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**SAGE & PPAI ANNOUNCE EDUCATION DAY SCHEDULE AND SPEAKERS FOR
SAGE SHOW 2014**

Promotional product industry leaders come together at the SAGE Show, April 23rd, for a full day of education at the Fort Worth Convention Center in Fort Worth, Texas.

Addison, TX (February 25, 2014) – SAGE and PPAI announced today the speakers for the 2nd annual SAGE Show Education Day, held at the Fort Worth Convention Center in Fort Worth, Texas on Wednesday, April 23, 2014. The SAGE Show Education Day will be followed by two full show exhibit days, April 24-25, 2014, with the last day being open to distributors' end-user clients. All education sessions are available for CAS and MAS credits towards attendees' certification. The Education Day and the exhibits are both free to attend and registration is now open at www.sageshow.com.

"We are very excited about the level of enthusiasm we have received from the speakers, sponsors and attendees for our education day," said David Natinsky, SAGE's President. "We look forward to bringing the industry together for a day of learning, growth and tools distributors need to succeed in this ever changing industry."

Session topics include:

- Prop 65 and State Regulations
- Blueprint to Success: Powerful Strategies to Build the Foundation of Your Client Base
- Get Started with SAGE Online
- SAGE Online Advanced Features & Hidden Gems
- Manufacturers' Representative Line Card Profitability Analysis Workshop
- Creative Cook-off
- Seize the Day! Tech Tools for a Simpler Life and Greater Productivity
- Go on the Road with SAGE Mobile
- Increase Your Web Exposure Using SAGE Websites
- Product Safety Basics
- How to Bill For Your Time

- Moving Beyond Likes, Pluses and Retweets
- Building a Perfect Presentation in SAGE Online
- SAGE Order Management and QuickBooks Integration
- Advertising/Marketing Overview
- Undue Influence Training
- Think Big, Spend Small: 10 Marketing Ideas for Teensy Budgets
- Do You Know Your ABC's? (Always Be Closing) – Master Closing Skills
- Maximize Your Client Experience with SAGE CRM and Email Campaign Modules
- Plan Your Work, Work Your Plan: Put Together Your Marketing Plan
- Keep Your Company Secure Online
- How to Start a Company Store for Your Clients

Education speakers include:

- **Charles Cohon, CEO and President, Manufacturers ` Agents National Association (MANA)**

Charles Cohon earned an MBA with honors and with concentrations in strategic management and entrepreneurship from the University of Chicago Booth School of Business, where he currently serves on the admissions committee. He founded thriving rep company Prime Devices Corporation in 1984, and has been featured in numerous articles in magazines like Selling Power, Sales & Marketing Management, and CRM Magazine.

- **Danny Friedman, Vice President, Added Incentives**

Danny Friedman has been in the promotional products industry for over 12 years and is a multi-million dollar producer. Mr. Friedman's clientele includes some of the top companies in the Fortune 500. He has been a sales manager and sales trainer for the last nine years. He combines his promotional products industry experience along with other industries he has been in that include office products, real estate and being a multi-line representative in the sporting goods industry.

- **Paul Kiewiet, Founder, BrandKiwi, LLC and Executive Director, MiPPA**

As the founder of a sales promotion agency, Paul Kiewiet has over 28 years' experience in the premium incentive and promotional products industries. The former Chairman of PPAI, Mr. Kiewiet has also served on the boards of the Association of Incentive Marketing and as a Trustee of the Forum For People Performance Management and

Measurement. He has earned the Master Advertising Specialist and Certified Incentive Professional certifications and has won six PPAI Pyramid Awards and the SNAP Excel Award for writing excellence. He has also created sales promotion, marketing and incentive programs for some of America's finest brands, including Kellogg's, Borden, Whirlpool, Krylon and Elmer's.

- **Bobby Lehew, Chief Branding Officer, SwagExpert.com by ROBYN**

Bobby Lehew is the Chief Branding Officer at ROBYN, a branded products fulfillment company that creates and distributes promotional products, corporate apparel and collateral printed materials through private-label, e-commerce company stores. ROBYN was recognized three years in a row by Inc. Magazine as one of the 5,000 fastest growing private companies in the U.S. Mr. Lehew is a frequent speaker on topics related to marketing, social media, content development, blogging and company stores and was recognized as one of "41 people who are shaking up the market with new and innovative approaches" (2010 Hot List) and in OKC Biz magazine's "Forty Under 40".

- **Eric Natinsky, CEO, SAGE**

Eric Natinsky is Chief Executive Officer of SAGE/Quick Technologies, Inc., the leading provider of business services for the promotional products industry for the past 20 years. In addition, from 2000 to 2010, Mr. Natinsky was an attorney in the technology transactions group of Wilson, Sonsini, Goodrich, and Rosati working with a variety of technology companies from the largest to the smallest with respect to technology licensing deals, patent strategy, open source compliance and strategy, IP counseling, IP and technology aspects of M&A deals. Mr. Natinsky has a BS Business Administration, Management and Marketing from Washington University in St. Louis and a JD, Law from The University of Texas at Austin. Mr. Natinsky is also a licensed patent attorney.

- **Joseph Scott, Vice President, Scott & Associates, Inc.**

Joseph Scott is responsible for Scott & Associates business development. With over 21 years in the promotional products industry, Mr. Scott provides consulting on overall



marketing strategies, and on fine-tuning of organizations' message. He is also one of the few Google AdWords Certified Professionals.

The SAGE Show Education is presented by PPAI Professional Development and sponsored by Bulova Corporate Sales. For more information, including the education day schedule, exhibitor or distributor information, exhibitor listings, show schedule, and registration information can be found at www.sageshow.com.

About SAGE Show

The SAGE Show is a promotional products tradeshow in the central US. The show will be held April 23-25, 2014 in the beautiful, state-of-the-art Fort Worth Convention Center in Fort Worth, Texas. The show features two full show days, a full day of professional education hosted by PPAI, a top-notch keynote speaker, a networking reception, a first-rate party, and much more. The Fort Worth area is home to hundreds of local attractions and is in close proximity to DFW International Airport for convenient access from anywhere. For more information, visit www.sageshow.com.

About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. In addition to SAGE's flagship SAGE Online™ and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end user catalogs, artwork services, payment processing, tradeshows, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.

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