



The Organization of Spirit Industry Providers

Spirit Industry Insider

September 2008

Volume II
Issue IV

2008 Conference Wrap-Up – “4 Represents Wholeness”

Thanks to everyone who attended the fourth annual OSIP Conference. It was another tremendous success, and it's because of you, our members, that the industry is continuing to thrive. Below is a summary of our wonderful speakers. And don't forget to check out all the pictures from this year's Conference: http://www.osiponline.org/conference_2008.html.

More information about the 2009 Conference coming soon...

Greg Hicks, GDH & Partners

Greg Hicks opened the sessions with a wonderful message. He noted that the number “4” represents wholeness and touched on the significance of this being our fourth year. There are four seasons, four directions, four elements, and the list goes on. He also mentioned that the key to successful networking is educating others, especially fellow OSIP members, on your business.

As members of this organization, we're either creating great experiences or supplying to companies who create those experiences. And for us to succeed as a whole, it's imperative that we support one another.

Jennifer Hines, ActionCOACH

Jennifer Hines, owner of ActionCOACH, spoke on how to take immediate control of your profits and cash flows, common assumptions every business owner makes that stops them from making tens of thousands in more income and profit, and the 6 steps to massive results. After starting her own sales and marketing business at the age of 27, she quickly realized that she didn't own her business... The business owned her. One of her most memorable quotes was, “Once you make your money, you can always make more. But you can't say the same for your time.”

We all want to make more money, spend less time doing it, and grow our business. We must stop saying “I know,” and instead start saying “Isn't that interesting.” Jennifer mentioned the Japanese word Kaizen, which means constant and never-ending improvement. It's a great word to live by. She then touched on what it means to be “above the line.” We must focus on taking ownership, being accountable, and being responsible for our actions.

Business can and should be fun, but you have to be willing to step out of your comfort zone. You can't keep going back to the way things were and expect change. $D \times V + F > R$ (Dissatisfaction x Vision + First Steps > Resistance). We must choose our words carefully. For example, to say you're going to “try” is nothing more than an excuse to fail.

Six steps to massive results:

1. Results – Multiplication or acquisition > Diversification
2. Synergy – Well-oiled machine > Freedom
3. Team – Structure for growth > Happiness
4. Leverage – Systematize for efficiency > Time
5. Niche (Marketing) – Predictable cash flow > Cash
6. Mastery – From chaos to control > Stability

Lifetime Achievement Award & Star Award Presentations

After the fabulously catered Wynn Las Vegas lunch, Jeff Webb, OSIP Chairman of the Board, presented the Lifetime Achievement Award to the late Kraig Tallman. Kraig is recognized as the leading pioneer in developing athletic fashion wear for cheerleaders and dancers, matching uniform construction and styling to the new roles and activities adopted by the industry. He is truly the mastermind behind the Varsity Spirit Fashions uniform designs of today. Dean Oblonsky and Brian Carroll were honored to accept the award on his behalf.



Bill Patterson of NCA also received the first-ever Star Award. The Star Award is presented to the most-involved member of the year – one who recruits the most new members and who promotes OSIP to the best of their ability.

Joe Baer, ZenGenius

Joe Baer, owner of ZenGenius Visual Merchants, focused on “Going Green” in today’s \$4.8 trillion retail industry. He spoke on the top 10 trends in retail:

1. Technology – LED screens, iPod incorporations, etc.
2. Lighting – color, moving lights, fixtures, shelves
3. Motion – conveyer belts, touch screens
4. Graphics – larger than life, creating environments
5. Low Tech – hand-written notes, recycled materials
6. Lifestyle Brands – Urban Outfitters, Anthropologie, Terrain at Styers, Whole Foods, Apple
7. Special Events – rock bands in stores, driving traffic by having a ribbon-cutting ceremony
8. Community – getting involved, hosting workshops
9. International – custom mannequins (animals, animated people, etc.)
10. GOING GREEN – Rachel Carson, Al Gore, numerous celebrities, LEEDs

Joe then covered several ways in which we in the spirit industry can start going green. “Someday, we’ll all be green. So the term ‘green’ won’t even be used.” What a great statement! We can start using cardboard props and palettes, mannequins made out of soy, and so forth. Uniforms today are moving toward using eco-friendly fabrics; Method brand has made “going green” a cool thing; shoes are even becoming environmentally-friendly.

So what can we do to keep the movement going? Pay attention to your carbon offsets, recycle, practice fuel and energy conservation, watch your water usage, unplug electronics not in use, read labels, use energy-efficient light bulbs, and spread the message... The world is changing, and we are called to a higher order of accountability. Stay committed to Going Green!

Thank you to everyone who made this event so incredible, especially Kenny Bowen (Image Awards) for donating the Lifetime Achievement and Star Awards, Jillian Burns (Brax Ltd.) for donating the OSIP Spirit Cups, Phil Hollis (Hollis & Associates) for creating the DVDs you’ll be receiving soon, and Team IP Sports for the OSIP t-shirts.

See you in 2009!