



**POWER  
UP**

**2020**

**ASI POWER  
SUMMIT**

**LIVE**

**OCTOBER 22**

**12 P.M. ET**

**#ASIPowerSummit**



What a year.

Undeniably, 2020 is one for the history books. As we look ahead to a brighter 2021, let's always remember the remarkable ingenuity, generosity and fortitude displayed by so many in our industry. Today, during the very first virtual ASI® Power Summit, the strength of our industry will be on full display:

- Surviving catastrophe
- Adapting to seismic change
- Embracing technology
- Pivoting, rebuilding, rebranding – one step, one sale, one win at a time.

The 2020 Power Summit Live is designed to help suppliers and distributors get back to business, rejuvenate moribund strategies and prepare for growth in 2021 and beyond. Along the way, you'll hear from senior-level power players and industry friends, along with ASI's best and brightest, sharing expertise, ideas and inspiration.

At the end, we'll celebrate with the annual unveiling of the prestigious Counselor® Power 50 list – executives from distributor and supplier companies, as well as industry outsiders, who wield considerable power and influence in a global marketplace.

Together, each and every one of us are finding our way forward. Together, we really can do anything.

So get ready to go LIVE with ASI. Anything can happen! But as we've proved time and again this year, no matter what, we'll roll with it.

Stay safe, everyone.

Timothy M. Andrews  
President & Chief Executive Officer  
Advertising Specialty Institute® | Every Step of the Way™



# Agenda

## Noon

### Welcome Remarks by Tim Andrews, ASI President/CEO

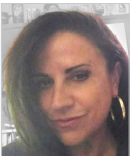
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#### Keynote Speaker: Peter Shankman - “Adapting to Uncertainty”

If we've learned one thing so far this year, it's the importance of embracing adaptation. From essential workers to social distancing to PPE, companies big and small have realized – some quite harshly – that if they don't embrace change, they won't survive. Unsettling and jarring? Absolutely. With no road map for your business today, how do you know what's right for tomorrow? How do you know the next correct step to take to make sure your company, your clients and your employees not only survive, but thrive? As Peter Shankman will detail, there are concrete, strategic steps to set up pathways to success by doing the most basic of things very, very well and by being nimble and fearless. By focusing on “being brilliant at the basics,” you can control a much bigger portion of the future of your business, regardless of what direction the future takes us.

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#### Surviving a Business Crisis

With his company on the brink of collapse and in the middle of a health emergency himself, Derek Block – founder & CEO of Counselor Top 40 distributor Touchstone – recounts the drastic steps he took to retool, refocus and rebuild his company and how that positioned him to protect it when the virus hit. Interviewed by Michele Bell, ASI's vice president of editorial, education & special events, the decisions Block made and the steps he took are a case study in resilience and why Touchstone has had such a robust rebound.

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#### Data Deep Dive

ASI's Editor-in-Chief CJ Mittica interviews Nate Kucsma, ASI's executive director of research & corporate marketing, about new market research detailing what the industry will look like in the next year, pockets of potential growth and when we can expect realistic signs of recovery.

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#### The Power of Pivoting

When the virus took hold in March and promo sales came to a dead halt, most industry pros froze with panic in the first few weeks. The smart ones – like Chris Faris, the CEO of Boost Promotions – shook it off, regrouped and became laser-focused on how to save their companies, keep their teams intact, find new markets, and grow and succeed in the new normal. Interviewed by Theresa Hegel, ASI's executive editor of digital content, Faris shares the steps he took to shore up his sales, how he mastered the art of becoming a go-to resource in the whole new product category of PPE and how he's earned new clients in the process.



### Market Analysis

Arguably three of the areas being hit hardest by COVID are meetings & events, education and restaurants. In this session, Andy Cohen, ASI's senior vice president, talks to three people currently working in these fields – including supplier Rich Carollo, who, in addition to owning Lion Circle, also owns a Chicago-based restaurant. These individuals will explain the current state of their markets, how they plan to use promo to rebuild their businesses and attract clients, and what they've learned about how to bounce back when your livelihood takes a catastrophic hit.



### The Tectonic Shift - Why Tech Matters Now More Than Ever

Within two weeks in March, professionals in the North American promo industry were driven to their homes in quarantine and forced to rely on technology more than ever to keep working, stay connected, and source, buy and sell PPE and promo to stay afloat. ASI Vice Chairman Matthew Cohn interviews Mike Knapick, the CIO for the industry's largest company, SanMar, on what COVID means for technology, what we should all be doing now to fortify our systems, how his company has avoided data breaches and hacks to date, and what the promo market and the technology it relies on so heavily look like in the near future.



### The Changing Workplace

While flex time and working from home were once coveted privileges among employees, that dynamic changed overnight when the pandemic forced workers across the world to set up shop from home. Now, companies have realized they can stay productive even without in-person work. As firms begin to make long-term plans for their employees, what will the office look like post-pandemic? And what do companies need to know to be able to manage and lead remote workforces? Digital marketing expert and business strategist Lolita Carrico speaks with Advantages® Executive Editor Sara Lavenduski about the changing workplace and what it means for hiring, operations, management and culture in the months and years to come.



### Social Media in the Time of COVID

With most companies still in work-from-home mode, business travel at a standstill and brands walking a fine line in how they present themselves in such a tumultuous and stressful environment, finding meaningful ways to connect with colleagues and clients is critical. ASI's social media experts, Vin Driscoll and Melissa Newman, will explain smart strategies to lean in to what social media can offer an individual – and a company – regarding effective ways to cut through the noise and help your message resonate with your intended audience, and why positioning yourself and your company as authentically as possible is more crucial than ever.



### CEO to CEO

ASI's top officer, Tim Andrews, interviews Geiger President & CEO Jo-an Lantz, the 2020 Counselor Person of the Year, about smart decisions she and her leadership team made when the pandemic hit, what she wishes they would have done differently, why having a disaster plan in place is critical, surprising areas of growth and hope, and what the next 12-18 months look like for her global company and the promo industry.



### Exclusive Announcement: The 2020 Counselor Power 50

Don't miss the exciting reveal of the 50 most influential people in the promo products industry!

Test your industry knowledge with trivia led by Michele Bell and Andy Cohen!

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Be the first to enter the correct answer into the “Questions” box in GoToWebinar and you’ll win one of two \$100 gift cards or travel vouchers.



Get ready to demonstrate your pop culture proficiency with the “Name That Person” Game

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ASI’s Jake Krolick will show pictures of four well-known public figures. Type their names into the “Questions” box as they’re revealed and hit send after the last celebrity. The first person with all four answers correct will win a \$100 Office Depot gift card.

Learn the art of making the perfect Power Up Chocolate Martini

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Stephanie Turner-Scott, ASI’s mixology expert, will give you step-by-step instructions on how to make the perfect cocktail to enjoy during the Power 50 unveiling. You’ll need: Bailey’s Irish Cream, Crème de Cacao, Pinnacle Whipped Vodka, Kahlua, Svedka Vanilla Vodka, chocolate syrup, a martini glass, a martini shaker and cubed ice.



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# Thank you for joining us!

After the event, handouts, presentations and videos will be available at [asipowersummit.com](https://asipowersummit.com).

Plus, here's a list of additional ASI resources to help you power up your business strategy:

- See the complete data from the State of the Industry and Global Ad Impressions Study at [asicentral.com/research](https://asicentral.com/research)



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- Get ready-to-use resources for you and your clients from [asihelp.com](https://asihelp.com)



- 
- Stay up to date on the latest industry news with [asicentral.com/news](https://asicentral.com/news)

