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BODEK AND RHODES' MARY ELLEN NICHOLS HONORED WITH ASI'S WOMEN TO WATCH AWARD

PHILADELPHIA, PA—Mary Ellen Nichols, MAS, of Bodek and Rhodes, was recently honored by the Advertising Specialty Institute as one of the ten Women to Watch in the promotional products industry. Nichols, along with nine other “trail-blazing women who are making a big impact” received her honor at the ASI Women’s Summit in Dallas last month which also featured former First Lady Laura Bush as its keynote speaker.

According to ASI’s release, industry practitioners voted for Nichols to receive the award because of her successful, creative marketing and dedication to the promotional products industry. Some of her accomplishments include creating the industry’s first marketing menu of promotional tools for customers, which has evolved into a myriad of tools and websites for online ordering and company customization; developing innovative show promotions with up to a 70% response rate; marketing ideas that have consistently increased response rates for traffic, appointments and presentations; and her years of conducting seminars and mentoring women across the industry. Her uncanny ability to always see the glass not only half full but overflowing, regardless of recently losing her husband to brain cancer and battling cancer herself, has earned her countless awards and allowed her to be a positive and influential mentor in the industry.

“I’m so flattered to be classed among these amazing ladies,” said Nichols of her award. “All these women are stellar examples of personal and business success in the promotional products industry and are all doing amazing things in their lives. I’m honored to be considered in their company.”

Mary Ellen Nichols joined Bodek and Rhodes, a leading supplier of imprintable activewear and accessories, as the Director of Marketing Communications in 1997. Since then, she’s created and crafted the marketing strategies that have been integral to the company’s continued success. More information on the full list of awardees is available at www.asicentral.com, while more information about Bodek and Rhodes and its full line of wearables and promotional tools can be found at www.BodekandRhodes.com.

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Bodek and Rhodes

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