

WINTER 2017

# amplify

4imprint®

Promotional products. Remarkable results.



## Thirsting for Change

4imprint

#SwaggingRights Contest **26**  
Corporate Anniversaries **16**

I'll admit it. I love seeing someone turn something ordinary into something extraordinary. In this issue, we have stories of two organizations that are doing just that. The stories are so good we can't wait to share.



**Kevin,**  
with 4imprint  
26 years

## A Lesson in the Power of Curiosity

In our cover story, you'll meet two elementary school teachers, Kyle Pitman and Sarah Emmett, who turned an ordinary lesson on communication and critical thinking into a school-wide project with global impact. They started by posing this question to inspire debate among their students: "Are plastic disposable water bottles a good thing or a bad thing to bring to school?"

What Kyle and Sarah couldn't foresee was the incredible curiosity this would inspire in their students. Instead of simply ending the lesson, the teachers followed their lead. The students counted the plastic bottles in their school and got a class of older students to help them calculate how many bottles they were using in a year. When they saw the number, they decided they were ready to switch to reusable water bottles and to take action globally as well. Head to [page 7](#) for the story and video!

## A Lesson in the Power of Momentum

We'll also introduce you to the [Alaska Satellite Facility](#), an organization that knocked it out of the park with its 25th anniversary geared toward getting kids interested in science. While I don't want to give away the whole story, let's just say bungee rockets helped celebrate in a way the community will remember. Mission accomplished.

## Finding Your Springboard

As each of these stories shows, a little creativity can help turn an everyday event into something bigger. And when it comes to turning ordinary into extraordinary, promotional products can help provide the exclamation point!

Kevin Lyons-Tarr, CEO, 4imprint



Is your organization changing the world with the help of promotional products? We'd love to hear about it! Email us: [4ideas@4imprint.com](mailto:4ideas@4imprint.com).

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Camp Filled with Hope



Students in Ontario, Canada, are changing water realities at their school and for schoolchildren in Africa. Check out how promotional products are helping them conserve this precious resource.

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# How can promotional items help commemorate an anniversary for your business?

Editorial board members share their insights.



On our 10th anniversary, we celebrated our success by acknowledging our longest-serving employees. We gave gifts based on years served. It's not so much about the value, but the symbolism of the gifts. So we've made sure that these items are never given away for any other reason but staff anniversaries.

**Brooke Browne**  
MARKETING MANAGER  
Smartbridge



I ordered stickers announcing our anniversary that we added to all of our correspondence, closing folders, notes, etc. for the entire year. It was a simple way for us to spread the word and show our longevity in the market.

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



Remember, your employees are your best “brand ambassadors.” Providing them with items adorned with your commemorative logo (a MUST) will allow them to show their pride in the company while promoting and celebrating your years in business. And, don't forget to celebrate those employees who helped you get there—from legacy plaques to commemorative watches and pens, employees will proudly display your company's success and longevity for years to come.

**Michele Lee Niec**  
EXECUTIVE ASSISTANT TO THE CEO OFFICE, VOLUNTEER & INTERNSHIP MANAGER  
Barbershop Harmony Society



# Meet this month's featured contributors.



**Suzanne Worwood**  
VP Merchandising  
4imprint

The perfect combination of the right place, right promotional product and right time is key to getting results. In this issue, Suzanne shares product ideas for *Gifts to Get Noticed Now ... or Later*. Suzanne, the VP of merchandising for 4imprint, has been with 4imprint since 2000.



**Mary Curtin**  
VP Administration  
4imprint

Mary, the VP of administration for 4imprint, shares her insights in this issue's *Trend* article about recruitment in today's challenging hiring climate. She gives tips on how promotional products can be valuable incentives for applicants and associate referrals. Mary started at 4imprint in 1995.



**Erika Ferguson**  
Social Media Manager  
4imprint

Erika coordinates 4imprint's social media communities. For this issue, Erika compiled social media content for both the *Overheard Story* and the *#SwaggingRights Contest*. She's been with 4imprint 10 years.



**Cheryl Sina**  
one by one® Coordinator  
4imprint

For this issue, Cheryl shares a *Remarkable Moment* inspired by Camp Hands of Hope. Cheryl has been with 4imprint 18 years and coordinates 4imprint's one by one® program.

