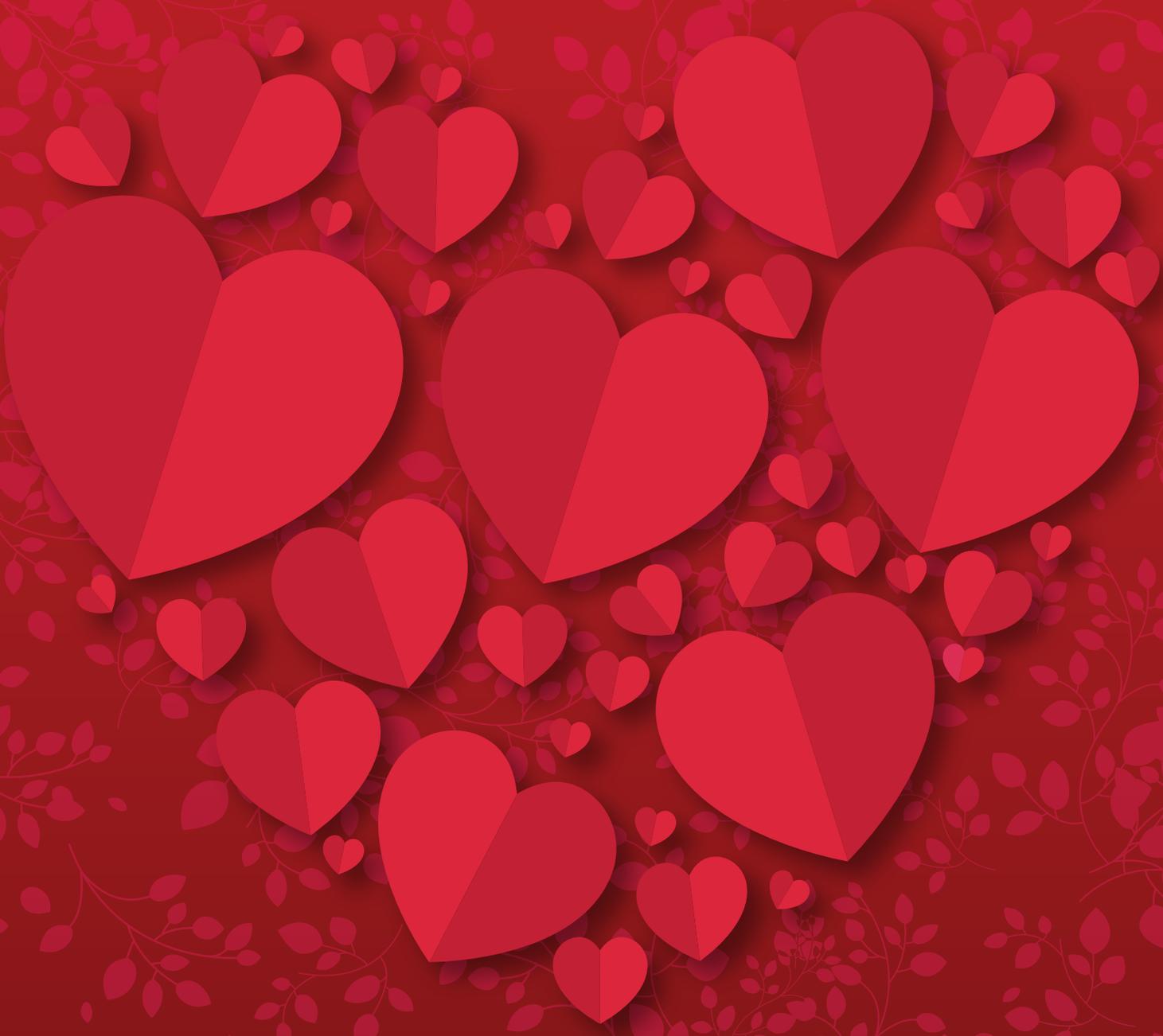


SAGNY  
**Life**

**FEBRUARY**



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## 2019 SAAGNY Board Of Directors



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# From The President



Happy New Year, it a sincere honor to be SAAGNY President. I am following John R. B. Cudahy, CAS in this position and those are tough shoes to fill. During John's term as President he was faced with many challenges. John successfully found our current Executive Director, Donna-Jean as well as negotiated new contracts with industry partners. John suffered a real loss; the ability to sleep through the night, with the birth of his baby girl!

SAAGNY has some great social activities planned for 2019: Pub Crawl in NYC, Top Golf in Edison, NJ, Golf Outing in Atlantic City, Bury the Hatchet ( ax throwing and alcohol, what could possibly go wrong?), and possibly a Corn Hole Tournament. The SAAGNY Foundation has a great two-day Golf Outing planned at the Crystal Springs Resort in Sussex County, New Jersey. Golfers will be playing the award winning Ballyowen and Crystal Springs courses. This event will include an overnight stay and two rounds of golf and will include options for non-golfers and spa-lovers. I hope we can make this an annual event, so please join us!

SAAGNY is also considering making the Fall Show in Teaneck, NJ an End User Show. The Summer Show, to be held in June in NYC, is an End User Show that has become a "must" event for distributors, their clients, and suppliers. Let us know your thoughts on the possibility of a New Jersey End User Show?

SAAGNY is made up of volunteers, but we can always use more! Get involved for 2019 and make it a great SAAGNY Year. Please do not hesitate to reach out to me or Donna-Jean at [info@saagny.org](mailto:info@saagny.org) - we want to hear from you!

Yours truly,

Paul Sprunk  
SAAGNY President 2019

# From the Executive Director



Welcome to 2019 and with Vegas and Orlando behind us – let's look forward to all the exciting events and programs SAAGNY has planned for you! SAAGNY is planning many exciting events in the tri-state area throughout 2019, all of the events can be viewed at our website [saagny.org](http://saagny.org). From Promotional Buzz to Meet N' Greets, Wine Tastings to Ax Throwing, Team Building Events to Factory Tours, Showcases to Walking Food Tours there is something for everyone. I hope to see you at one or more of these events!

Make sure you meet the 2019 SAAGNY Foundation Board of Directors in this issue – they plan many charitable activities that YOU may be able to assist with!

The SAAGNY Winter Show was held at the Crown Plaza, Suffern, NY on Thursday, February 7!

Make 2019 your year to Get Educated! Get Certified! – SAAGNY hosts monthly webinars that will earn you credit towards your CAS or MAS. The Certified Advertising Specialist (CAS) certification is the industry standard for 50+ years—it's the professional designation of the promotional products industry. Individuals who hold their CAS, MAS and MAS+ Certifications are seen as industry leaders—those who have attained a higher standard of professionalism, knowledge and experience.

At the Chairman's Leadership Dinner held in Las Vegas, SAAGNY Past President Michele Jennrich, was presented with the PPAI Distinguished Service Award. The award recognizes PPAI members who consistently contribute their skills and expertise toward the betterment of the Association through volunteer service and leadership. Congrats and Well-Deserved Michele!

Please make sure to visit the SAAGNY website today for the most up-to-date industry news, photos, social media links, and much more! Make sure you download the SAAGNY member app from your IOS and Android app store. With this app you access the member directory and events calendar on the go!

Don't forget to login into your profile and update your contact information so fellow SAAGNY members can find you in our online membership directory which is exclusively for SAAGNY members.

Make sure you check out new member features and benefits – SAAGNY Job Board, SAAGNY + Promo Hunt, and SAAGNY Coupon Book!

Any questions – do not hesitate to reach out!

Best,

Donna-Jean

# For Goodness Sake

## I am often asked about the SAAGNY Foundation. What is it? Who is it? What do you do?

The SAAGNY Foundation is the goodwill arm of the Specialty Advertising Association of Greater New York. The Foundation provides educational scholarships, general assistance, and a means for the promotional products industry to engage the community through charitable endeavors and activities.

