

For immediate release

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## **ANNUAL THEMED SALES CONTEST GETS POLITICAL SPIN AT SOUTHEASTERN PRINTING**

(STUART, FLORIDA, January 30, 2008) For several years, the Sales, Production and Management personnel at Southeastern Printing have participated in an annual ritual that has become a legendary company event. This year's gala continued the tradition as the 2007 awards dinner and 2008 kick-off contest took place on January 25th at the local Knights of Columbus banquet facility. After awards were presented to several of the sales representatives for achieving standards established by the company, guests were treated to an all-American barbeque before the honored speaker arrived. Escorted by a Martin County Sheriff's Department squad car, a black stretch limousine adorned with presidential seals pulled up to the curious crowd gathered in the parking lot. None other than an exact likeness of President Bush emerged, flanked by two "Secret Service" agents. The "President" was greeted by Sheriff Robert Crowder and the astonished guests, then whisked inside the building, where he proceeded to speak about the success Southeastern has had over the past 8 decades. He went on to discuss issues concerning the current presidential candidates, the world political situation and characteristics of leadership, all with tongue in cheek. The "President" even produced a guitar and sang a few songs, one of which was an original composition written in honor of Stuart, known as the Sailfish Capital of the World. Following his performance, the "President" announced the theme of the new contest - "Decision '08 – You Can Make A Difference," and introduced each sales representative from their respective party with a brief "roast." The reps were designated as either members of the blue "Sailfish Party" or the red "Dolphin Party" and given custom embroidered shirts that they will wear to weekly sales meetings.

"Over the years, we've found that themes not only provide amusement throughout the year, but they focus on a particular goal," explains Don Mader, president of Southeastern. "This year's theme is focused on our two unique parties working hard to achieve goals such as meeting weekly quotas, bringing in new clients and other criteria. With a Presidential and Vice-Presidential candidate to motivate and inspire each party, there will be a winner-take-all campaign fund at the end of the contest divided equally among all party members. The contests generate a healthy competitive atmosphere among the sales force and encourage them to achieve the goals we've presented. It's good for the company as well, because we benefit from their collective efforts."

At the conclusion of the evening, guests were treated with individual portraits taken next to the "President Bush," who was masterfully impersonated by John Morgan ([www.georgebushimpersonator.com](http://www.georgebushimpersonator.com)). If you would like to find out more about Southeastern's unique approach to themed sales contests, email Joanie Lotze, Marketing Manager at [joaniel@seprint.com](mailto:joaniel@seprint.com).



"The President" chats with Southeastern's president, Don Mader.



"The President" plays the blues at Southeastern's annual Sales Awards Dinner.



"The President" addresses members of Southeastern's newly formed Sailfish Party.



"The President" talks to members of the Dolphin Party.