

*****Attention: Embroidery Pros*****

“Life is not a dress rehearsal”

Attend **NNEP 2010-Columbus**, a national embroidery
Conference, Trade Show & Garage Sale

It's Time for You to Get Ahead:

- ◆ *Do less, while you make more \$\$\$!*
- ◆ *Light the spark to heat up your sales!*
- ◆ *Have more fun doing what you do best!*

Your Success Starts Here:

www.NNEP.net/NNEP-2010

**Go online NOW for
Brochure and to Register!**



We're saving a seat for YOU!

**March 18-20,
2010**

**Embassy Suites Hotel,
Dublin, Ohio**

800-EMBASSY, Group Code "NNA"

NNEP.net/NNEP-2010

NNEP 2010-Columbus

NNEP

National Network of Embroidery Professionals

EMBELLISH YOUR WORLD at NNEP 2010-Columbus

Three exciting days, jam-packed with the industry's BEST!

LEARN TO GROW YOUR BUSINESS!

- Find out how you can use inexpensive social media to bond with clients and boost your sales!
- Approach your marketing in a new way, encouraging customers and potential customers to see you in a whole new light
- Maximize your supplier relationships and take advantage of the support they offer
- Take your skills to the next level with industry-exclusive sessions - learn the latest tips and techniques!
- Learn from a true digitizing master and create fluid, textured lifelike embroidery designs.
- EXCLUSIVE: Million Dollar Business Visioning Workshop! Be among the lucky few to create a clear business vision - and a plan of action - for the success you've always wanted!

CONFERENCE HOURS:

Thursday 8 AM – 5:30 PM; Friday 8 AM – 12N; Saturday 9 AM - 10:30 AM

CONNECT WITH THE BEST!

- See the very latest in embroidery equipment, digital garment printers, crystals, digitizing software, heat-press equipment, laser engravers, blank apparel, threads, stabilizers, stock designs, headwear, outerwear, embroidery tools, supplies and more.
- Rub elbows with the experts and other professionals like you! Join in the conversation! Build key relationships, share and socialize!
- Get more from your supplier relationships!
- See what's hot for 2010! Check out the new styles, cuts and color trends.
- Get the newest ideas! Collect the current catalogs and stay on top.
- Check the Exhibitors page at www.NNEP.net/NNEP-2010 for list of participating suppliers.

TRADE SHOW HOURS:

Friday 9:30 AM – 5 PM; Saturday 9:30 AM – 3 PM

SHOP, EXPLORE, and SAVE BIG!

You'll love saving money at the "Garage Sale"! This one-of-a-kind industry event, offers "steals and deals" on anything and everything for your business. You never know what you'll find -- used equipment, blank apparel, inventory overstocks, excess supplies, and more. All at unbelievable prices!

GARAGE SALE HOURS:

Thursday 6:30-8:30 PM; Friday 9 AM – 5 PM; Saturday 9 AM – 2 PM

DON'T MISS OUT!

3 short days...

100s of ideas to boost your business!

Attend individual classes, or enjoy the entire event.

For complete details and registration information, go online to www.NNEP.net/NNEP-2010, or call NNEP at **800-866-7396**.

For Hotel Reservations, call 800-EMBASSY, and mention Group Rate Code "NNA."

The group rate is \$117.99/night. FYI: The group rate expires 2/17/10.

Whatever it takes... just be here!

National Embroidery Conference, Trade Show & Garage Sale

March 18-20, 2010

Embassy Suites Hotel,
Dublin, Ohio

Brought to you by



National Network of Embroidery Professionals

www.NNEP.net • 800-866-7396

Attend the Conference to work ON your business. Sessions focus on business owner skills and embroidery skills. Register for the entire event (best value!) or individual sessions. Design your experience to meet your needs!

Register for the Conference: \$156.00/person

Now you really CAN have it all! Register now for 4 sessions and attend up to 3 more sessions for FREE! You get the “full package” value, so you don’t miss a business-building moment. This \$273 value is yours for just \$156! (A \$117 savings when attending all seven sessions!) With your “full conference” registration, select from all* the sessions offered based on available tickets.

