

# The Trendsetter

Issue 93: Aug/Sept 2014

Trends  
International



## Chariti-BOWL US Success!

The 11th Annual Trends International Chariti-BOWL presented by Welch Packaging Group was a complete success—thanks to our many sponsors, participants and volunteers. The event will make a big impact on our local community by raising funds for Best Buddies, Champ Camp, Handi-Capable Hands, Inc., Special Olympics of Boone County, Children's TherAplay, The Joseph Maley Foundation and Outside the Box.

Nearly 200 people bowled, bid on auction items, purchased raffled tickets and made donations. And Trends International will add \$2 dollars for every \$1 dollar raised! Last minute donations are still rolling in, so a grand total amount will be announced soon.

Be sure to visit [www.trendscare.org](http://www.trendscare.org) to find other ways to support our charitable organizations and to view photographs of this year's Chariti-BOWL very soon.

## Chariti-BOWL Canada

It's that time of year again!

The Trends Cares Foundation raises funds with the primary purpose of assisting worthwhile organizations that integrate persons with special needs into the community. By creating opportunities for recreation, socialization and education, ErinoakKids, Best

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## Understanding a Cold vs. the Flu

When you aren't feeling well, you may not know if you are suffering through a cold or something more serious like the flu. Thankfully, all you need to do for some guidance is visit Time Well Spent on the Anthem website. There you'll find a simple chart that compares the symptoms of a cold and the flu.

If you are not feeling well you should stay home. Encourage wellness in the workplace by covering your mouth when coughing or sneezing. Also wash

your hands frequently.

The 2014-2015 flu season is coming up. It's important to get a flu vaccination soon after it becomes available, ideally by October. Get your flu shots early this season. A flu shot is the best way to prevent flu and they are very important for people who have medical conditions like asthma, heart conditions or who are pregnant.

<http://timewellspent.anthem.com/prevention/cold-flu>

## New Faces



Compliance Manager  
Jennifer Shumaker



EDI Analyst  
Ted Huynh



Product Manager  
Rachel Finnigan



Product Manager  
Robin Lakin

### New Hires-Field Merchandisers

Sandra Myers-BC	5/14
Fitsum Hake -AB	5/15
Karen Carter -ON	5/19
Mallori McArthur -ON	5/19
Wanda Durdin-ON	5/21
Debbie Feeney -NB	5/21
Kathleen Johnson -MB	5/28
Sharon Neff-AB	6/5
Lisa Grandy -NL	6/6
Holly Waker -SK	6/9
Anna Maria Sanguedolce -ON	6/10
Jacqueline Richardson-AB	6/16
Marina Hawkins -NL	6/19
Debra Bell -NB	6/25
Sheila Bierwagen -BC	6/27
Lynda Moore -BC	7/4
Coreen McEwan -AB	7/14

### Key Account Manager

Melody Freeman

### Compliance Manager

Jennifer Shumaker

### EDI Analyst

Ted Huynh

### Product Manager

Rachel Finnigan

### Product Manager

Robin Lakin



### August- Birthdays

Thomas Chan	8/1
Donna Komer	8/1
Paulette Maher	8/1
David Prier	8/1
James Callendine	8/2
Phil St.Jean	8/2
Samantha Macdonald	8/3
Eric Martinez	8/3
Christina Lorensen	8/5
Jennifer Shumaker	8/6
Brad Reed	8/9
Andy Switzer	8/12
Marlene Hamilton	8/13
Cynthia Barnes-Larsen	8/16
Karen Jenkins	8/16
Sonia Chutani	8/18
Regan Leger	8/18
Pat Bonner	8/20
Sandra Thomson	8/20
Debra Gavey	8/22
Mallori Mcarthur	8/23
Kelly Wyllie	8/24
Allison Grover	8/25
Amanda Martel	8/26
Suzanne McDuell	8/27
Michelle Kesler	8/28
Tom Hoff	8/29
Myriam Picard	8/30
Lisa Alexander	8/31
Ivana Popowich	8/31

### August- Anniversaries

Lisa Alexander	8/1	3 years
Tuwanda Hill	8/4	17 years
Stephen May	8/4	10 years
Lindsey Sarjeant	8/4	4 years
Debra Gavey	8/7	2 years
Dana Taylor	8/11	17 years
Tena Fehr	8/12	1 year
Betina Newcomer	8/12	1 years
Eliie Ripberger	8/16	9 years
Michele Stokes	8/16	4 years
Michael Welsh	8/19	1 year
Kelly Wyllie	8/19	1 year
Paul Crump	8/20	2 years
Amanda Martel	8/20	1 year
Gregg Salyers	8/20	11 years
Allison Scott	8/20	24 years
Lorriann Baker	8/22	2 years
Carol Martini	8/22	1 year
Laura Morton	8/23	2 years
Sherrill Madore	8/26	4 years
Rhonda Huisman	8/27	1 year
Ann Yhard	8/29	3 years

## HOLIDAY

**Monday, Sept 1st is Labor day.  
US and Canada  
offices will be closed.**



David and Lauren Cozza announce the birth of their second son, Oliver Lee, born 7lbs. 11oz, 20" long on August 18.