Photos in the *Lasting Impressions* story were provided by Alaska Satellite Facility and taken by Jeff Beiderbeck, PWP Photography.



# Apparel that earns you #SwaggingRights



**Alejandra @\_Alitilla**

@4imprint Children's Chamber Music Education got new T-shirts and they're amazing! Thank you 4imprint one by one program! #4imprint #onebyone



**rentedcom**

Just received our order of trade show shirts, and the team will be looking great. A huge thanks to @4imprint for getting them to us quickly and for allowing us to #relaxitsrented! Great job, @keeesterbunny on the order!



**Daniel Hale**

New polos came in today! I've never used this emoji before but 🍀. Can't wait to see them on the members! Thanks #4imprint!



**dirtykneessoap**

Oh, it's ON now! #newjackets #swag @4imprint #supportsmallbusiness #dirtykneessoap #giftideas



Visit our Pinterest page for more promotional apparel that people are raving about.



# Thirsting for Change

*By Charish Badzinski*

Elementary Students Set Out to Change the World, One Water Bottle at a Time





Students at Burnhamthorpe Public School in Mississauga, Ontario, are getting a lot more than standard lessons in reading, writing and arithmetic. They're learning how to change the world, one water bottle at a time.

## A Lesson in Communication Skills

Second-grade teacher Kyle Pitman asked his students, “Are plastic disposable water bottles a good thing or a bad thing to bring to school?” The question was designed to help students develop critical thinking and communication skills, but it quickly became a student-led learning opportunity. Debate ensued within the second-grade class. Soon, the help of fifth-grade students was needed for research and complex calculations. Weeks later, wiser about the complex issues surrounding Earth’s water supply, students began to change the way water is used at their school. They’re also working to

educate others and raise money for water projects in Africa, where schoolchildren don’t have access to clean drinking water.

“Originally I was just hoping to get better communications skills out of them,” Pitman said. “Not once did I ever consider the fact that we might be funding a social media campaign, building a website ... making a difference in a continent that no one in our class has ever been to.”

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*“It’s completely exceeded every expectation that we have had.”*  
—Kyle Pitman

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# Amplify Your Experience

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



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## A Lesson in Student-led Learning

The students made the lesson a success by leading the way, according to Pitman and fifth-grade teacher Sarah Emmett. Students watched *The Story of Bottled Water* and followed the life cycle of a water bottle. They learned about the natural resources needed to manufacture water bottles. Industry data shows roughly **one in three water bottles is recycled**, and water bottles that end up in the trash may be shipped to other countries for disposal or incinerated.

The students wanted to know more, specifically, about how plastic bottles are used in their school. So, they put on some gloves and dug through the school's recycling bins, garbage bins and desks. They found 198 plastic disposable water bottles.

"They were shocked. But the impact of that didn't really hit them until we said, 'Well, this is just one day,'" Pitman said.

"That was the first time I was really excited with the project," Emmett said, "because my grade fives had to start explaining counting and multiplication to the grade twos, and they figured out we were using 40,000 bottles a year. And they were blown away."



## A Lesson in Change

The students became even more committed to addressing the problem after a presentation by David Bone from the Board of Directors for [Cloth and Water](#), a non-profit organization that funds water projects. In that presentation, students learned how children their age in Africa often have no access to water during the school day. The realization hit close to home, and the students felt compelled to act. They saw an opportunity: sell reusable water bottles to raise funds for a water bottle filling station (standard drinking fountains don't easily fill water bottles) and for water projects for schoolchildren who are less fortunate. Their goal is to replace every disposable water bottle in their school with a reusable one.



*Reusable bottles help save waste!*

Students developed a list of water bottle requirements, researched vendors, developed a business plan and requested a loan from the parent council. The parent council was so impressed by the initiative, they gifted the money instead. Students used that money to purchase 600 [ID Sports Bottles](#). With 687 kids in the school, the students are hoping to sell

all of the bottles, which cost \$4 for the first purchase and \$3 each after that. Proceeds have been earmarked for the filling station and for schoolchildren in Africa, via Drop in the Bucket.