*Visioning Your Million Dollar Business workshop is not part of the Full Registration. When you register for this workshop, you are also registered for the Trade Show and Garage Sale.

Attend as many or as few sessions as you want! Select no more than (1) session from EACH of the available time slots: B, C, D, E, F, G and H. You must indicate which sessions you plan on attending, so the speakers can provide materials. Conference registration includes access to the Do Duds Annual Cocktail Hour & Fundraiser, Trade Show and the Garage Sale. When you stay at the Embassy Suites Hotel, you will also enjoy a full cooked-to-order breakfast each morning and complimentary cocktails each evening.

Register for the Trade Show & Garage Sale (A2): \$10.00/person (free for NNEP members).

This includes access to the Trade Show and Garage Sale all day Friday and Saturday. When you stay at the Embassy Suites Hotel, you will also enjoy a full cooked-to-order breakfast each morning and complimentary cocktails each evening.

Register for the Visioning Workshop (A3): \$99/person.

This is a day long special workshop for developing a road map to your million dollar business. See additional details below. Workshop registration includes access to the Do Duds Annual Cocktail Hour & Fundraiser, Trade Show and the Garage Sale. When you stay at the Embassy Suites Hotel, you will also enjoy a full cooked-to-order breakfast each morning and complimentary cocktails each evening.

Register for individual Sessions (B1-H1): \$39/per session per person.

Session registration includes access to the Do Duds Annual Cocktail Hour & Fundraiser, Trade Show and the Garage Sale. When you stay at the Embassy Suites Hotel, you will also enjoy a full cooked-to-order breakfast each morning and complimentary cocktails each evening.

The hotel has a full service restaurant. “Grab & Go” box lunches will also be available for purchase on Thursday, Friday and Saturday in the hotel.

“I just have to tell you that I had an ABSOLUTE BLAST at the conference! I can’t wait to see you next year!”

—Loralyn Dyson, Country Embroidery

“I love the fact that there are many suppliers all in one place that we can meet with, to see what’s new, and get specific questions answered. Meeting other industry professionals is always fun and enlightening!”

—Judy Mahaney, Embroider

“I was so impressed with everything this year. The offerings for the conference were interesting and educational. The vendors were helpful. The garage sale was cool.”

—Darlene Duseberg, Five Points Embroidery

“Last year’s event came just 4 months after I took over an embroidery business. Although I have attended many different kinds of shows and markets, it was at this event that I actually fell in love with embroidery. There was a fantastic variety of vendors and seminars that gave me a true wealth of information and products for my business in just 2 short days! It is definitely on my calendar to attend again this year!”

—Chris Castleberry

“I want to tell you how much I enjoyed the NNEP Network conference in Columbus. I had a GREAT time and met lots of people and learned so much important information. Thanks for such a GREAT time!”

—Marcina Kapusinski, Extreme Designs

“Thank you all for doing such a wonderful job with the conference. We were really pleased with the depth and variety of topics, and the feeling that I was among professionals. Therefore, I am a PROFESSIONAL!”

—Jerri Dyke, Windmill Apparel & Embroidery

Sessions Offered On Thursday, March 18

■ Visioning Your Million Dollar Business

N2010-A3, \$99

8:30-5PM: This is a special ALL DAY workshop, only 14 tickets are available

Presenter: Norma Rist, No-Nonsense Business Coach, Norma J. Rist CEO Consulting, Inc.

Do you think about having a business that will operate when you are on vacation? Perhaps you want to grow a business and later sell it or transfer to your children. Are you tired of growing at 10-15% each year? Do you want a better business model?

Comment from past workshop attendee: "This workshop was very good at putting dollars to ideas—Now I know how to Scale to a Million!"

More than 30 women business owners are working to develop their million-dollar businesses in 24 months. The first step they took was to create the vision of their future business. Picture the business you have a passion to grow, is replicable, and has a market of customers waiting to buy. If you want to think through this possibility, and turn it into an opportunity, this is your chance. If you are already working on it and want to refine it—that's good too.

Your Potential Future:

A product business doing \$3 Million in sales, paying you \$200,000+ per year.

