



## **L.A. Gift Mart Association to Hold Prosperity Pep Rally**

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**LOS ANGELES**—The L.A. Mart Gift Association will host its second annual Prosperity Pep Rally on June 15 from 4 to 7 p.m.

The event will bring together 300 gift- and design-industry representatives, manufacturers and retailers, and will allow them to network and share business resources. It will take place at the L.A. Mart here, in the California Room and Second Floor Exhibit Hall.

The keynote speaker for the event will be Meryl Hooker, an independent sales representative and author of “Road Rage,” a blog about repping and selling. Hooker is also the co-author of “Pushing the Envelope: the Small Greeting Card Manufacturer’s Guide to Working with Sales Reps.”