

Florida finds



The ASI Show Orlando opened in the first week of January to throngs of eager distributors and suppliers. There were plenty of new education classes and networking events. Industry apparel was spotlighted on the catwalk at the annual ASI Fashion Show.

General Colin Powell opened the second exhibit day with a riveting and motivating keynote speech delivered to a standing-room-only audience. His overall message: Stay strong in times of great change.

"Be confident. Be honest with your people, and keep in constant touch with your customers. You have to be there for them when they're ready to buy again," he said.

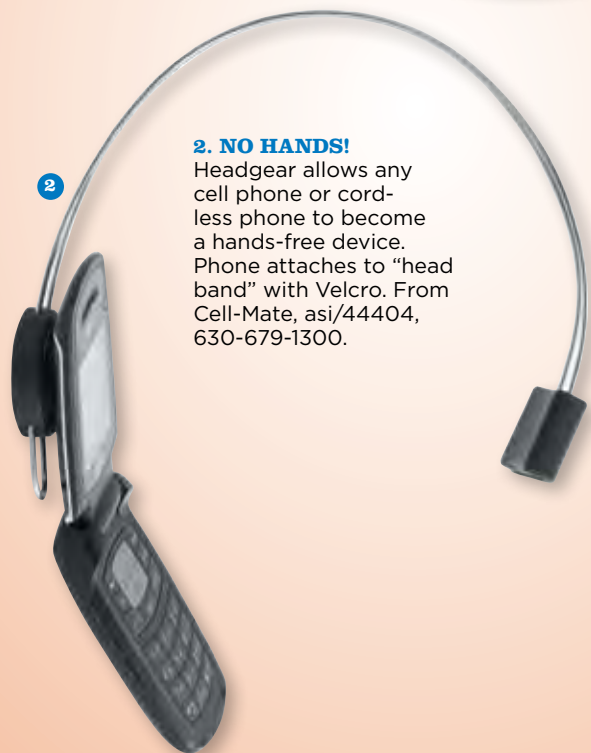
And when they are ready to buy again, be sure to show them these great new products our editors found on the show floor.

- Editorial staff

WE'RE IN A SUNSHINE STATE OF MIND.



1. MARK IT. Patent-pending golf ball marker caddy attaches to the laces of golf shoes. Marker is held in place by a strong magnet. From Wehr Industries Inc., asi/96235, 401-732-6565.



2. NO HANDS! Headgear allows any cell phone or cordless phone to become a hands-free device. Phone attaches to "head band" with Velcro. From Cell-Mate, asi/44404, 630-679-1300.



3. TOPS FOR SHOPS. Nonwoven polypropylene bag has improved features like a wider shoulder strap, front pocket and wipe-off front. From Kool Pak, asi/65595, 888-566-5715.

4. ARMED AND READY. Muscular arm is actually a magnet that attaches to a car door. Customized for anything - soccer, basketball, pizza delivery, plumbers, etc. From Armagnets LLC, asi/32821, 941-359-2888.



continued on page 118