

DionDIGEST

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DionDIGEST

Creative Jewelry Solutions for Recognition, Promotion and Motivation™

Martina McBride Tour "Shines" with Dion



Dion is participating in a very creative application of custom jewelry with the manufacture of the "Shine" necklace for country star Martina McBride's latest tour. Distributor Bert Livanec of Music Imprints, the long-time concessionaire manager to world famous country stars, approached Dion recently to discuss some new ideas for concession items for Martina's tour to help promote her new album entitled, "Shine." Dion created a full array of jewelry designs for Mr. Livanec to choose from. Martina chose a round silver plated hoop pendant on a black leatherette cord necklace, with the "Shine" logo lacquer filled on the hoop.

Mr. Livanec handles all aspects of tour concessions for Martina McBride and other major country artists, and felt long-time fans needed some new offerings in addition to the traditional hats, t-shirts and posters generally offered at tour venues. The "Shine"



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Congratulations Paul Prendergast on Promotion



E.A. Dion, Inc. is proud to announce the promotion of Paul Prendergast to Vice President of Sales and Marketing. He will have the primary responsibility of broadening Dion's product and service offerings to its national network of distributors.

"Paul has been a key part of our success and we were thrilled to promote him to this important position."

Mr. Prendergast, of Johnston Rhode Island, is a long-time jewelry industry veteran. He joined the Dion team in 2003 and served as Senior Director of Sales Development prior to his recent promotion.

"Paul has been a key part of our success and we were thrilled to promote him to this important position," said Ted Dion, President.

Dion Supports Distributors with Webinar Series

E.A. Dion understands that many of our distributors may be new to jewelry sales, as well as to traditional recognition programs like service award and sales recognition programs. We are here to help. With the assistance of today's technology, we are able to provide an easy-to-access series of educational webinars to help you understand, promote and sell these types of programs. Our webinar series includes:

- Award Rings
- Service Award Programs
- Sales Recognition Programs
- Recognition ROI

past webinars on-demand. Simply log on to www.eadion.com and click on the pull down menu "Distributors" (See "New - More Secure - Distributor Log On" article on page 2). One of the pull down choices will be "Webinars". Future webinars will be added to the site as well.

Our two upcoming live webinars are scheduled for:

- Sales Recognition**
Wednesday, September 23rd at 1:30 p.m. Eastern
- Recognition ROI**
Thursday, October 15th at 1:30 p.m. Eastern

Two of these webinars have already taken place – "Award Rings" and "Service Award Programs". At the request of our distributors, we have created a new section on our website exclusively for distributors to view a recorded version of these

If you do not receive an "evite" for a particular webinar topic and would like to attend, call or email Ann Condon at (800) 445-1007 x158 or annc@eadion.com.

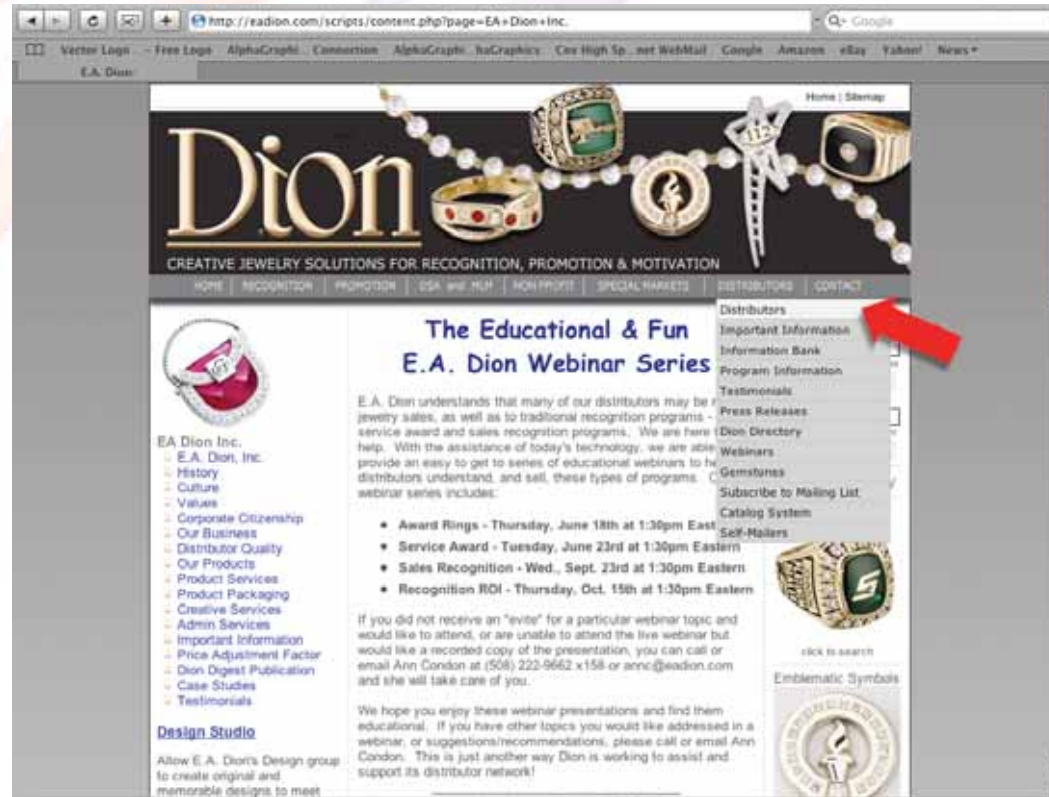
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New – More Secure – Distributor Log On