A service business doing \$300K in sales, paying you \$200,000+ per year.

An internet business doing \$250K in sales that pays you \$200,000+ per year.

Attend this one day workshop to help you create a vision of the business you could develop in 24 months.

When you register for this workshop, you are also registered for the Trade Show and Garage Sale.

■ The Art of Perception

N2010-B1 (\$39 if purchased individually)

8:30-10am

Presenter: Jay Izenman, Ratman & Bobbin

Working out of a small space, or maybe, even your basement or spare room? Only you have to know. Come and learn the ins and outs of making your company look larger than ever before, strictly by your attitude, image and professionalism. Learn how the art of packaging your product can make you stand out from the competition. See the benefits and power of how to promote yourself by utilizing customized marketing materials. Are you on a shoestring budget? Learn how to prioritize between what you want and where to spend first. Turning jobs away? Get the "never say no" attitude and see why you should think that way. And finally, learn when to fire a customer, and how.

■ Mastering and Maximizing with Specialty Threads

N2010-B2 (\$39 if purchased individually)

8:30-10am

Presenter: James Stephenson, Madeira

Sure, they may require some tweaking here or a little TLC there, but mastering specialty threads can keep you ahead of your competition...and working when others are not. Whether your customer comes in with a special request, or you have to do an upsell to get the customer

to sign on for the use of something special - your work will stand out and the return on the investment of your time and patience will be considerable.

James Stephenson has been a machine tech and he knows his way around embroidery machines. He works for one of the major embroidery thread manufacturers in the industry currently. He will share tips and tricks to keep your machines humming, your creativity brimming and your customers happy. Set yourself apart from the competition with the ability to offer special looks that are only achievable through the mastering of specialty embroidery threads. From fine detail...to a rustic, hand-embroidered look...to unparalleled shading...to the sparkle of metallics...get to know all the looks that are possible and then master them!

Leave this seminar feeling much more certain of how to handle different threads and with free samples to try them out at no cost to you. You'll find a little patience and testing goes a long way in expanding your repertoire and becoming the go-to embroiderer in your community for problem-solving and innovation.

■ How to Sell Decorated Apparel – Successfully!

N2010-B3 (\$39 if purchased individually)

8:30-10am

Presenter: Dana Zezzo, Pro Towels, Etc.

Learn tried and true strategies for selling decorated apparel. See why selling apparel using the "good, better, best" model can increase the number of sales you close. Dana's model of scalability will move your customers' thought process from "Should I buy?" to "Which one should I buy?" with less resistance and more customer confidence. Increased profits come from selling SOLUTIONS, not products!

■ Vector Art and Vinyl Cutters

N2010-C1 (\$39 if purchased individually)

10:30am-12pm

Presenters: Jeff Morgenthaler & Cameron Gilmore, Digital Art Solutions

Explanation vector art and vinyl cutters, and how they can be effective for embroiderers.

■ Understanding Applique and Sublimation

N2010-C2 (\$39 if purchased individually)

10:30am-12pm

Presenters: Lynn Rhoades, LCD Embroidery (applique); Jimmy Lamb, Sawgrass (sublimation)

The applique portion of this session will present the very basics of applique, as well as tips and tricks. See how variations in color and name-drops can provide many different looks. How you can take advantage of the tools that your vendors have to offer. Cutting services, digitizing services, stock lettering and basic designs are just a few of the tools available to you. Reduce stitch count and possible puckering on large areas in a design by substituting an applique. This reduces stitches and sewing time, and gives you options for texture and creativity.

Jimmy will tackle the sublimation portion of this two part comprehensive session. IF you are a typical embroiderer, you might be saying "sublimation - isn't that just for mouse pads and coffee mugs?" Well, as you will see,

Sessions Offered On Thursday, March 18 (continued)

sublimation is whole lot more and can open the doors to all kinds of new revenue opportunities. Jimmy will make sure you understand exactly what it is, how it works, how to price it and how to sell it. And what the heck, he will even show you how to create your own custom applique fabric using sublimation.