## A Lesson in Applied Learning

A question to prompt critical thinking and communication skills development morphed into lessons on business management, economics, mathematics, global water issues, ecology, marketing and more. Through it all, the students remained passionate, even excited, about their schoolwork. Emmett says, “Maybe three or four days into the project the kids asked me when we were going to start doing math again. And they totally didn't even realize that this water bottle challenge that we'd been working on was anything related to academics. So it was really cool to see them applying so much of their knowledge without even knowing it.”

A simple discussion question has turned into a project that has exceeded everyone's expectations. “I think that's been a really valuable lesson for us because sometimes when we plan things as teachers, we put a lid on where we think it can go,” Pitman said.

“And this particular thing has just blown the doors open for us in terms of what these kids are actually capable of and what we can do with them moving forward.” [4](#)



[Learn more about the BPS Water Bottle Project at the project's website.](#) 



PRODUCT HIGHLIGHT

# Gifts to Get Noticed Now ... or Later

*By Suzanne Worwood*



Right Place. Right Promotional Product. Right Time.



Sometimes your marketing needs to grab attention immediately. Other times, you need to keep your brand in a customer's mind for months or years. We've pulled together some ideas to help get your brand noticed the right way at the right time.

## When You Need Promo Products for Instant Gratification

You have mere moments to grab someone's attention in situations like a trade show or health fair. This requires right-place-right-time promotional products that deliver a strong dose of instant gratification. Here are just a few examples.

### The Energy Boost

You drew the short straw and have to give the seminar immediately following lunch. People are ready for a break. Give them—and your name—a quick boost with a branded bag of **Tasty Bites – M&M's®** candies. The extra energy will power them through your presentation.