Founded in 1995, The SAAGNY Foundation is separate from SAAGNY, but closely related. Our Board of Trustees are Distributors, Suppliers, and Multi-Line Reps. We are your friends and colleagues. The Board of Trustees consists of myself, Donna LoPinto, Idelle Schwinder, Joan Lasser, Neil Kirschner, and Paul Steinberg.

Since 1999 The Foundation has awarded \$206,000 in educational scholarships to the families of SAAGNY members. We will have 2019 scholarship applications available at the Winter Showcase.

Each summer The Foundation host two fun-filled outreach events for children. These events are highly rewarding - bringing that **“feel good feeling”** to all who participate.

- Happiness is Camping is a camp for children with cancer and their siblings, located in Hardwick, New Jersey. For “Pirate Day”, a pirate theme is the rule! It’s a fun-filled day with crafts, games, and a scavenger hunt, plus Goody Bags and prizes for all the kids.
- Hilltop School, in Haverstraw, NY, is a special education school for children who face a variety of learning challenges. “Fun Day” means a day filled with carnival games, arts & crafts, plus Goody Bags and prizes for all the kids. It is the only event of its type at this school. As you can imagine, the kids look forward to it all year!

Helping educate the children of our members, doing “good” in our communities, lending a helping hand at a time of need ... it’s what we do, **“for goodness sake”!**

For me, volunteering among fellow Suppliers and Distributors is great fun. I have formed many friendships within the industry by being an active part of The SAAGNY Foundation.

# For Goodness Sake

Many people play a part in the success of The SAAGNY Foundation. Donations from Suppliers are hugely beneficial. Lots of members donate their time at Happiness is Camping or Hilltop School, while others help out at the tradeshow fundraisers. **“For Goodness Sake”**, we do need your help.

Like other charitable organizations, we need more volunteers and help with donations. If you would like to volunteer, please let us know! Share your ideas for new fundraising opportunities and for new outreach events. We'd love to hear from you, **for goodness sake!**

And perhaps most importantly, we need your donations. In addition to the financial support of SAAGNY members, we have great need for donations of goods. We rely heavily on the generosity of Suppliers to donate products for the Kid's Goody Bags at each of our summer outreach events, as well as for our Golf Outing. **For goodness sake**, your products go a long way towards the success of these events.

Your tax-deductible donations go a very long way to helping us make a difference, **for goodness sake.**

Please feel free to speak with any of our trustees to learn more.

Thank you.

Melissa Casey

Vice Chair, The SAAGNY Foundation



**SAVE  
THE  
DATE**



**SUMMER  
SHOWCASE**

**THE BRANDING SHOW**



**A product showcase for promotional products distributors and their clients**

**Tuesday, June 25 • 10:30 AM - 3:00 PM**

Metropolitan Pavilion, 125 West 18th Street • New York, NY 10011

**Come explore promotional products to satisfy your every need and every budget!**

*Promotional products are ideal for:*

- Employee Recruitment, Retention and Recognition Programs
- Building Brand Awareness
- Product Launches
- Holiday Gifts for Employees and Customers/Clients
- So much more!

*Gift Bags • Gourmet Catered Lunch • Product Samples*

**Invite your clients today!**



# SAAGNY Member Spotlight



**Chris Barlow,**  
**Chocolate Inn/Lanco**

What is your title/role at Chocolate Inn/Lanco?  
Regional Sales Manager – NY/NJ

What do you like best about your company?

I work for a company that is constantly growing which is a very exciting concept for me. We have really expanded our product line over the past few years, we started with fresh made to order gourmet confections, to hardgoods last year with the acquisition of Lanco. We just recently have branched out to the apparel world as well! With our vast product line we can now create custom kitting opportunities that can cater to any of your customer's needs. We truly have become a one stop shop. I personally like to think of us as the supermarket for the promo products world.

What is new and upcoming with your company?

Our recent acquisition of Screen Printers Design! We are rapidly expanding our screen printing and embroidery capabilities right in our Ronkonkoma facility. For those coming to the upcoming factory tour on February 26th, you will be able to see our venture into contact decorating first hand. Our quality, pricing and production time will be the reason we quickly become your new go to for all your decorating needs!

Tell us something about you that most people may not know.

I have really been focusing on my health the past year or so. With the help of a trainer I have dropped almost 50 pounds and don't plan on stopping anytime soon. I work out sometimes twice a day and try my best to eat as clean as possible while on the road. If you ever receive an email from me before 8am, I most likely sent from the Stairmaster!

If you could choose any profession other than your current one, what would it be?

With the expectation of eventually reaching a national level, if I ever were to leave the promo products industry it is most likely because I have achieved my true calling as a global pop star, I am talking superbowl halftime shows and Grammys people J

What is your favorite quote (movie/literary/personal)?

"I go through life like a karate kid" – Britney Spears

What is your passion?

Learning about life & myself through traveling and experiencing new adventures. In the past few years I have traveled to Spain, Ibiza, Mexico & Puerto Rico just to name a few. Also planning my first solo international trip this year to France & Germany. I have come to enjoy experiencing different cultures and ways of life. I have learned a lot about myself in the process. Also I am a sucker for a great view.

What drives you?

Excelling in anything that I do. I started working at Chocolate Inn in the summer of 2016 as a customer service rep. I quickly grew into an inside sales role and by the following year I was an outside sales rep for the Northeast. This is a testimony to my drive & dedication. I strive every day to learn and grow and ultimately become the best version of myself.

# SAAGNY Member Spotlight



**Sara Levinson**  
**Cray Cray Promos**

What is your title/role at Cray Cray Promos?

I started the company, so I suppose that makes me the founder! But I'm not a fan of titles. My belief is if you need something, reach out - I'm here to help my clients be successful and to ensure that we work as a team with our vendors.

What do you like best about your company?

Work is fun. We have a good time working with our vendors and our clients creating merchandise that fits their needs. We love the relationships we have created. People first is our motto and we are very fortunate to work with great people.

What is new and upcoming with your company?

That is a great question as we just got back from the PPAI show in Las Vegas. Learned a lot about how technology is being integrated into our industry. Our challenge this year will be to educate and help our clients understand and apply these capabilities into their campaigns.

Tell us something about you that most people may not know.

I love to knit. I was once selected to walk the runway in a piece I made. It was quite the experience. I will just say that I was the youngest one walking the runway by at least 15 years!

If you could choose any profession other than your current one, what would it be?

Probably teaching young kids. I love children, their curiosity, their hunger to learn, and their innocence inspire me.

What is your favorite quote (movie/literary/personal)?

One of my favorite quotes is from the name sake of my alma matter, Albert Einstein. He once said "Never give up on what you really want to do. The person with big dreams is more powerful than the one with all the facts." But I love quotes and sayings they inspire me every day. If you've ever been to our office you will see that the walls are covered with inspiring sayings such as "today is going to be a great day." It makes me smile and forge ahead.

What is your passion?

I am a spicy Latin Jewish woman who is passionate about life. My husband, kids, family, friends, community, work, those are the ingredients that are the flavor of my life.

What drives you?

The need to create something meaningful. Giving life and fuel to Cray Cray Promos gives me the opportunity to teach my kids that you can do anything with hard work and dedication. But that is not where it ends, we need to contribute where we can. We are fortunate enough to be able to share a portion of our earnings and support a short list of charities that are close to our hearts.

Every promotional polo shirt  
will generate 2,300 impressions  
in its lifetime.

Create **Logogeivity** with the perfect polo!

Experience the long-lasting benefits of Logogeivity when you customize our high-quality apparel with your brand. Season after season, that favorite polo will carry your mark and reinforce your message.



◀ **2465**

**VANSPORT™ PRO BANNER POLO**

This chest-block polo is perfect for unique deco placements. 95% polyester/5% spandex, 4 1/2 oz. moisture-wicking, melange jersey body.

Sizes: S-5XL Colors: Black, Navy

1-11	12-95	96-299
\$51.50	\$48.20	\$44.98

**1880 & 1881 ▶**

**VANSPORT™ PRO MAUI SHIRT**

Give off a vacation vibe with this tonal palm-print, camp-style polo. 92% polyester/8% spandex.