■ Excelling in Embroidery

N2010-C3 (\$39 if purchased individually)

10:30am-12pm

Presenter: Walter Floriani, Floriani Stabilizers, RNK Distributing

From Value Mart to Picasso - Learn the secrets to maximizing your machine efficiency and expanding your profitability with a simple to understand and foolproof technique and methodology from fifth generation Embroidery Guru Walt Floriani. "Being a profitable embroidery creator has never been so easy once you understand the simplicity of the process and how to sell it correctly." Let Walt demonstrate that "If you Stitch it, they will Buy." A must for the novice to seasoned professional.

■ Social Media

N2010-D1 (\$39 if purchased individually)

1:45-3:15pm

Presenter: Deborah Brown, Published Author and Web Writing Specialist, AllWrite Ink

You've heard about Facebook, LinkedIn, Blogging and Twitter but how can they be used to effectively promote and grow your business? Deborah Chaddock Brown, Customer Relationship Expert, entrepreneur and author will share the benefits and how-tos of effectively using Social Media to connect with your prospects and customers and start the process of building relationships. Now is the time - BEFORE your competition.

Attendees will learn:

- The benefits of each of the primary social media vehicles
- Examples of how they are used effectively to build relationships and grow business
- Handy tips and techniques
- How to get started building Web-Lationships

Each participant will leave with a valuable resource guide explaining each social media vehicle, a review of the benefits, links to find more information, basic "how-tos" and examples of business professionals successful with social media.

■ All That Glitters

N2010-D2 (\$39 if purchased individually)

1:45-3:15pm

Presenter: Shell DeHosse, Sparkles by Shell

How adding glitter, studs and texture to apparel and embroidered designs can increase the value of ready-for-sale inventory and profits. Embrace the idea that you are selling more than logo'd shirts.

■ Maximize Your Supplier Relationships

N2010-D3 (\$39 if purchased individually)

1:45-3:15pm

Presenter: Geoff Vejsicky, Cutter & Buck

Being a small business owner, you constantly face the challenge of maximizing your time. How do I do marketing? How do I get new ideas? Where are some new markets? All of these, plus more, are questions business owners face day-to-day. The kicker is that you have a lot of these plus more at your fingertips! The vendors you deal with everyday! This session will highlight things that you may not know are available to you as a business owner. Plus, learn a little inside knowledge to get the most out of a tradeshow and your vendor Sales Reps. Shhh...don't tell your competition!!

■ Team/League Business

N2010-E1 (\$39 if purchased individually)

3:45-5:30pm

Presenter: Doug Wilcoxson, Bomark Sportswear

This seminar will educate you on the team/league business and how it differs from other markets. You will learn how to find the business, secure it and most of all... how to minimize the problems that come along with this business during production. Not only can you add sales dollars by supplying team/league uniforms, equipment etc., but you now have a completely new group to market your normal products to as well!

■ Blending Digitizing

N2010-E2 (\$39 if purchased individually)

3:45-5:30pm

Presenter: Lee Caroselli, Balboa Threadworks

Shade your designs to give it volume and depth, and blend your colors for a gradual transition from dark to light. Learn the techniques of shading and blending colors that will give your designs life. You will be able to capture what you see in your designs, duplicate textures, and make them appear to be three dimensional. These techniques are not software specific and are easy to understand. Best of all, these techniques will help you understand the principles of underlay and pull compensation and give you designs that are not just beautiful... but designs that run well!

■ What Are You Selling?

N2010-E3 (\$39 if purchased individually)

3:45-5:30pm

Presenter: Jimmy Lamb, Sawgrass

If you think you are selling embroidery, screen printing, digital printing, etc - you are WRONG! Its not about selling decoration processes, its all about fulfilling the needs of the customer. How you package, position and market your products will make all the difference between making money or not... This eye-opening presentation might just cause you to rethink your current sales and marketing approach. In fact, your head will be swimming with new ideas for converting leads into sales when you leave this exciting idea-packed session!

Sessions Offered On Friday, March 19

■ Sales, the Right Way... or Not!