Tasty Bites - M&M's®

*Give them a sweet incentive to stick around!* →



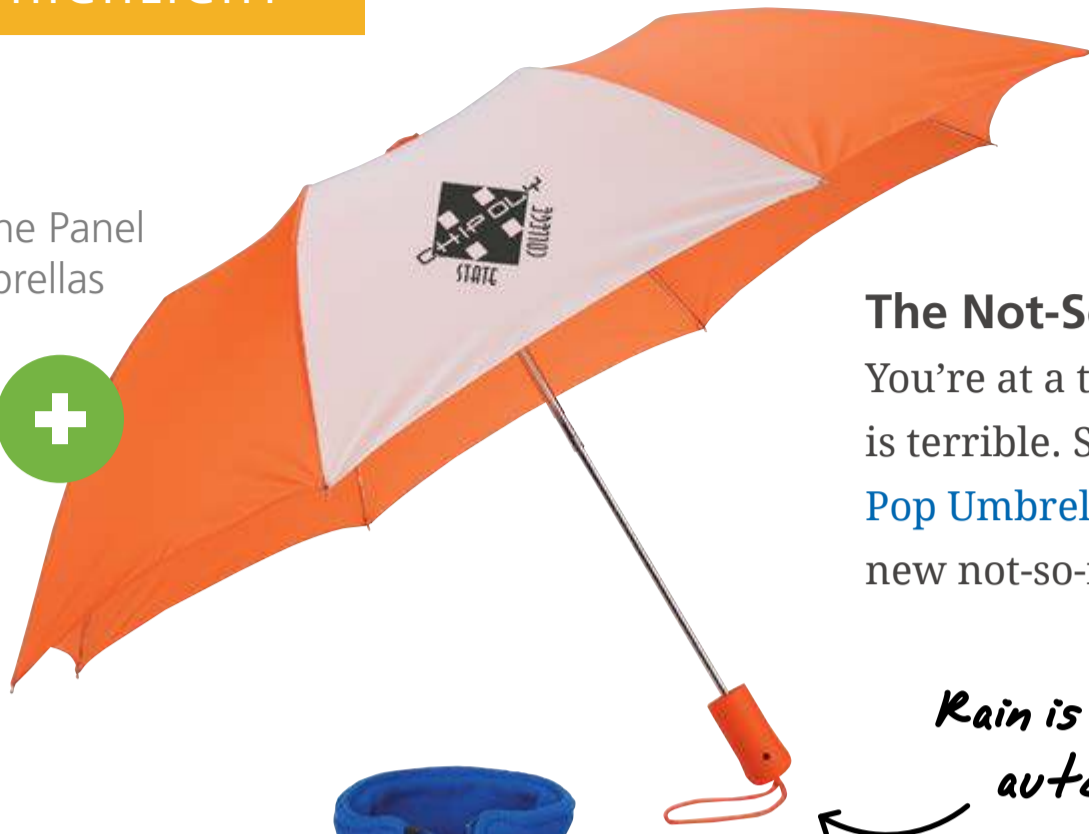
Glitter Temporary Tattoos

← *Your logo will glitter on this custom giveaway!*

### The Family Fun-maker

It's not easy competing with kids for their parents' attention. So, when you're hoping to talk with Mom and Dad at a family friendly event, have some water and colorful **Glitter Temporary Tattoos** ready for the kids. The little ones will love the tattoos, and they'll show off your brand all day long.

Pakman One Panel  
Pop Umbrellas



**The Not-So-Fair Weather Friends**  
You're at a trade show, and the forecast is terrible. Stock [Pakman One Panel Pop Umbrellas](#) in your booth, and make new not-so-fair weather friends.

*Rain is no match for this auto-open umbrella!*



Crossland®  
Fleece Jacket -  
Men's



Crossland®  
Fleece Jacket -  
Ladies'



**The Host with the Most**

A chill in the air can ruin an evening excursion. Fight the chill and win the night when you hand guests the [Crossland® Fleece Jacket](#). They'll think of your organization's thoughtfulness and the fun they had every time they wear it.

*Change your look with promotional outerwear!*



## When You Need Promo Products that Hang Around

You might meet your prospects months or even years before they'll need your product or service. Your right-place-right-time promotional products need to specialize in longevity. Here are just a few examples:

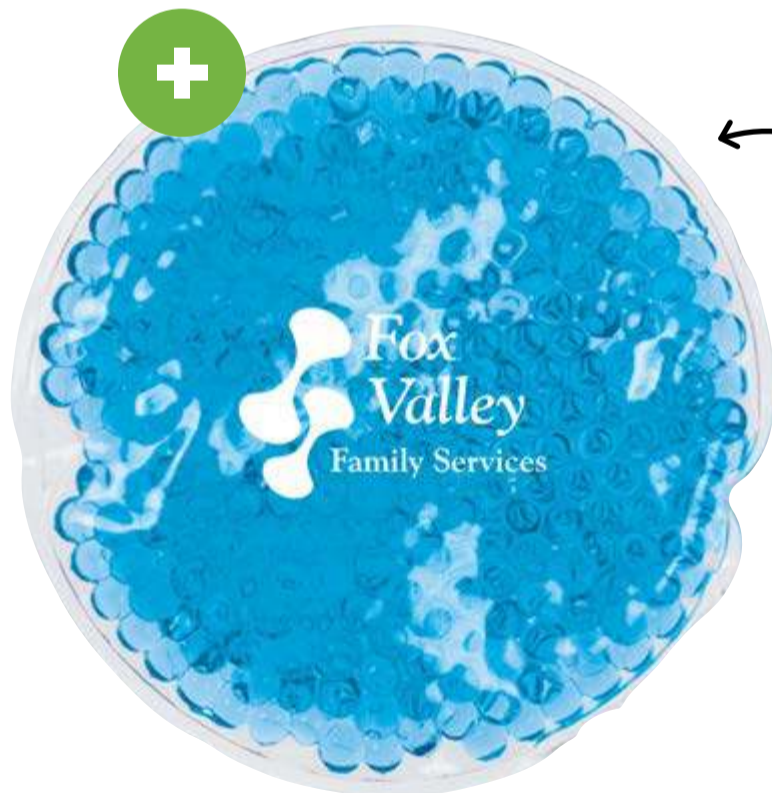
### The Home Service Heroes

You're a plumber, electrician or other home service provider. On your next visit, stick the [Bic Magnetic Photo Frame](#) on a water heater or electrical box, with a hand-written note and the date to improve your chances of hanging around, even after the current owners move on.



