

disposables and small wares is a huge win for SMA, playing to our Member's strength in foodservice, and opening new pathways for SMA's differentiated value proposition to reach end-users. SMA's 1-2-3 combination of jan/san, plus foodservice disposables, plus small wares will score a knock-out blow for our Members at government accounts!

For more information about the 1GP program, contact **Martha Renkoski** (mrenkoski@smasolutions.com).

SMA MARKETING

Show Us Your SMA Update

OK, Sports Fans, we're at the halfway point in our challenge to Members to "**Show Us Your SMA!**"

SMA Marketing is being swamped with e-mails of photos, brochures, website pages, company documents, business cards, and all sorts of other creative demonstrations by which Members certainly are Show(ing) Us Their SMA!



Our contest leader midway through is the **Russell Hall Company**, followed closely by **Brame Speciality**, with **Walter E. Nelson** running a strong third and many other Members putting a lot of points on the scoreboard.

There's a lot of contest still to play out, so don't sit on the sidelines - get in the game! Send photos or other documentation of how you "Show Us Your SMA", today to marketing@smasolutions.com!

Again, here are the contest details:

- The contest will run from January through May 2016.
- Points will be awarded for various ways that SMA Member Distributors "Show Us Your SMA." Points will be tallied at the end of May and the winners will be recognized at Alliance 2016.
- Points will be awarded for pre-existing demonstrations that are submitted now, such as placement of SMA logos on websites, trucks, documents, etc., that took place prior to January 2016. But you must send in proof of your placements to SMA Marketing now for them to count!
- "Show Us Your SMA" by sending pictures, screen shots, video clips, etc., to marketing@smasolutions.com.

An Example Matrix of Contest Points:

<u>How the Distributor Shows their SMA</u>	<u>Points Value</u>
SMA wordmark - the three letter SMA logo or Delta logo shown on Distributor's website	10 points
Wordmark or logo shown on opening (landing) page of the Distributor's website	50 points
Associates' photos flashing the Delta hand signal	20 points per individual