Men's (1880) Sizes: S-5XL Women's (1881) Sizes: XS-3XL  
Colors: Sunset Orange, Seagull Grey, Ocean Blue

1-11	12-95	96-299
\$51.50	\$48.20	\$44.98



Present professional branding ideas  
with a *free* virtual presentation.

Email client artwork to  
pm@vantageapparel.com

Pricing (P) is for blank products through size XL. Add \$5.90 for embroidery up to 8,000 stitches.

# Meet The SAAGNY Foundation



**Dona LoPinto,  
The SAAGNY  
Foundation Chair**

Donna LoPinto, owner and president of distributor company Print This!, Inc. and 35+ year industry veteran, was first appointed to The SAAGNY Foundation board of trustees as the presidential appointment of then SAAGNY President Alan Baker, MAS. Since 2013, she has been nominated and elected to multiple terms on the board. In July 2014 she was elected Co-Chair, and now serves as the Chair. Donna has immersed herself in many Foundation activities since joining the board, including the annual visit to The Hilltop School, and indulges her newfound love of golf at the annual Lenore Goldberg Memorial Golf Outing. She enjoys working on innovative ideas to help the Foundation continue its mission. We need help to accomplish these goals, and welcome the support of new friends and board members.



**Melissa Casey,  
Vice Chair**

Melissa has been in the Promotional Products Industry for 6 years. She joined the SAAGNY Foundation in 2014 and has been Vice Chair for one year. She has made many friendship with colleges by being on this Board. Melissa loves helping with the annual Lenore Goldberg Golf Outing. She believes in the causes the Foundation raises funds for and is always welcome to new ideas and new members.

**Joan Lasser,  
Treasurer**

**Idelle Schwinder,  
Secretary**

# Meet The SAAGNY Foundation



**Neil Kirschner,  
Trustee**

After spending over 25 years in the work clothing/uniform industry as a national manager and a short stint as a licensed financial planner and broker, Neil came back to specialty clothing as General Manager of a large headwear manufacturing company in the promotional products industry. He went on to be Vice President of another company working with the largest distributors throughout the country. He currently works on special projects for various companies and gets to enjoy being with his grandchildren whenever possible. Neil joined the Foundation board as a Trustee and has worked in fundraising and attending the charitable events the Foundation supports.



**Paul Steinberg,  
Trustee**

Northeast Region VP for HALO Branded Solutions  
2018 is 20th year in the industry  
Former SAAGNY Board Member  
Chaired the Committee that rewrote the SAAGNY By Laws  
College Baseball Umpire  
High School Football Official

# SAAGNY Member News

## New, state-of-the-art facility doubles production capacity for contract embroidery

Vantage Apparel, award-winning decorator, industry top source for custom logo apparel, and SanMar® PSST approved decorator, has moved its embroidery facility in Santa Ana, California to an expanded 17,000 sq. foot space; located at 3321 S. Susan Street, Santa Ana. The new facility for Vantage West is located just a mile from the original plant and opened for business on January 7, 2019.

Vantage's President and CEO, Ira Neaman commented, "The market has responded well to our on-demand model for decorated apparel and is taking advantage of recent freight incentive programs with SanMar, alphabroder, and S&S activewear. Doubling our space in California has enabled us to add single-piece embroidery service, and eliminate receiving and storage constraints. Strategic investments in equipment will double our production over the next two years."



Vantage West operates 140 embroidery heads, and maintains an onsite showroom and separate meeting space for local distributors. The new Santa Ana location is synced with the company's headquarters in Avenel, NJ and central embroidery facility in St. Louis, MO. This provides distributors with a national embroidery network, consistent quality, and award-winning service across the US.

### About Vantage Apparel

Vantage Apparel has been a leading innovator in the promotional apparel industry since 1977. With over 1,200 embroidery heads, Vantage is the largest decorator in North America and has won the PPAI award for embroidery for 22 years in a row as well as the ASI Distributor Choice award for decorated apparel for 11 years. The creator of Logogeivity, their single-vendor solution for custom logo apparel includes leading retail brands Polo Ralph Lauren and Greg Norman Collection as well as proprietary labels Vantage and Vansport™. For more information, please visit our website

[vantageapparel.com](http://vantageapparel.com)

# SAAGNY Member News

## PRO TOWELS WELCOMES BECKY BLYTH AS STRATEGIC ACCOUNTS DIRECTOR, WESTERN REGION

The Pro Towels Family of Brands, including Pro Towels, Kanata Blanket Co., Neet Feet and Superior, is excited to announce the recent hire of Becky Blyth as Strategic Accounts Director, Western Region.

Based in Colorado, Blyth has been in the promotional products industry for over the last 10 years. She began her career working on the distributor side at Geiger and then transitioned to the supplier side most recently at RuMe and The Magnet Group. With



this new position, Blyth brings strong already-developed business relationships with many of the accounts in her territory. Her valuable background and experience provide her with a wealth of knowledge and expertise that will be invaluable in helping her customers. Keith Lofton, Vice President of Sales, commented, “Becky is the missing piece on our sales team and we are excited to bring an experienced, dynamic sales person to Pro Towels. I’ve known Becky for a long time and I know what she brings to the table and can’t wait to see what’s in store!”

About Pro Towels Pro Towels is the largest towel supplier to the promotional product industry with locations on both the east and west coast. The company offers in-house screen printing, sublimation and embroidery services to support a broad product line of beach, golf, and sport towels. Additionally, Pro Towels carries bathrobes and other beach accessories to complement its towel line. The Pro Towels family of companies also includes Kanata Blanket Company, a leader in premium blankets, décor and lifestyle products, Neet Feet, a supplier of quality custom logo flip flops and premium footwear, and Superior, a leader in contract

# SAAGNY Member News

## BAG MAKERS ADDS DIGITAL FULL-COLOR PRINTING AND NEW PRODUCTS FOR 2019

BAG MAKERS, Inc., is featuring Digital Full-Color printing on plastic bags for 2019, as well as introducing several new product options and new imprint colors for customers.

BAG MAKERS now offers Digital Full-Color printing on a variety of bags with the option for two-sided imprints. Digital Full-Color printing offers a generous imprint area, crisp colors, and exceptional clarity for fine lines, small text, and other details. Set-up is free and minimums start as low as 250 pieces. All Digital Full-Color plastic bags are made and printed in the USA and orders are shipped with exact quantity.

Digital Full-Color printing is available on:

- **Digital Full-Color Die Cut Handle Bags.** These 2.0 mil. White or Clear plastic bags have non-reinforced die cut handles and are available in three sizes (7.5 x 9, 9 x 13, and 12 x 15).
- **9 x 13 Digital Full-Color Plastic Doorknob Bag.** This 2.0 mil. White plastic bag features a 1.5" round hole that fits around most standard-sized door handles.

BAG MAKERS has also added the following new products for 2019:

- **Oxo-Biodegradable Die Cuts.** These eco-friendly, reusable, and non-toxic bags will degrade under proper conditions when discarded responsibly. They are made and printed in the USA and are available with either Flexo Ink or Digital Full-Color printing.
  - o **Flexo Ink:** Two 3.0 mil Oxo-Biodegradable bag sizes are available (9 x 12 and 11 x 15) in a variety of colors (White, Clear, Buff, Gray, Black, Red, Orange, Yellow, Lime, and Navy).
  - o **Digital Full Color:** Two White, 2.0 mil Oxo-Biodegradable bag sizes are available (9 x 13 and 12 x 15).
- **Josephine Cotton/Jute Tote.** This stylish 17W x 6 x 12H tote features durable 10-oz. cotton front and back panels that offer a generous imprint area, paired with natural-colored jute gussets and bottom. Interior gussets are laminated. Print options include Screen Print, ColorVista, and Sparkle.
- **Picasso Tote.** This 14W x 8 x 14H tote is made with White 220-denier polyester front and back panels accented by Black gussets and handles. Sublimation, ColorVista, Screen Print, and Sparkle printing are available.