*Customized two-piece picture frame doubles your exposure!*

Bic Magnetic Photo Frame - Oval



*Cool down or heat up for your next advertisement!*

### The Long-term Care Connector

Decisions about long-term care are often years in the making. To stay top-of-mind, consider health-focused gifts like the [Round Aqua Pearls Hot/Cold Pack](#). Prospects will see your brand again and again.

Round Aqua Pearls Hot/Cold Pack



*Perfect for anything from paperwork to snack bags.*

### The Heating Helpers

You need to encourage your customers to inspect a furnace, fireplace or chimney each year. Add the [Keep-It Clip](#) into the mix with a reminder message. Each time they grab it, they'll be prompted to make that annual call.



Keep-it Clip - 6" Metallic

*This promotion helps them see the light!*



Rocket Clip Flashlight

### The Home Inspector Selector

Home inspectors are an essential, but often overlooked, element in the home-buying process. Light up your sales when you imprint the ever-useful [Rocket Clip Flashlight](#) with your company name and phone number. Share them with real estate agents for use on home tours to ensure your contact information is always around. [4](#)



LASTING IMPRESSIONS

# Corporate Anniversaries

*By Charish Badzinski*

How to Mark the Occasion with a Bang







When the Alaska Satellite Facility (ASF) celebrated its 25th anniversary, they wanted to celebrate the past and launch the future with a (literal) bang.

As part of the Geophysical Institute at the University of Alaska Fairbanks, the Alaska Satellite Facility contributes research data about everything from glaciers and climate change to flooding and the Amazon Rainforest. It provides remote-sensing data to the scientific community, including NASA. So when the organization planned its anniversary open house, it looked to have a blast with promotional products.

### Choosing a Focus

For any organization, hitting a milestone anniversary is something to be celebrated. Employees, clients and your community are often willing to celebrate with you.

For the ASF, strengthening relationships with community members was key, primarily among young members. Science can be complex, and getting kids on board for the 25th anniversary event was important.

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*“The kids of today are going to be the scientists of tomorrow,” explains ASF Director Nettie La Belle-Hamer, Ph.D. “So it’s an important part of who we are. You want science to be fun.”*

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## Making the Celebration a Blast

To make its open house event fun for all ages, the ASF set up learning stations, including a station where attendees could make their own satellites out of toothpicks, marshmallows and gumdrops. Another station allowed visitors to fire bottle rockets and water pressure rockets as they learned about propulsion. The ASF gave away **bungee rockets** from 4imprint as promotional gifts.

*“The bungee rockets were a huge hit; people loved them.”*  
—Nettie La Belle-Hamer

“There were some really, really tall ‘children’ standing in line to shoot the rockets!”

ASF Director Nettie La Belle-Hamer said.

A virtual reality station was also a hit, as well as a sandbox with a responsive topographical



map, which changed when kids altered the topography of the sand. The events were so fun and creative, chances are most attendees didn't even realize they were learning about science.

“We've had a lot of feedback about the event in general. People especially appreciate us catering to kids. There is a high percentage of homeschooled kids here, so there's a large contingency who are often looking for enrichment opportunities,” La Belle-Hamer explained. “Kids come away saying science is fun, and that's what you want.”

## Customize your corporate anniversary!



# Planning Your Anniversary Event

Rockets may not be the right choice for launching every anniversary event, but here are some other ideas that can help promote your organization's milestone.

## 1 Give back.



Celebrate your company's success by giving back to your customers, employees and community. Offer customers a special anniversary discount on products or services. Give your employees and customers a gift that marks the occasion and fits your brand. (The bungee rockets ASF gave away are the perfect example!) Or, mark the occasion by giving back to your community by sponsoring an event or donating to a meaningful cause. A lasting gesture that commemorates your organization's milestone will show the community you appreciate its support.

## 2 Create a logo and tagline specific to your anniversary.



By creating an anniversary logo or tagline and adding it to electronic and print materials, you help extend the celebration beyond the event. Put it on promotional products that reflect your organization's mission and those who celebrate with you can take home a great memory.

