlenderBottle  
SportMixer



*Watch it change colors!*



Americano Vacuum  
Travel Tumbler



## Mix it up

The [BlenderBottle SportMixer](#)'s blender ball keeps lemonade, iced tea and sports drinks properly mixed. Bright colors, a flip top and rubberized grips make this business gift one employees and customers want to get their hands on.

## Bring the fun

Want to take the fun at your company picnic, outdoor or sporting event to the next level? Guests will marvel at the [Mood Hurricane Cup](#)'s chameleon-like properties. Just add ice – or any cold liquid – and watch the mood change right before your eyes.

## Hot and cold

During the manufacturing process, all air between the inner and outer walls of the [Americano Vacuum Travel Tumbler](#) is sucked out and then sealed, creating an insulating barrier. The result: Hot stuff stays hot. And, cold stuff stays cold. That makes it a go-to business gift for road warriors.

*Removable spoon in the mug handle!*



Spoooner Coffee Mug



Droplet Tumbler with Straw

*Enjoy flavored water all day!*



Fruiton Infuser Sport Bottle

## Hey, Diddle Diddle!

The nursery rhymes had it wrong. It was the coffee mug that ran away with the spoon! And, when you take one look at the [Spoooner Coffee Mug](#), you'll see why. This perfect pairing turns a simple coffee mug into a sublime business gift.

## Flawless backdrop

The [Droplet Tumbler with Straw](#) has a smooth outer wall that provides a flawless backdrop for your logo. And, the unique inner wall style creates the appearance of liquid droplets, making this a tumbler your customers will reach for again and again.

## Infused hydration

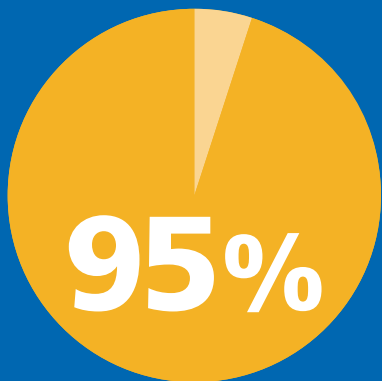
The easy-to-assemble [Fruiton Infuser Sport Bottle](#) lets your team or customers add fruit, put the infuser into water, screw on the cap and enjoy lemon, lime, orange, berry or cucumber-flavored water all day.

Whether your customers favor their morning coffee run, mid-morning water break, mid-afternoon tea or evening pint, promotional drinkware ensures they'll always drink with you.



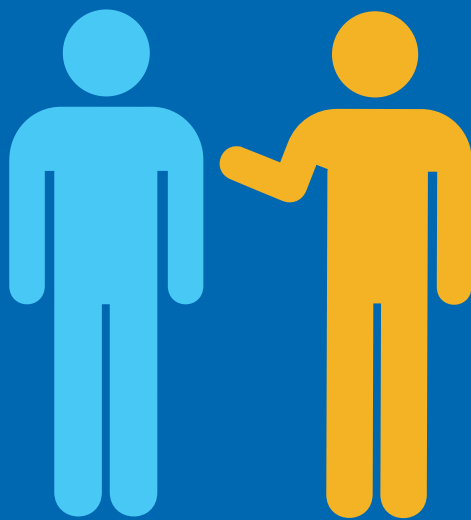
# The value of workplace friendships

The research is in. Having friendships at work contributes to overall employee happiness, productivity and retention. Here's the hard data.



Employees who've made at least one friend through work

*(globoforce)*



Full-time workers who said **great colleagues** was the part of their job they liked most

*(Randstad Canada survey)*



18-24 year-olds said work friends **make them feel motivated**

*(2014 LinkedIn study)*



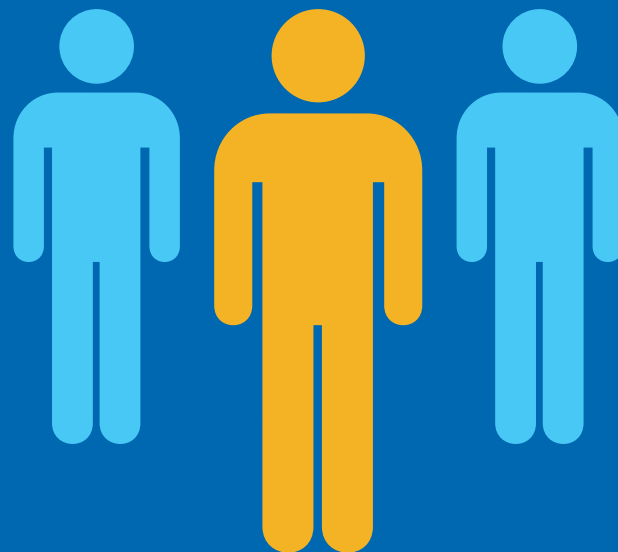
Team spirit makes for a more positive and prideful work environment



# The value of workplace friendships

**7x**

**Increase in engagement** among employees with a best friend at work



(Gallup research)

Employees with more work friends are **more likely to say they love their companies**



(globoforce)

Team spirit makes work more meaningful by making people feel more meaningful.