### Sept- Birthdays

Bridget Lunn	9/3
Kathleen Johnson	9/4
Beverly Main	9/7
Michelle Gee	9/8
Brandon Rowe	9/10
Gary Bryant	9/12
Harvey Johnston	9/12
Mike SteinM	9/15
Joyce Holt	9/16
Dean Stewart	9/16
Paul Beck	9/17
Tony Burke	9/17
Brenda Sword	9/18
Kelli Perry	9/19
Samantha Cameron	9/22
Cathy Murrin	9/22
Bill Barrow	9/22
Nathalie Chave	9/24
Elaine Cullen	9/24
Paul Hay	9/24
Susan Curtis	9/26
Wanda Durbin	9/26
Lisa Grandy	9/28
Dominika Maniak	9/29
Jackalein Jackson	9/30

### Sept- Anniversaries

Jackalein Jackson	9/3	6 years
Matt Lakomek	9/3	18 years
Lucie Jobin	9/3	5 years
Annette Labrie	9/5	7 years
Sandra Vanderbyl	9/9	4 years
Rick Ausel	9/10	13 years
Ivana Popowich	9/12	1 year
Brandon Rowe	9/14	3 years
Pam Dhillon	9/16	8 years
Marie-Claude Laforte	9/16	1 year
David Cozza	9/17	7 years
Cindy Patterson	9/17	7 years
Nancy Purkis	9/18	2 years
Elaine Powers	9/18	19 years
Ryan Nield	9/19	12 years
Susan Curtis	9/20	19 years
Ruth Coutinho	9/21	15 years
Michelle Kesler	9/22	6 years
Glenda Aldred	9/25	6 years
Barrot Burrows	9/25	1 year
Amber Haltom	9/26	3 years
Ann Sanford	9/26	3 years
Thomas Chan	9/27	10 years
Marie Kurjata	9/28	3 years
Paul Melanson	9/28	20 years
Tammy Swearington	9/29	17 years

## 5th Annual Chariti-BOWL Canada-Save the Date!

Buddies, Harmony Place, Pegasus Community Project, Special Olympics Ontario, Ontario Track 3 Ski Association, Million Dollar Smiles, Camelot Center and Heartfit Respite are vital to the goal of inclusion and support for all, and are the charities the foundation currently supports.

Over the past several years, Chariti-BOWL—a fun-filled evening of bowling, silent auctions and raffles—has proven to be a great success in supporting these groups, and once again, Trends will donate \$2 for every \$1 raised by Trends Cares.

This year, we are hoping to build on last year's HUGE turnout and sell out all 60 lanes! We can only do that with your participation. So please, grab your spouse, kids, relatives, friends, neighbors and strangers off the street, and join us for a fun filled evening all while raising money for these worthy causes.

The 2014 Chariti-BOWL will be held once again at Classic Bowl in Mississauga, Ontario, on Saturday, November 15. Whether you attend the event, contribute to the silent auction or make a monetary donation, there are many ways to participate.

Hope to see you there!

# Home and Hardware Tape

Our paper craft product line is launching four new tape products. These cloth tapes tear easily and are durable for many uses. And are sure to be a hit in stores at \$3.99 MSRP!

## Utility Tape

Wrap tool handles and sporting equipment  
3" diameter • 25' length • 1" width



## Marking Tape

Create labels, tag cords, color code files and storage boxes, solid bright colors  
3" diameter • 60' length • 1" width



## Bundle Tape

Use to secure projects, wrap and bundle items for organization.  
3" diameter • 60' length • 1" width



## Decorative Tape

Decorate and personalize projects, secure delicate hobby projects  
3" diameter • 50' length • 1" width





## Mark Your Calendar!

### August

- 8: Teenage Mutant Ninja Turtles releases
- 16: National Tell a Joke Day
- 27: CHAMP Camp Golf Outing

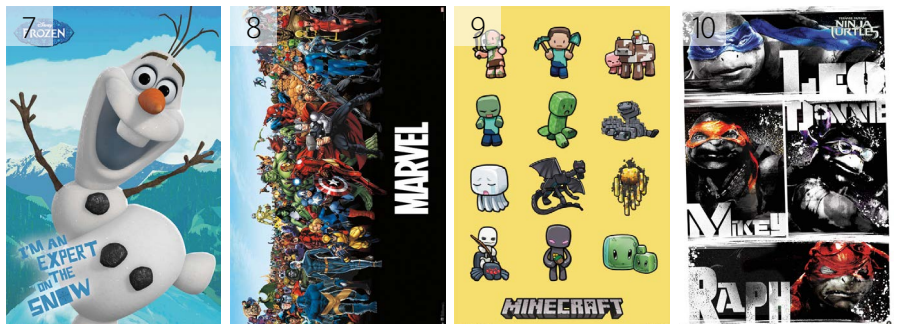
### September

- 1: Labor Day
- 4: NFL regular season begins
- 14-18: ECRM School & Office Show, Orlando, FL
- 18: Chip In Golf Scramble (Outside the Box)
- 19: JMF Golf Outing (Joseph Maley Foundation)
- 20: Hoe-Down & Wild West Casino (Children's TherAplay)

### October

- 7-9: Fall Toy Preview, Dallas, TX
- 8: NHL regular season begins
- 17: JMF Fall Luncheon (Joseph Maley Foundation)
- 22: World Series begins (tentative)
- 28: NBA regular season begins
- 31: Halloween

# August TOP 10 POSTERS



## We want your input!

Do you have suggestions for the marketing team regarding new product ideas, licenses, ways to improve the newsletter, etc.?

**CLICK HERE!**