## 3 Share your history.



In the time leading up to the anniversary, do some research on your organization's past. Then tell your story, through a web page or legacy piece, such as a brochure, video or book.



©PWP Photography - Image provided by Alaska Satellite Facility

## 4 Throw an event to remember.



Bypass the standard, and go for something that will really generate excitement. Offer participation incentives, like a premium gift to the first 50 people to arrive and to really get the public engaged.

## 5 Start a tradition.



Establish an annual tradition to mark your anniversary. Then, you can celebrate each and every year!

Whatever milestone anniversary your organization is marking, creating an event to remember will help further build relationships with your community and your customers, ensuring your company will celebrate more anniversaries in the future. [4](#)



TREND

# Tapping Top Talent

*By Charish Badzinski*

Recruiting for Your Company's Future:  
Traditional versus New Tactics






When it comes to attracting top talent to your company, recruitment is key. But finding qualified employees that fit your company culture, values and needs can be difficult.

The United States Department of Labor [Bureau of Labor Statistics](#) reports that the official unemployment rate in 2016 never rose above 5 percent, indicating that the hiring climate is extremely competitive. That means human resource managers have their work cut out for them.

At [Global Community Charter School](#) in New York City, recruitment is ongoing, for both teachers and students. Human Resources Coordinator Michelle Marcelino says the charter school leverages a mix of both traditional and new recruitment tactics when searching for teachers. For example, it lists openings on paid websites and job

portals, such as [teacher-teachers.com](#). “We also reach out personally to universities and tell them about our openings,” Marcelino explains. “And our own teachers also refer their previous colleagues to us. That’s one of the more effective ways to get qualified applicants, by word of mouth or by referrals.”

Socially engaged companies are   
**58% more** successful at attracting top talent for their openings.

Source: Tiny Pulse

Mary Curtin, vice president of administration at 4imprint, echoes that sentiment. “Associate referrals are probably one of the best tactics for key members that are working for the organization because people already understand the culture, and they’re going to recommend people who are a good fit within the organization.”

In addition to referrals, Global Community Charter School starts developing relationships with potential candidates at job fairs and other face-to-face recruitment opportunities. Having some promotional products helps grab attention. “When people pass by, they see products on our table, and they ask if they can have a pen or magnet, and that helps to start the conversation,” Marcelino said. Most recently, they’ve purchased the [Sip & Flip Aluminum Bottle - 24 oz.](#) and the [Spooner Mug - 12 oz.](#) to help spread the word about the school to possible applicants.



Sip & Flip  
Aluminum  
Bottle -  
24 oz.

*Lightweight aluminum body colors present your logo with polish!*

U.S. companies spend  
an average of  
**\$4,000**  
to fill a job opening.

Source: PR Newswire

*Stir in a spoonfull of brand recognition using this unique imprinted mug with spoon.*



Spooner Mug - 12 oz.

“Recruiting is fun,” says Angel Morales, community resource developer at Global Community Charter School.

*“The focus should be in sharing your company because the more that you become known, the more that people will come and recruit you instead of you recruiting them.”*

*—Angel Morales*



## 7 Fresh Recruitment Tactics

Consider these additional new tactics when recruiting staff.

### 1 Schedule interviews creatively.

Top talent is often currently employed. Help save their PTO by scheduling interviews outside of normal business hours. “We want to be flexible for them; it’s putting ourselves in another person’s shoes. We’re trying to be a little creative and empathetic,” Curtin explains.

### 2 Offer incentives for applicants and referrals.

Promotional products like tech items are especially popular with the college-age market. Think cell phone chargers, car chargers and cell phone accessories.

### 3 Provide career pathing and career exploration.

Help your internal staff learn about growth opportunities within your own company.

### 4 Consider gamification.

This is an emerging way to educate applicants about your company culture by using gaming principles.

### 5 Advertise on billboards or yard signs.

These high-profile techniques reach passive job seekers and draw crowds to job fairs.

### 6 Give candidates an insider’s view.

Highlight your company and its positions with video.

### 7 Think beyond salary.

When recruiting staff, share more about the company and benefits than pay alone. The right candidates will be drawn to the right culture, not just a paycheck. [4](#)



# Today's American Family

## Why it matters to your business.

Families are a key consumer demographic for many companies, but what does the American family look like? The definition is constantly changing. Check out what makes today's family . . . a family.