# SAAGNY Member News

In addition, BAG MAKERS added four new Flexo Ink colors for 2019 (F-2 Pantone Pink, F-11 Pantone Medium Purple, F-12 Pantone Bright Red, and F-17 Pantone Dark Blue), as well as a new Screen Print ink color (SS-44 Glow-in-the-Dark Classic White).

## About BAG MAKERS

BAG MAKERS, Inc. is a Counselor Top 40 supplier of non-woven, PET non-woven, paper, polyester, plastic, laminated, and mesh bags, as well as ribbon, bows and tissue. Established in 1980, BAG MAKERS offers a collection of more than 100 products to the promotional products industry, as well as complete custom product design services. BAG MAKERS is a Women's Business Enterprise and is an Accredited Supplier through the Quality Certification Alliance (QCA). Additional information may be found at [www.bagmakersinc.com](http://www.bagmakersinc.com).

## HUB Promotional Group Press Release Announcement

HUB Promotional Group acquires HandStands PROMO marking 7th acquisition in two years

In a deal finalized on December 21st, 2018, HandStands PROMO joined HUB Promotional which is now comprised of eight A+ rated companies.

Established in 1983, HandStands® was one of the first companies to bring mouse pads to the marketplace. Today, HandStands® PROMO offers a wide variety of unique promotional products, from phone and tablet accessories to air fresheners, stress relief, lifestyle and automotive accessories.

With a 35-year history of market-leadership and innovation, HandStands® is known for Remarkable Products - Remarkable Service - Remarkable Experiences... HandStands'® Salt Lake City location enhances HUB's expanding nationwide footprint. The HandStands® product lineup complements the market-leading technology and lifestyle products of the HUB Group.

With a 35-year history of market-leadership and innovation, HandStands® is known for **Remarkable Products - Remarkable Service - Remarkable Experiences...** HandStands'® Salt Lake City location enhances HUB's expanding nationwide footprint. The HandStands® product lineup complements the market-leading technology and lifestyle products of the HUB Group.

# SAAGNY Member News

Strengthening the leadership team, Chris Anderson, Chairman of HandStands, will become the Chief Operating Officer of HUB Promotional Group. “I am super excited for HandStands’ next chapter and the opportunity to play a larger role in the growth and development of HUB,” says HUB COO, Chris Anderson. “Given the rapid evolution that is occurring in the promotional products industry, we were looking for more than just growth capital. We wanted a strategic partner to help us become an industry leader on a far more rapid timeline –and our partnership with HUB provides exactly what we have been looking for.”

Rodd Steuart, HandStands CEO, who will continue to lead HandStands Promo, adds, “I am excited to leverage the reach and resources of HUB Promotional Group for the benefit of HandStands’ customers and employees. By teaming up with HUB, we are greatly enhancing the customer experience we are able to offer as a result of this combination of businesses.”

Joe Fleming, CEO of HUB Promotional Group says, “We are delighted to have HandStands join our portfolio of companies and we welcome Chris, Rodd and their entire team to HUB. The HandStands team has worked very hard to consistently deliver innovation and value to their customers and their rapid growth and exceptional reputation in the industry speaks for itself. Working together, we will share and incorporate best practices across the entire company to make HUB even better for our customers.

The addition of HandStands to the HUB family of companies enables us to expand our product lineup, add a production facility and expand our distribution network to become the leading hard goods supplier in the promotional products industry.”

## **About HUB Pen**

HUB Pen is a second generation, family-owned business headquartered in Braintree, Massachusetts. 300+ employees service over 12,000 promotional distributors and the company decorates more than 215 million pens a year – making it the second largest designer and supplier of promotional writing instruments in the United States.

## **About Beacon**

Beacon is an award-winning promotional products supplier with a great reputation for service and customer satisfaction. With a wide selection of products, such as: calendars, table covers, housewares, tools, automotive accessories, and name badges. Beacon also provides premium leather products in its Canyon Outback Leather line and countless name brand products for executive gifts and incentives.

# SAAGNY Member News

## **About Best USA**

Best USA is a leading provider of imprinted drinkware promotional products headquartered in Balch Springs, Texas. Founded in 2007, the company is comprised of 90 employees committed to answering the phone and “Saying Yes” to all of its customers. Best is especially well-known for the millions of coolies produced on state-of-the-art equipment enabling industry leading delivery times.

## **About Cooler Graphics**

Cooler Graphics is a second generation, family-owned business headquartered in Channelview, Texas. Founded in 2001, Cooler Graphics specializes in neoprene-based promotional products. Known for its Slap Wrap-n- Go beverage insulator bracelet, as well as coolies, bottle hoodies, lunch bags, and other outdoor sportsmen products.

## **About Debco**

Debco is the winner of the Supplier of the Year award in Canada for 22 of the past 24 years. Founded in 1983 and based in Concord, Ontario, Debco serves its distributor customers with a broad portfolio of promotional products, led by its industry leading lines of tote bags and drinkware. With nearly 300 employees, Debco serves its customers throughout Canada and the U.S. by delivering exceptional value and award winning service.

## **About BCG Creations**

Founded in 1981 by Bill Miller, BCG Creations is a leader in metal casted and wood promotional products. BCG is an A+ rated supplier known by its clients for excellent quality, competitive pricing and delivery times faster than any competitor. BCG works with clients from start to finish, ensuring their custom lapel pins, key-chains, medals, dog tags, belt buckles, lanyards, and ornaments are done to perfection and delivered on time.

## **About Origaudio**

Origaudio is an industry leader in innovative design for its line of awesome lifestyle products. Founded in 2009 and based in Fountain Valley and Pleasanton, California, Origaudio serves its client base with a fresh and cutting edge approach to product that focuses on functionality and creativity for end users. With each of its more than 50 employees committed to providing exceptional service, Origaudio delivers a true “white glove” customer experience to complement a product line that builds lasting impressions for its customers.

## **About HandStands PROMO**

Established in 1983, HandStands® was one of the first companies to bring mouse pads to the marketplace. HandStands® PROMO offers a wide variety of unique promotional products, from phone and tablet accessories to air fresheners, stress relief, lifestyle and automotive accessories. With over 30 U.S. patents issued and 30 more patents pending, HandStands® believes in designing, developing, and manufacturing truly innovative promotional products and creative packaging presentations to promote the world's top corporate brands in the very best way.

## Midnite Snax and Jules Scheck Associates Together Again Like Cookies N' Cream

Midnite Snax, the leading candy, snack and gourmet food manufacturer and supplier to the promotional products industry, is proudly reuniting with Jules Scheck Associates (JSA) come January 1, 2019. JSA is a prominent manufacturer's representative and consulting agency to major supplier firms and distributors in the promotional products industry. JSA manages the entire Northeast and Mid-Atlantic regions, with offices in New Jersey, Connecticut and Pennsylvania.

"This is a very exciting time for us at Midnite Snax," says David Katz, Executive Vice President and Partner. "When the opportunity to work with Jason Bickoff and his team arose, we jumped at it. We are experiencing tremendous growth here at Midnite Snax and to have a premier organization like JSA represent our brand of almost 28 years can only enhance our relationships up and down the east coast. "

"Everyone at JSA is enormously excited to be reunited with Midnite Snax and to be working directly with Craig, David and the entire Midnite Snax family," said Jason Bickoff, President of JSA. "To say the facilities are impressive is an understatement. Between the pharmaceutical SQF certified clean rooms and the never ending supply of every fresh and delectable treat imaginable, we are very enthusiastic about the upcoming start of our partnership."

Jason and his team will be combining efforts with Sean Kurtzman, Midnite Snax Director of Business Development, to manage this territory and to co-develop relationships. "JSA has a stellar reputation throughout the Northeast and Mid-Atlantic Regions. We're going to be an amazing team," says Kurtzman. Although the official start date of the partnership is January 1, 2019, a tremendous amount of planning is already underway to ensure a successful launch. "We have big plans," says Katz. " this is just the beginning of great things to come."