N2010-F1 (\$39 if purchased individually)

8-9:30AM

Presenters: Dana Zezzo, Jimmy Lamb & Jay Izenman

Come and see how the wrong approach can lose sales, while the right one with the proper techniques can increase them—GREATLY! Learn 3 different approaches for creating successful sales presentations based on the real life experiences of three Industry Professionals who will share their methods and passions with you. But nothing beats the real thing, so hang on to your seats while these three characters (your hosts) show you via a real-live demonstration what to do and what not to do. Let the tips of these professionals help you “fix” your mistakes and steer you towards increasing sales. Not only is this event full of informative details, it’s a lot of fun as well. Don’t Miss It!

■ Using the Internet to Market Your Business

N2010-G1 (\$39 if purchased individually)

10am-12pm

Presenter: Jeff Taxdahl, Thread Logic

The Internet is a powerful marketing tool and can change the way some shop owners do business. Understanding how the Internet can help a company is really a two question challenge. This first question is how and what

kind of site to offer to the market. There are a number of options from fully functioning e-commerce websites to template websites offered by many suppliers. Learn the advantages and disadvantages of each model.

The second question involves getting people to the website. This is not a “build it and they will come” proposition. What are the options to drive traffic to a website? What role do search engines play? What is pay-per-click and SEO? How can regular marketing activities drive traffic to a site?

This session will also explore how the Internet has changed my business and fueled its growth over the last 4 years using an e-commerce website and pay-per-click marketing. You will get an idea of what it costs to build a site and the cost to market it. Learn what skills you need (or need to hire) and what resource commitment it takes to make different websites work.

In addition, we will cover the following questions: Is it the right marketing vehicle for everyone? Is using the Internet right for you? What can it do for your company? What does it take to be successful with an Internet marketing model?

This session is part case study and part classroom lecture. If you have wanted a website but did not know why, or how to proceed, this is a MUST attend session!

Session Offered On Saturday, March 20

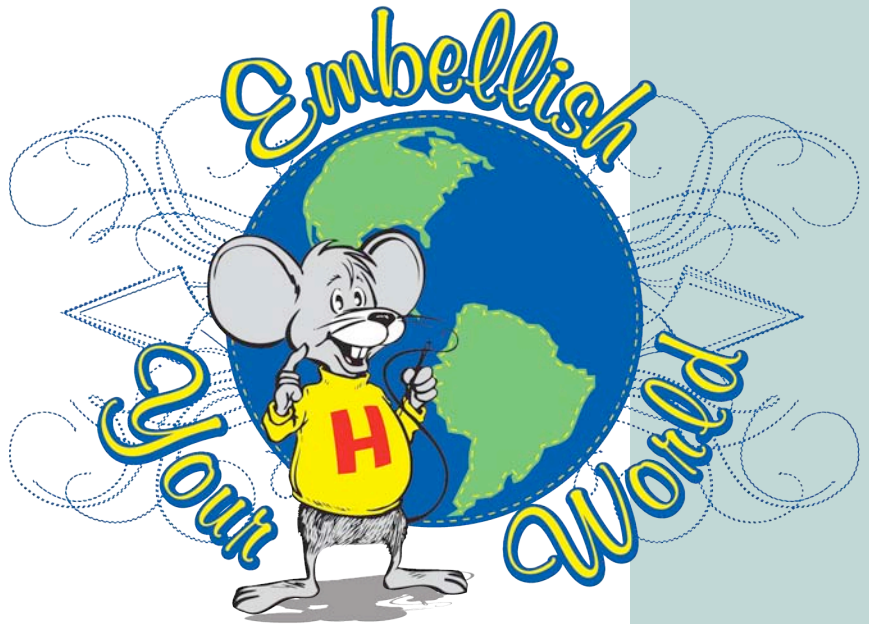
■ 20 Most Frequently Asked Questions

N2010-H1 (\$39 if purchased individually)

9-10:30am

Presenter: Susan Ritchie, NNEP Co-Founder and Embroidery Expert

Attend this session to fast-track your learning curve! 20 Most Frequently Asked Questions is designed to give you enough information to make decisions regarding purchases, techniques and policies for your business. The information is essential if you are starting your business, or provides a recap to make sure you are heading in the right direction in your existing business! Susan, an embroidery veteran and expert, will cover thread sizes, hoop burns, contract embroidery and much more. Leave this session with solutions to common stumbling blocks, enabling you to effectively move ahead. The presentation moves along quickly and questions are encouraged, making sure that you get the maximum benefit from this session. Build your business with answers, not questions!