### Who is in today's American Family?



**3.14**  
people

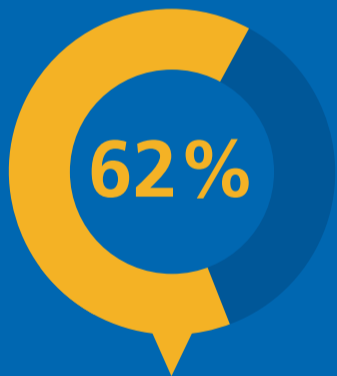


**\$54,000**  
median income



**62%**  
own their own homes

### The **children** of today's family



live with two married parents



live in single-parent homes

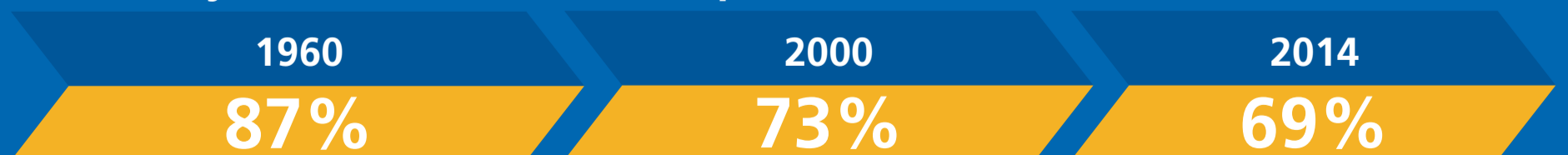


are in blended families with step-parents or step-siblings

Sources: Statista | ABC News | Statistic Brain

## The changing American Family

Over the years: Children in a two-parent household

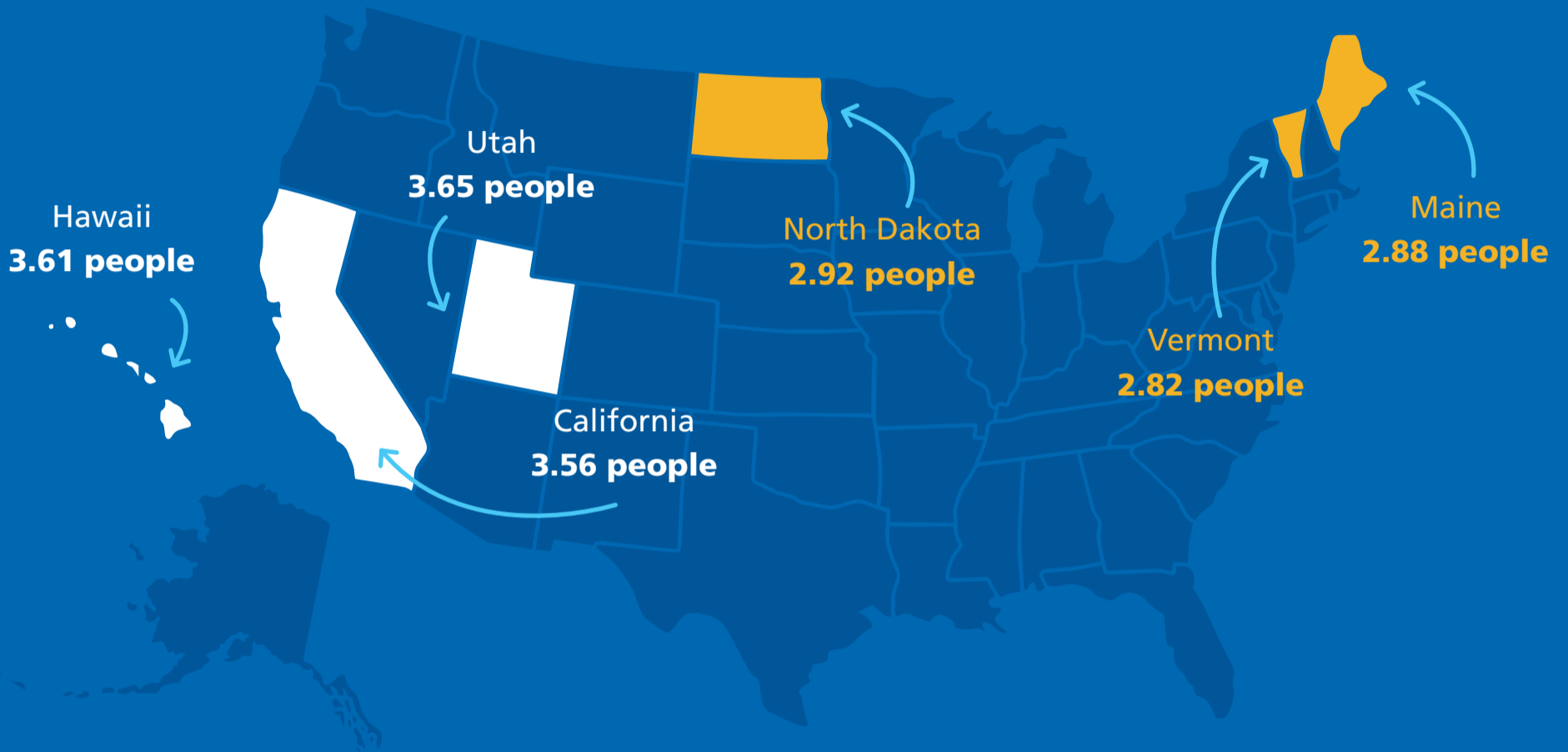


Source: Pew Research Center – The American Family Today



# Today's American Family

States With the **Largest** and **Smallest** Families:



**Largest** Families



**Smallest** Families

Source: Overflow Solutions – What State Has the Largest Families?

## Hey, Mom



**40%**

Families in which Mom is the breadwinner



**26**

Average age of a mom today



**18 miles**

How far the average American lives from mom

Sources: Pew Research Center – The American Family Today | The New York Times – The Typical American Lives Only 18 Miles From Mom



**Get to know your target market!** Think about which messages and promotional products would best resonate with your potential customers.



*The winner will be featured in the next amplify issue!*



# Vote for Your Favorite

See how the four finalists of our #SwaggingRights contest are using promotional products to get results.



## 1 G-Vegas Striders

### How we used the product

We gave out lots of branded items as participant gifts at the Greater Gardner Turkey Trot and used hats and jackets in fundraising/branding efforts.

### What the product helped accomplish

Swag helped attract participants and create a great race experience, motivating people to get out and take strides toward a happy, healthy lifestyle.