# SAAGNY Member News

## ORBUS RELEASES OVER 30 NEW AND INNOVATING DISPLAYS, NEW EDITION OF THE EXHIBITORS HANDBOOK & UPDATED PRICING

Exhibit & Display Group®, one of North America's leading wholesale suppliers and manufacturers of display, exhibit, graphic and event solutions is excited to announce the introduction of over 30 new innovative displays and enhancements to over 40 popular display products. This adds to Orbus' already vast line of portable and modular displays featured in the 2019 Edition of [The Exhibitors' Handbook®](#).

New and updated product categories include retractable and fabric banner stands, outdoor displays, Hopup™ Backlit, Embrace™, Backlit Embrace™, Formulate® backlit kits and accessories, Modulate™ fabric displays, and Hybrid Pro™ Modular Exhibit Kits. All new products can be viewed on the New Product Page of Orbus' online catalog: [www.theexhibitorshandbook.com/new-products](http://www.theexhibitorshandbook.com/new-products).

Orbus is a proud member of the ISA, SGIA, ASI, PPAI, UPIC, SAGE and EDPA; the company boasts G7 Master IDEAlliance certification and is registered to ISO 9001:2015 for the highest manufacturing quality standards and ISO 14001:2015 for its environmental management system and "green" efforts. Orbus' supply and manufacturing facilities reside in Woodridge, IL and Las Vegas, NV. For more information, visit [www.orbus.com](http://www.orbus.com).

# SAAGNY Member News

## R.S. Owens supplies newly designed trophies for Golden Globes

Chicago award manufacturer delivered the redesigned trophy for the 2019 Golden Globe Awards

The R.S. Owens' design team worked closely with the Hollywood Foreign Press Association's (HFPA) design firm, R/GA, to design this new version of the Golden Globe Award; created to give a new and powerful look to one of Hollywood's most famous icons. The final design weighs 7.8 pounds and is made of zinc, brass and bronze with a 24k brushed gold finish. In addition, there was a special design created for the Cecil B DeMille and Carol Burnett Lifetime Achievement that utilized a graceful black marble base.

The base for all the Golden Globes has been given a remarkable remake with a graceful cylindrical design while keeping any changes to the trademark "Golden Globe" topper to a minimum. For the first time each trophy will be marked with a "proof of authenticity" at the show to guarantee that each award is officially sanctioned by the HFPA and not a copy.

Among the winners taking home the new trophy on January 6 was Glenn Close, Christian Bale, Mahershala Ali, Jeff Bridges and Michael Douglas. R.S. Owens has been making awards for over eighty years and can produce a symbol for your brand in any material you can imagine. Let our custom design department design your next award and start a tradition to honor your brand identity today.

In 2019, R.S. Owens celebrates its 81st year of inspiring achievement. R.S. Owens has grown into the largest manufacturer of premier awards in the world with a firm commitment to creativity, quality and craftsmanship. The Oscar®, Emmy®, The American Idol, The Russian Golden Gramophone Music Award, Motor Trend, London International Advertising Award, GMA Dove Award, Athena Leadership Award, Kennedy Center Award, Cotton Bowl, NASCAR Pepsi Max 400, Phil Simms All- Iron Award and the Rock & Roll Hall of Fame Awards highlight the expansive list of honors produced by R.S. Owens.

## R.S. Owens supplies trophy for winning Allstate Sugar Bowl Team

Chicago award manufacturer delivered the Sugar Bowl Trophy in time for the overachieving Texas Longhorns 2019 win

The R.S. Owens' designed and manufactured Allstate Sugar Bowl trophy that was won on New Year's Day by the No. 15 ranked Longhorns in a 28-21 win over No. 5 ranked Georgia Bulldogs. The trophy is proudly made in America by the R.S. Owens award winning group of artisans and is emblematic of the quality of workmanship that goes into making a worldclass award. An interesting fact about the Sugar Bowl trophy is that it didn't get its name from the shape of the trophy but from the fact that the original stadium was built on the site of an old sugar factory.

# SAAGNY Member News

The trophy is hand-cast metal with an antique silver finish and is embellished with a 24k gold and polished silver replica of the Superdome in Louisiana where it is played. Holding this massive trophy over the winning team's heads takes a team effort worthy of the accomplishment it took to earn.

R.S. Owens has been making custom awards for over eighty years and can produce a symbol for your brand in any material you can imagine. Let our custom design department design your next award and start a tradition to honor your brand identity today.

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## **SAGE® RELEASES SAGE MOBILE 8.0**

The industry's most popular mobile app now includes the new decorator search module along with new product search fields, the ability to add logos to CRM, and significant upgrades to the tradeshow planner just in time for The PPAI Expo.

SAGE, the leading provider of information, marketing and business management solutions to the promotional products industry, announces the release of a new version of SAGE Mobile™. The app, available for iOS and Android devices, allows industry distributors easy access to all their critical research and business management operations while on the go. In addition, as the official show planner for The PPAI Expo, to be held in Las Vegas, Nevada on January 13-17, 2019, distributors have complimentary access to the app's expanded set of tradeshow planning features to plan and manage their experience at the show.

Some of the new features in the SAGE Mobile 8.0 release include:

- Perform advanced searches using the 54 newly-added product search criteria, which now makes SAGE Mobile's product research as robust as SAGE's desktop services, SAGE Online and SAGE Web
- Search for decorators using the new decorator search area, allowing users to search for embroiderers, screen printers, engravers, and other special decorators
- Add clients' logos to their contact profile in the CRM module, allowing for quick and easy cross-functionality in the Virtual Design Studio, Order Management module, and more

# SAAGNY Member News

- Easily access tradeshow registration barcodes in the app for expedited badge pick-up at The PPAI Expo and any industry show where SAGE Event Services is available
- Quickly access nearby exhibitors while walking the trade show floor at PPAI Expo through enhanced location technology
- Take advantage of suggested trade show walk lists based on search history, preferred suppliers, and other preferences
- Share walk lists with other users with editing privileges enabled or disabled

“We’ve all become accustomed to having access to anything that we need right on our phones. That’s why we continue to invest in our mobile app. We want to make sure that our customers can do everything that they need to right from their phone, seamlessly integrating with their desktop experiences,” said SAGE President, David Natinsky, MAS. “Whether you need to perform an advanced product search while on the go, or manage your journey at the PPAI Expo, SAGE Mobile will get it done for you.”

SAGE Mobile 8.0 is available now. Current SAGE Total Access subscribers can download SAGE Mobile for free from the Apple App Store, Google Play, or the Amazon App Store. For users who have automatic app updates turned on, the update will download automatically.

## About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. In addition to SAGE’s flagship SAGE Online™, SAGE Web™, and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end-buyer catalogs, artwork services, payment processing, tradeshow, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry’s non-profit association as well as Promotional Products Professionals of Canada (PPPC), Canada’s non-profit association. For more information, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.7243.

# SAAGNY Member News

## SAGE® ANNOUNCES NEW PRODUCTS AND UPDATES FOR 2019 AT SAGE CONFERENCE

SAGE reveals SAGE Online 15, SAGE Web 3.5, and more to over 900 attendees at SAGE Conference in Las Vegas!

Today at SAGE Conference, held in Las Vegas in conjunction with The PPAI Expo, SAGE announced several new product releases and updates to their products and services. Eric Natinsky, SAGE CEO, revealed SAGE Online 15, the latest version of the company's flagship research and business management solution, and SAGE Web 3.5, the latest version of SAGE's web-based platform. Other releases included new features and capabilities for SAGE Websites, an advanced, end-buyer ecommerce website, SAGE Company Store Premium, and SAGE Chat, an all-new chat platform for the industry.

"We're proud to be releasing so many new features and enhancements to multiple platforms at one time, many of which were suggested by our customers," Eric Natinsky, SAGE CEO, commented. "We are pleased to continue to upgrade our products, all while keeping our offerings affordable and user-friendly."

SAGE Total Access will include over 200 new features and enhancements, including a new drill-down option for product search results in both SAGE Online 15 and SAGE Web 3.5. This drill-down option will allow users to further filter their search results by relevant categories. The new "color sense" search enhancement feature will automatically display products of a certain color when that color is used as a search criterion. Additionally, similar products will be showcased at the bottom of each product detail page within a search to further assist with the selection process.