In order to add more distributor-specific content to the E.A. Dion website, we felt we needed to provide a secure place for this information. We have now upgraded our Distributor login and password creation to include a verification step.

This means that all distributors logging onto the Distributor section of the site will need to be “verified” before being allowed entry for the first time. Therefore, even if you have created a login and password previously, you will need to go through this process again and will get back an email from Ann Condon (annc@eadion.com) saying that you have been verified. This allows us to make sure that distributors have exclusive access to this section of the site.

Now, our distributors can feel more comfortable sending their clients to view our vast database of ring, emblem and accessories images on the public pages of our website, knowing that distributor-specific information is viewable only in the Distributor section of the site.



Martina McBride Tour “Shines” with Dion Offering
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necklace is currently being sold on the European leg of the tour, as a test run before adding it to the souvenir concession offerings in the United States. This item is a great example of combining custom jewelry with traditional promotional product offerings.

Safe Driver Keeps on Trucking with Dion Award Ring



Frito-Lay long-haul truck driver Deb Davis recently sat down with National Public Radio (NPR) for an interview right after receiving her award ring for driving over TWO MILLION miles without an accident. Dion has been a long-time producer of safe driver jewelry for Frito-Lay.

When asked about her award ring, Ms. Davis said: “I am very proud of it. It’s beautiful! It has diamonds, and my initials, and the Frito-Lay logo on it.” Ms. Davis then explained how she was able to reach such an awe-inspiring goal.



Dion, through its distributors, has partnered with a wide array of trucking and delivery companies to provide safety award recognition jewelry products. Let Dion help you show your clients how a safe driver and/or safe worker program can help them become more productive and reduce costs.

Fun and Comaraderie Theme of E.A. Dion, Sr. Golf Classic

A beautiful, sunny August morning quickly set the tone for the 19th year of the E.A. Dion, Sr. Golf Classic. The tournament, which is played in memory of Edward A. Dion, Sr., benefits the scholarship fund for St. Mary’s-Sacred Heart School in North Attleborough, Massachusetts.

“We would like to thank everyone who participated in the event this year,” said Ted Dion, President. “Whether you sponsored tee boxes or greens or made your own donations, your generosity has enabled the tournament to raise well over \$100,000 throughout the years to support the scholarship fund.”



2009 E.A. Dion, Sr. Golf Tournament 1st Place Winners (left to right): Dan McGovern, Jim McGovern, Bob Debaggies and Dennis McGovern.



Employees, guests and distributors from around the nation enjoyed a fun-filled day at Heather Hill Country Club in Plainville, Massachusetts and later attended a dinner at which time various prizes were awarded, including best teams, closest to the pin and longest drive.

Linda Sullivan, Account Manager for Dion, and Derek Johnson take a break between holes. Linda’s team went on to win second place in the tournament. Other members of her foursome included Alan Dyke and Paul Eddy.