## 2 O'Leary Orthodontics

### How we used the product

The branded power bank was the perfect prize for our clients. They would love to win them when we would do contests or drawings throughout the year.

### What the product helped accomplish

This was the perfect tech gadget that teens need and love to use. We want teens to talk about us, and this is a great branded tool to do just that!



## 3 Pax8

### How we used the product

Branded aviator sunglasses were perfect for our wingman-themed trade shows. The team dressed up in flight suits and used the sunglasses as give-aways.

### What the product helped accomplish

The goal was to generate fun and excitement at the trade show while leaving attendees with the lasting reminder that Pax8 is their "cloud" wingman.



## 4 Realty Executives Platinum

### How we used the product

Not only are these mugs great to include in closing gifts, but we love to use them for serving coffee and tea when clients visit our office.

### What the product helped accomplish

These promotional mugs allow us to serve our clients in style, while also promoting our brand in the office and in their homes with a quality product.

*Select the group you think deserves the title for the ultimate #SwaggingRights!*

**Vote now!**



# Camp Filled with Hope

Branded T-shirts unite campers

*By Cheryl Sina*



An estimated one in nine children will lose a parent by the age of 20, leaving them to feel isolated. For that child and the family, the road to healing is long, rocky and lonely. [Camp Hands of Hope](#) aims to ease that journey. The program is held two to three times per year for about 150 South Carolinians who share and understand each other's grief. Camp Hands of Hope recently gave campers and volunteers matching, logo'd [cotton T-shirts](#) that it received through 4imprint's® [one by one](#)® grant. Each time campers wear the shirts, they are reminded of the camp's healing power of unity. [4](#)