Other enhancements to product searches in SAGE Online 15 include a new "Add to Site" feature which will allow distributors to add a product to their SAGE Website or SAGE Company Store directly from any given product search.

SAGE also announced a refreshed product search results and detail pages. The new modern layout allows for ease-of-use and a more efficient searching experience.

Upgrades to SAGE Online's Order Management include a refreshed order dashboard, the ability to highlight and flag orders, an option to quickly "peek" into an order without opening it, the option to add thumbnail images of products to order forms, and easy-to-use filter tabs to quickly reference what you're looking for. SAGE Online 15 is scheduled for a rolling release this February.

Also, scheduled to release this month is SAGE Web 3.5, bringing major new features and enhancements. One of the biggest additions in SAGE Web 3.5 is the ability to use the SAGE Print Studio to create custom catalogs in both virtual and print formats.

In addition, SAGE Web users will soon be able to send email campaigns, which will create even more opportunities to connect customers with featured promotional products. The email campaign feature in SAGE Web 3.5 will also allow distributors to track their success rates with real-time reporting.

# SAAGNY Member News

Also, arriving in March are brand new interactive features for SAGE Websites. Those with SAGE Website Professional and SAGE Website Professional Plus will now be able to upgrade their customer service and respond faster to potential customers with the new Live Chat feature using SAGE Chat for a streamlined line of communication. The Live Chat feature will include a full feature-set, including the ability to set business hours, configure automatic replies, and multi-task among several sessions at the same time.

SAGE also announced new homepage customization and styling options, including the addition of SAGE Signature Collections, which will showcase popular products from across the industry.

SAGE Signature Collections will come with the option for a lifestyle vs. carousel design theme, and products will change monthly to keep distributor websites fresh and continuously updated.

Another new feature for SAGE Website Professional and SAGE Website Professional Plus owners is “Welcome Alerts”, which are pop-up message boxes that will appear once a visitor arrives to the website. These welcome alerts can be used to announce sales on items, offer discounts, or provide a place for a customer to provide their contact information. Plus, SAGE Websites will now include SAGE’s new “color sense” search enhancement feature, a drill-down option to allow users to further filter their search results by relevant categories, and similar products that they may be interested in. SAGE also announced SAGE Company Store Premium, which will allow promotional product distributors to sell products online through completely customizable professional stores, create an unlimited number of custom pages, manage inventory levels with real-time alerts, create packing slips and shipping labels, and see advanced statistics and reports for each store. In addition, end-buyer customers will be able to rate products and leave product reviews in SAGE Company Store Premium, allowing for enhanced SEO. Additionally, SAGE has announced new features for SAGE Company Store Standard, including full-site SSL, responsive design, and the ability to print packing slips and shipping labels.

SAGE is also pleased to announce SAGE Chat, the replacement for the previous SAGEim platform. SAGE Chat will feature an all-new look, new features, and can be used to easily facilitate conversations internally within individual companies, between distributors and suppliers regarding product questions, and with other industry distributors. SAGE Chat will also integrate with Live Chat on SAGE Websites to provide a line of communication between end-buyers and distributors. SAGE Chat is scheduled to release in March of this year.

Eric Natinsky added, “We always listen to our customers and try to implement as many of their ideas as we can to help them become more efficient, more creative, more productive, and all around more successful. I am proud of the work we’ve done to take customer feedback and turn it into all of these new products and features I know our customers are really going to enjoy using.”

SAGE encourages distributors who are not already SAGE subscribers to take advantage of its complimentary 30-day Total Access subscription. Visit their website to get started with SAGE Total Access, which includes SAGE Online, SAGE Web, and SAGE Mobile.

# SAAGNY Member News

## About SAGE

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## Quinn Welcomes Seven Creative Veteran Territory Reps During 25th Year of Growth

Hanover PA, January 22, 2019 – A+ Rated Supplier Quinn, celebrating its 25th year as one of the largest full color fabric printers in the industry, today announced the addition of seven seasoned promotional product industry reps as its multi-line marketing team. Jeff Stepp, Nancy Jolly and Kelsey Jolly Slocum of In Stepp Marketing will join Quinn to cover the southwest, central and southeast. Walter Brzyski and associates of TeamWalterB are debuting their first full season in the Mid-Atlantic and New York corridor.

President Matt Quinn explains this alliance as part of his plan for continued dynamic growth for his family business which evolved from a simple flag manufacturer in 1994 to one of the industry's largest full color fabric printers. "We know the key to expanding even more is to have the best experienced reps who understand the creative product development process, and already have deep-seeded relationships with their local fan base. We searched for specific reps whose track records meshed with our jump-through-hoops "make-the-custom-process-easy" service style, and we're excited to welcome them to the Quinn family."

This crew combines 98 years serving promotional products distributors. Walter "B", as he's called, of Team-WalterB began his career in 1989 in promotional apparel, and then started his own multi-line rep agency, earning his reputation for follow-up with clients in the Mid-Atlantic area, including NY, NJ, PA, DE, MD & DC, with his dynamic trio of Christi Davis, Stacy Franklin and Carrie Charlesworth supporting the SAAGNY, PAPP, TRASA and CPPA regional associations.

The In Stepp Marketing group has won many Rep of the Year Awards. The team consists of Jeff Stepp (30 years industry strong,) the infectiously innovative Nancy Jolly (29 years) and vibrant idea-generator Kelsey Jolly Slocum (4 years) travel in TX, NM, OK, AR, LA, MS, AL, TN, KY, FL, GA, SC, SC and VA, and are active members of GAPPP, SPPA, PPAMS, PPAF, HPPA, SPPA and RMR.

This addition completes a 2-year growth plan at Quinn which just added a brand new 30,000 square foot manufacturing and office complex, new high speed fabric printing equipment that allows quick shipping within 24 hours, new manufacturing and customer contact management software, new website and the addition of new customer service, quick-quote, design and production teams. "In a nutshell," beams Quinn, "we're equipped now to print full color on everything from tiny hand-held stick flags to full stadium-size banners and everything in between -- quickly!"



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# Two Great Opportunities To Play Golf With SAAGNY

Monday, June 3 at



## Stockton Seaview Golf Resort

401 South New York Rd.  
Galloway, NJ 08205

Buffet Lunch: 11 am-12:45 pm  
Shotgun Start: 1 pm

\$140/Golfer  
Includes "Greatest Swag Bag EVER"

Wednesday, June 26  
& Thursday, June 27  
After The



## Crystal Springs Golf Resort

Sussex County, NJ

### Stay & Play

Play Wednesday on Balleyowen!  
Play Thursday on Crystal Springs!  
\$225 per person (two people in a room)  
\$320 (single occupancy rate)

### Stay & Spa

\$235 per person (two people in a room) includes overnight stay at the Minerals Hotel and a \$125 Spa Resort gift card. Stay & Spa at Crystal Springs is the ultimate way to relax – mind, body and soul.

## Net proceeds go to



A non-profit charitable organization under section 501(c)(3). The SAAGNY Foundation is the good will arm of SAAGNY. The Foundation provides education scholarships, general assistance and a means for the promotional products industry to engage the community through charitable endeavors.

For further information and to register – [info@saagny.org](mailto:info@saagny.org) or call (914) 848-7369

Want to know about other SAAGNY events, go to [Saagny.org/events](http://Saagny.org/events).

# Words From the Wise – “Ideas Make it Happen”

Frank Biscone was born in Corona, Queens on February 26, 1932. He was the youngest of six children (4 sisters and 1 brother). He was raised in a loving and caring home surrounded by many uncles, aunts, cousins and, of course, his best friend, his German Shepard, Fritz.

With four older sisters and a brother, Frank had to wait his turn for attention. On his first day of kindergarten, he waited for his mother to walk him to school but became impatient and took matters into his own hands and walked to school alone! When the family found him missing, they panicked and decided to check the school (P.S. 17). There was Frank, all alone, sitting in the first row of the kindergarten classroom smiling and ready to take on his first year of school!