LASTING IMPRESSIONS

# Taking Steps to Better Health

Pedometers and Promotional Products  
Motivate Pulaski High School





When Sue Mathews, a school nurse at Pulaski High School in Milwaukee, Wisconsin, asked students what they did during summer vacation, they told her they visited family, went to the mall and played video games. Swimming, biking, hiking, walking and getting outside to enjoy nature rarely made the list. Sedentary activities had taken their summers captive.

Sue knew her students were not alone. In fact, nationally 13.7 percent of high school students are obese and 16.6 percent are overweight.

## Rewarding consistency

To get students moving, Sue created a program encouraging students to walk with pedometers and partnered with the Milwaukee Area Health Education Center, using a grant focused on preventing Type II Diabetes. Now in its 10th year, students record the number of steps they walk each week.



*Participants select and earn prizes for achieving their walking goals.*

Students receive 'Funny Money' for recording their steps and use it to buy Pulaski Rams apparel. Those who are most consistent in

recording their steps get to go on an exclusive field trip. Both the pedometers and the field trip are grant-funded.

## Putting rewards in participants' hands

Over the last decade, students participating in the program have earned water bottles, stadium blankets, mugs, earphones, sweatbands, keychain flashlights and student ID holders – all imprinted with slogans related to the program's signature theme, 'Pulaski Rams Walking to Fight Type II Diabetes.'

What really makes these prizes so popular? They aren't selected by Sue Mathews. They aren't selected by teachers.

*All the prizes are hand-picked each year by peer advisors who work in groups, using 4imprint catalogs to choose incentives for the year.*



Math skills and simple budgeting are incorporated into the program as students prioritize the incentives they want to save for and determine how much they need to save to reach their goals.

“The whole idea is habit-building and getting them to think about ‘I could walk this distance instead of taking a short cut or driving and it would be good for me,’” Mathews said.

## Going the distance

Each year, students set a goal for where they want to walk as a group. One year, they set out (figuratively) for the Florida Keys. Another year, Alaska. Most recently, students challenged themselves to walk through as many states as possible. In all, the group walked 3,664 miles, logging the distance from Florida to Oregon on a map the whole school can see.

*Of 1,400 Pulaski High School students, 150 students now participate in the program. That number grows every year.*



*Students log miles walked on a map the whole school can see.*



The map reinforces U.S. geography. And, watching the distance grow throughout the year gives students a sense of accomplishment and teamwork. The program has become so successful that some staff members now wear pedometers, too, increasing the number of miles walked and supporting students on their journeys. Rather than being competitive, students cheer on their peers. This positive spirit propels walkers further and further each year.

## Stepping up for success

While the group's success is impressive, individual student stories tug at the heartstrings. Some have lost weight and improved their overall health. Others have shown incredible consistency and resilience, getting their steps in even after facing illnesses and surgeries.

The program's success has even generated notice at home. Several families have asked if they can participate. Now some students are walking to earn pedometers for family members. What's next for this growing program?

*Mathews envisions more students, school staff and families participating, logging a growing number of miles.*

With each step, Pulaski High School's student body gets just a bit healthier. **4**

*This year the students chose these promotional products as rewards.*



Titan Speaker Stand



Ear Buds w/ID Holder



Energize Portable Power Bank



# Sharing the Ride

By Cheryl Sina

When the [Hospice Care Network](#) likened grief to a rollercoaster ride at an annual bereavement camp, children participating agreed, describing how grief felt like “not being able to open your eyes”, being “all over the place”, “scared” and “nervous.” Each year, the bereavement camp offers participants the chance to share that ride with others who’ve suffered a similar loss. Each child received a mason jar full of amusement park-themed goodies as a take-home gift, courtesy of 4imprint’s [onebyone®](#) program. How did the 77 children participating respond? “Wide-eyed and excited!” said Paula Koehler, project coordinator. “The most common response we heard was, ‘can we keep the jar?’” 4