NNEP 2010



National Network of Embroidery Professionals

Network 2010 – Columbus Registration Form

Fill out one form per person. MAIL or FAX to NNEP or CALL 800-866-7396.

Fax: 330-678-8988

Mail: NNEP, 4693 Kent Road, Kent, Ohio 44240

Questions: 800-866-7396

Website for event: www.NNEP.net/NNEP_2010.php

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone (____) _____ Fax (____) _____

Email _____

Primary Business: Embroidery - ___# of heads Screen printing
 Other _____

By registering, you are giving consent to the participating suppliers to send you information about their products/services.

Register for:

CONFERENCE: \$156.00/person; select between (4) and (7) sessions.

Pick no more than (1) session from EACH of the following time slot options: B1-B3, C1-C3, D1-D3, E1-E3, F1, G1, and H1.

TRADE SHOW & GARAGE SALE: (A2) \$10.00/person or Free for NNEP Members

VISIONING WORKSHOP: (A3) \$99/person; Only 14 seats available, all day workshop

INDIVIDUAL SESSIONS: (B1-H1) \$39/session; Attend only the session(s) you want

Please indicate which sessions you want to attend.

View session descriptions online at: www.NNEP.net/NNEP_2010_education.php

- \$156.00 Conference Package: attend between (4) and (7) sessions, plus Trade Show and Garage Sale
 A2 \$10.00 Trade Show and Garage Sale only (Free for NNEP Members)
 A3 \$99.00 Visioning Your Million Dollar Business (full-day workshop – Thursday) plus Trade Show and Garage Sale
 B1 \$39.00 The Art of Perception... Thursday 8:30-10am
 B2 \$39.00 Specialty Threads... 8:30-10am
 B3 \$39.00 Selling Apparel... 8:30-10am
 C1 \$39.00 Vector Art & Vinyl Cutters... 10:30am-12Noon
 C2 \$39.00 Applique & Sublimation... 10:30am-12Noon
 C3 \$39.00 Excelling in Embroidery... 10:30am-12Noon
 D1 \$39.00 Social Media & Your Business... 1:45-3:15pm
 D2 \$39.00 All That Glitters... 1:45-3:15pm
 D3 \$39.00 Maximize Vendor Relationships... 1:45-3:15pm
 E1 \$39.00 Team/League Business... 3:45-5:30pm
 E2 \$39.00 Blending Digitizing... 3:45-5:30pm
 E3 \$39.00 What Are You Selling?... 3:45-5:30pm
 F1 \$39.00 Sales, The Right Way... or Not... Friday 8:00-9:30am
 G1 \$39.00 Using Internet to Market Your Business... 10:00am-12Noon
 H1 \$39.00 20 Most Frequently Asked Questions... Saturday 9:00-10:30am

If a session is not available, you will be notified and invited to make another selection (Conference Package or individual sessions) or a refund will be provided (individual sessions). Children under the age of 14 will not be permitted in any sessions.

Cancellation Policy: Refunds for Conference Package or A3 registrations (less \$20 service fee per registered attendee) will be made until 3/1/10. Refunds are not available for A2 registrations. Absolutely no refunds will be made after 3/1/10.

NNEP reserves the right to make any changes in content or format without obligation.

Payment Info:
 Check Enclosed – Check # _____
 Credit Card-Visa/MC/AmEx Card Number: _____
Exp. _____ V code _____
Total Amount \$ _____
Signature required for credit card: _____
NNEP# _____

CONFERENCE HOURS:
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Friday 9:30 AM – 5 PM; Saturday 9:30 AM – 3 PM
GARAGE SALE HOURS:
Thursday 6:30-8:30 PM; Friday 9 AM – 5 PM;
Saturday 9 AM – 2 PM

Select 4 or More Sessions and SAVE with the Conference Package!



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