Growing up Frank witnessed the construction of the 1939-1940 World's Fair which was less than 500 feet from his home. He would go there almost every day with his cousins and brother. It was considered "the world of the future" and he was amazed at what was coming; televisions, air conditioning, and automatic transmissions, to name a few. Frank noticed that parking at the World's Fair was becoming problematic as its popularity grew. Since his home had a huge backyard and a very long driveway, he made a sign that said "All Day Parking - 50 cents". He was able to fit several cars in his yard, and made a nice profit! Seven years old and already running his own business - that's Frank!

At age 12, Frank became a Boy Scout and remained a scout until he was 16 years old. The weekly meetings, the hikes, and the parades- Frank loved it all. He especially loved the two-week summer camp every year where he learned to swim, camp, and master arts and crafts. Above all, he learned the value of teamwork and the importance of being prepared at all times. These are qualities that Frank exhibited throughout his personal and professional life.

After high school, Frank was drafted to serve in the Korean War. When given the option as to what division of the military he wanted to serve, Frank chose the Marine Corps. After boot camp, he was selected for sea duty which required extensive training. He was ordered to serve on the Battleship New Jersey BB62. Before the ship left for Korea, it made stops in Hawaii, Cuba, Panama, Portugal, France, Hong Kong, and Japan. Frank was seeing the world and will always treasure this experience. He served for two years on the New Jersey, and was fortunate to not have encountered any major enemy conflicts. Frank attributes his service in the military to teaching him discipline and the value of being reliable and punctual at all times. He developed a lasting love for his ship and his fellow Marines who remain his lifelong friends.

# Words From the Wise – “Ideas Make it Happen”

After being honorably discharged from the Marines, Frank took some time off to reconnect with his family and friends. During that time, and under the GI bill, he attended Hofstra University and concentrated on marketing and public speaking which he knew would be helpful in his pursuit for a career in sales. While at Hofstra, Frank was offered a sales position with a wet process copy machine company in Manhattan called Copycat Corporation. He was immediately hired and was a natural in sales. Frank was knowledgeable, helpful, enthusiastic, and had an incredible sense of humor. Frank quickly became the highest earning sales person in the company and was well liked and respected by his colleagues.

In spite of his professional success, Frank reflects on his personal life as being his greatest achievement. While working at Copycat, Frank met his wife of 60 years Maria, or Mary as she is more commonly called. At the time, Mary was working as an assistant fashion designer. It was love at first sight and after a brief courtship, they were married on August 17, 1958. On June 12, 1961, their first child Craig Gregory Biscone was born. In 1962, they purchased their home where they still reside. Three years later Frank and Mary were blessed with their beautiful baby girl, Caryn Maria Biscone, born August 12, 1964.

During this time, he was assigned to the Wall Street territory and concentrated on selling to banks. While completing a sale with the bank president, Frank noticed promotional items in the office and became curious about the ad specialty industry. The bank president was able to get him an interview with an advertising specialty distributor (the William F. Blake Company). The interview went well, and the position was his if he wanted it. Since Xerox was introduced to the copy market, bringing the era of wet process copiers to a close, Frank decided to accept the job. This was the beginning of his career in the Advertising Specialty Industry.

Frank worked several years for William F. Blake, learning the distributor end of the industry. He was offered the position as a sales manager with condition that he relocate. Knowing that it was not in the best interest of his family, Frank declined and accepted a position as New York sales manager for Osborne Kemper Thomas (OKT) which was a direct house. During his time at OKT, he was voted manager of the year due to a large increase in sales. Sadly, OKT was sold and became a retail company no longer in the ad industry. He spent a short time with Hammond publications who were suppliers and then moved to Red Wing products, also a supplier, as the advertising specialty sales manager. Having a background of working with a distributor, supplier, and a direct house, Frank felt that he was now ready to be a Multi-line Rep.

# Words From the Wise – “Ideas Make it Happen”

In 1983, Frank became a Multi-line Rep in the Northeast. He traveled constantly making sales calls on distributors and their sales force to promote his products. As an independent rep, Frank had to be organized, disciplined, motivated, and creative. His slogan was "Ideas Make it Happen." It was hard work but rewarding and enjoyable.

In 1985, Frank and several other Northeast Reps got together and formed their own trade show travel group called N.E.R.A. (Northeast Rep Associates). It was successful and was duplicated by reps in other divisions in the country.

Frank loved the seminars and trade shows in Dallas and Las Vegas, but most of all, he loved all the close friends he made in the industry. These friendships helped him find true joy as a Rep and these colleagues became his extended family. On their annual N.E.R.A. bus run to cities in the Northeast, the "guys" were so organized that they always assigned each member with a snack to bring on the bus to make the long ride fun. Frank was always assigned the pepperoni and provolone and other Italian specialties!

In 1993, Frank was voted Multi-line Rep of the year in Las Vegas by ASI. In 2005, he was voted TRASA Multi-line Rep of the year in Pittsburgh. Again, in 2005, Ori-Mark products who he represented for over 20 years, voted him their Rep of the year. Frank was recognized by Capt. Hargraves III in his article

"Charisma- Do you have it?" He specifically mentioned Frank Biscone as a unique individual whose name spelled charisma! These recognitions are an honor to Frank and a testament to his hard work, positive attitude, dedication, and his passion for the industry.

On March 1, 2012, after 48 years in the industry, Frank retired. He was 80 years old. He thanks SAAGNY and this amazing industry for a great run. Frank still can't resist dropping in on a trade show to check out new products. He also looks forward to the SAAGNY holiday party and meeting up with good friends. Even though many of the faces have changed, the energy and creativity, and his love of the industry will remain unchanged for Frank.

Today, Frank enjoys spending time with his family. He still resides in the home where he raised his children with his dear wife of 60 ½ years, Mary. His children and his five grandchildren live nearby. Poppy, as he is known to his grandchildren, has always been an important person in their lives. Back in 2009, they were fortunate to have been able to visit the Battleship New Jersey, now decommissioned and in Camden, NJ, and learn about his adventures as a young Marine. He will always be grateful for the comradery he found in his professional career and the love and support he has always had from his family. I thank the industry that has been good to me. My thanks and appreciation to all – Frank.

# NERA – As Told By Frank Biscone

In 1984, two "brand new" multi-line reps, veterans in the Industry, got together and started travel table top shows in the northeast territory. Frank Biscone and David Grief, had a great idea in bringing shows to the distributors in their home town.

They rented the entire ballroom in several hotels and set up eight tables each with their products. The first show was in Philadelphia and over one hundred fifty people attended. "WOW"! They continued in New Jersey, New England, and upstate New York. Countless distributors told them this was a fantastic idea and wanted to know when they were coming back.

These shows opened the door to the distributors and their valued sales reps.

At the time David and Frank started these travel shows, no one and no group did anything similar (not in the entire country). Word got out of their success and two other veteran multi-line reps, John Pagano and Rich Ferreira asked if they could join them. The answer was yes and now there were four.

The shows continued to be successful and by the end of 1984, eight additional multi-line reps wanted in. The answer was yes. In January of 1985, the twelve reps had a meeting:

Frank Biscone • David Grief • John Pagano • Mike Valentini • Rich Ferreira •  
Jim Hutchinson • Tom Kilgallen • Dale Johnson • Steve Almeida • Jim Scott •  
Mike Garfield • Arnold Silberman

This was the start NERA. Our first NERA show was two days in one location, The Sheraton LaGuardia, in New York. There was a wicked snow storm on those days; but to their surprise and delight there was a line out the door with distributors waiting to come in. Before the bus and the truck, they traveled in their vehicles from city to city, state to state. They were welcomed with open arms. The one thing we all rely on today, was not available back then. "CELL PHONES"! But they did the best they could. They all worked hard but managed to have fun, laughs, jokes, and good stories. Twelve reps representing over 80 lines soon became well known and respected. NERA is still one of the best attended shows in the country. Copy-cats by great numbers have copied the NERA format (throughout the country).

NERA owes a great deal to one of its fathers, David Grief; for all the time and effort he gives to NERA. Thank you, David. Let's not forget Dave Wischnowsky, our money man, who sometimes has difficulty receiving checks. Thank you, Dave. A special thanks to Dale Johnson Cornell and Steve Almeida for the bus and then later on a truck. Thanks to you both. Also, a huge thank you to Jim Hutchinson who put a lot of time and effort into the invitation. Thanks Jimmie. At last, but not least, a lady who is always there for us, Michele Jennrich, thank you Michele.

# Save the Dates!



*A table top showcase for promotional products distributors and their client*

**Tuesday, June 25, 2019**

Trade Show: 10:30 a.m.- 3:00 p.m.

Lunch: 11:30 a.m. – 1:30 p.m.

**Metropolitan Pavilion**

125 West 18th Street

New York, NY 10901



**Tuesday, September 17, 2019**

Breakfast: 8:30 a.m.

Education Seminar and Annual Meeting:

9:00 - 10:15 a.m.

**Trade Show:**

10:30 a.m. - 3:00 p.m.

# Upcoming SAAGNY Events and Programs

# SAAGNY

*SPECIALTY ADVERTISING ASSOCIATION OF GREATER NEW YORK*

**Visit [Saagny.org](http://Saagny.org) to register!**

**Tuesday, February 26**

Lanco Hard Good and Decorating Tour and Education/Ronkonkoma, LI

**Thursday, February 28**

Bowlmor Long Island/Melville, NY

**Thursday, March 7**

Promotional Buzz/Bayside, NY

**Thursday, March 14**

Promotional Buzz/Ramsey, NJ

**Tuesday, March 19**

Wine Tasting, NJ/Total Wines & More, River Edge, NJ

**Wednesday, March 20**

Factory Tours – Astor Chocolate and Superior Bag/Lakewood, NJ

**Tuesday, April 9**

Top Golf/Edison, NJ

**Thursday, April 11**

Wine Tasting, Ct/Total Wines & More

# Upcoming SAAGNY Events and Programs

**Tuesday, April 30**

Promotional Buzz/Paramus, N

**Thursday, May 2**

Promotional Buzz/Bellmore, NY

**Wednesday, May 8**

Annual Past President Dinner

**Monday, May 13 – Friday, May 17**

Promotional Products Work! Week

**Tuesday, May 14**

Tekweld Factory Tour/Hauppauge, NY

**Thursday, May 16**

Notes Factory Tour/Syracuse, NY

**Wednesday, May 15 – Thursday, May 16**

PPAI's Legislative Education and Action Day/Washington, DC

**Monday, June 3**

Lenore Goldberg Memorial Golf Outing/Stockton Seaview Hotel and Golf Club, Galloway, NJ

**Tuesday, June 4**

Meet & Greet, Tun Tavern /Atlantic City, NJ

**Monday, June 3 – Wednesday, June 5**

Expo East/Atlantic City, NJ

**Wednesday, June 5**

SAAGNY Member Breakfast and Education, Sheraton Hotel / Atlantic City, NJ

**Tuesday, June 11**

Summer Kick Off Happy Hour/Paces Mattituck, NY

**Thursday, June 20**

Cooking Party, Short Hills, NJ

**Monday, June 24**

Pub Crawl, Night Before the Show/NYC

# Upcoming SAAGNY Events and Programs

## **Tuesday, June 25**

SAAGNY Summer Show/Metropolitan Pavilion, NYC

## **Wednesday, June 26- Thursday, June 27**

The SAAGNY Foundation Stay and Play Golf Retreat/NJ  
Golf on Ballyowen on Wednesday and Crystal Springs on Thursday

## **Tuesday, July 16**

Wine Tasting, LI/Total Wines & More, Westbury, NY

## **Tuesday, August 6**

Promotional Buzz/Port Jefferson, NY

## **Tuesday, August 6**

Walking Food Tour/NYC

## **Thursday, August 8**

Promotional Buzz/West Nyack, NY

## **Thursday, August 29**

Say Good-bye to Summer/NYC

## **Monday, September 16**

Night Before the Show Meet & Greet, Teaneck Marriott at Glenpointe / Teaneck, NJ

## **Tuesday, September 17**

SAAGNY Fall Show / Teaneck Marriott at Glenpointe, Teaneck, NJ

## **Wednesday, September 25**

RAGE Cage/Brooklyn, NY

## **Thursday, October 10**

Wine-O Tasting/ New York, NY

## **Tuesday, October 22**

Promotional Buzz/Paramus, NJ

## **Thursday, October 24**

Promotional Buzz/West Babylon, NY

## **Tuesday, November 5**

Bury the Hatchet/Brooklyn, NY

## **Wednesday, December 11**

Holiday Party and Awards Celebration/Glen Island Harbour Club

# Upcoming 2019 Webinars

**Visit [Saagny.org](http://Saagny.org) to register today!**

**February 28, 12:30 p.m.**

– Bill McCormick, LinkedIn Foundations for Promo Product Sales

**March 28, 12:30 p.m.**

– Glenn Rudin, Would YOU do Business With YOU?!

**April 25, 8:30 a.m.**

– Paul Sprunk and KC Fields, Eliminate Your Apparel Competition

**May 23, 12:30 p.m.**

– Varshal Thakor, Find Out How Outsourcing Has Helped Top Suppliers Cut Costs, Speed Up Turn Arounds and Improve Service Levels

**June 27, 12:30 p.m.**

– Joel Schaffer, The Public Relations Clinic

**July 25, 12:30 p.m.**

– Lenny Polakoff, Product Safety

**August 22, 12:30 p.m.**

– Dylan Sullivan, Purchase Orders

**September 26, 12:30 p.m.**

– Writing Instruments - Where Do We Go From Here?

**October 24, 12:30 p.m.**

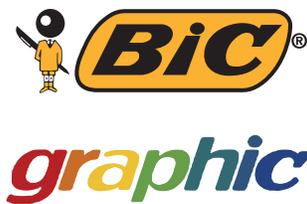
– Brad Bartlett, How Can YOU Tap Into the Lucrative Point of Sale Market at Retail

**November 21, 12:30 p.m.**

– Andy Evans, Company Stores

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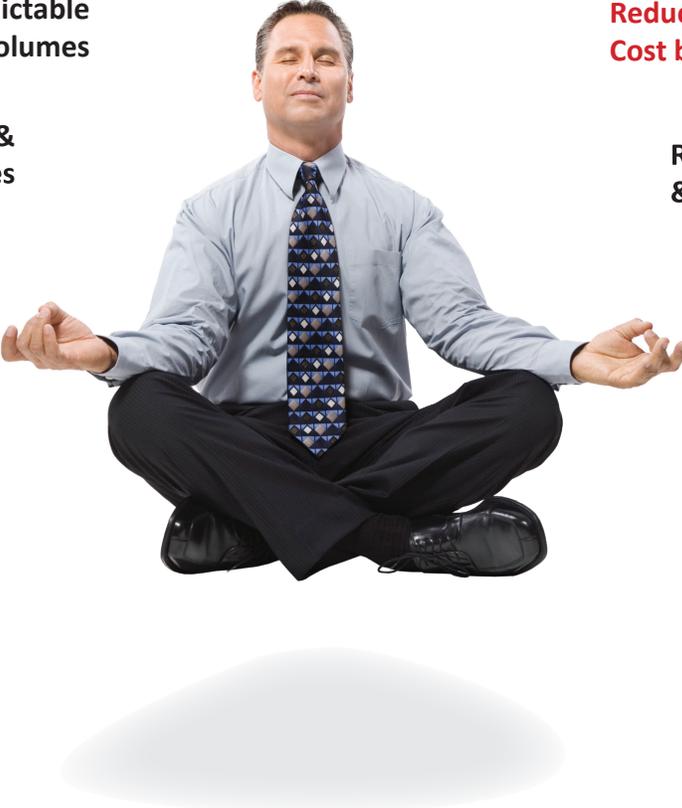


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