

SAGNY

Life

APRIL



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From The President



Spring is finally on the way. We are all looking forward to warm weather, selling Spring and Summer promotional products. The SAAGNY Board is busy putting together fun events and our Summer Show for end users in New York City. By the time this letter is printed, I suspect we will once again have a sell out for this New York City Show. I invite all distributor members to bring their clients to the show. I have always said, it's the best show I exhibit at. This is mainly because distributors pay a small fee to bring their clients and I find distributors are selective on who they invite. And as a result, as a multi line rep, I find I am talking at the show with real buyers. The show is a real bargain for distributors. Where in NYC can you take your client to lunch for \$25.00? And at the same time, make some sales!

If you have not signed up for The SAAGNY Foundation Stay and Play at Crystal Springs in New Jersey, what are you waiting for? This is as good as a NYC \$25.00 lunch - for just \$225.00 per person, double occupancy, you get a beautiful hotel room and two rounds of golf. Take a mini vacation and join us June 26-27. Not a golfer? Crystal Springs offers a great spa, pools, and many outdoor activities. This event will also sell out!

We have a wine tasting, Tekweld and Notes factory tours, and Top Golf coming up in the next few weeks – join us! Expo East is being held June 3-5 in Atlantic City with SAAGNY's Meet N' Greet on June 4, at the Tun Tavern and its Member Breakfast on Wednesday, June 5.

The SAAGNY Board is also considering an end user show for our Long Island members and maybe another end user show for those in New Jersey. We are always looking for new ways to support the membership!

PPAI was originally called SAAI, PAPP was at one time SACDV (what did that even stand for??), NEPPA was once SAANE. It has been over 20 years since our industry changed from the specialty advertising association to promotional products association. Is it time to change our name to PPAGNY? Do we want to be up-to-date, relevant and attract new younger members? Do our end users even know what specialty advertising is? We put on an end user show, attracting new and young buyers - shouldn't our name reflect what we actually sell, promotional products? This may not be your father's specialty advertising business!

I'd like to hear what you think.

Happy selling,
Paul Sprunk

From the Executive Director



Welcome to Spring – with the Winter behind us – let’s see what SAAGNY has to offer! 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. 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!

The SAAGNY Summer Show for distributors and their clients will be held at the Metropolitan Pavilion, New York City on Tuesday, June 25. There is a plethora of marketing materials on the SAAGNY website for you to invite - new and old clients! With over 90 suppliers and multi-line reps it is sure to be a great show! Not to mention the delicious gourmet lunch and other extras we added for 2019!

We hope you join us for a full calendar of events at Expo East: June 3 – Lenore Goldberg Memorial Golf Outing, Stockton Seaview Hotel and Golf Club, Galloway, NJ; Regional Meet N’ Greet, Tuesday, June 4, Tun Tavern at 4:00 p.m.; and SAAGNY Member Breakfast, Wednesday, June 5, at Sheraton Hotel featuring speaker Dale Denham, MAS.

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 2019 Coupon Book!

Any questions – do not hesitate to reach out!

Best,

Donna-Jean

From The Saagny Foundation



Do Good; Feel Good!

Happiness. We frequently associate happiness with things. We think buying or getting one thing or another will bring us happiness. But more “stuff” doesn’t always lead to the feeling of satisfaction that was hoped for. What’s a gal or guy to do?

Well as it turns out, giving gets you more ... much more! Studies show that the more people participated in meaningful activities, the happier they were and the more purposeful their lives felt. Pleasure-seeking behaviors, on the other hand, did not make people happier.

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.

We are planning our outreach events for this summer. There will be “Pirate Day” at Happiness is Camping, and “Fun Day” at the Hilltop School. Both events are fun and rewarding in ways words just can’t describe.

We are putting the FUN in fundraisers, with a variety of events: Broadway shows (Ain’t to Proud), the Lenore Goldberg Memorial Golf Outing at Seaview (June 3rd), “Stay & Play” or “Stay & Spa” Crystal Springs Golf Resort (June 26-27), and more to come!

We welcome the friendship and support of SAAGNY members, whether you are a Supplier, Distributor, Multi-Line Rep, or Service provider. We appreciate your donations of products, time, and money.

So while we’re always looking for the latest and greatest of incentives, here’s a new one for you ... if you want to feel “good” about yourself, ***do something for someone else!***

Donna LoPinto
The SAAGNY Foundation Chair

**SAVE
THE
DATE**



SAGNY

**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!



For The Trade Only



***“Your Wide & Grand
Format Wholesale
Printing Partner”***

- Consistency
- Reliability
- Quality

GOLD SPONSOR

SAGNY

MEMBER



asi/94198



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SIGNS DECALS BANNERS LETTERING YARD SIGNS



FLAGS BILLBOARDS VEHICLE GRAPHICS WRAPS

Member Spotlight

Mark Larned is a Multi-Line Representative that covers New York and New England. He has worked in the promotional products industry for over 28 years.



**Mark Larned,
Freedom Line
Marketing**

What is your title/role at Freedom Line Marketing?

I'm the owner. As with most Multi-Line Rep firms I've done everything to get the business off the ground and help keep it growing. My primary roles are sales and marketing management, working with distributors as closely as possible to build sales, and developing relationships with distributors for our Supplier Partners.

What do you like best about your company?

Just like in the name it is all about the Freedom to work and build the business the way I think is best for the territory and help get the results our distributors and suppliers are ultimately looking for. I'm also very fortunate to be able to work closely with my daughter Jenna, who has grown into a very effective salesperson for the company in New England.

What is new and upcoming with your company?

Over the years I've been hurt by consolidation and acquisitions, but one of our lines is part of the portfolio of a larger company, which has opened the door to new opportunities with other lines to represent. We recently started to represent GAME Sportswear in New England; having American-made apparel is something we are seeing more requests for.

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

I graduated from the University of Rhode Island with a degree in Plant and Soil Science! My neighbors tell me we have the best lawn on the street.

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

I always thought I would be involved with landscape architecture and later in life I wished that I had pursued being a golf course superintendent.

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

"Success can come from anywhere, so stay open minded. Something that starts out small, but a good idea will rapidly grow into something big" (Unknown Author)

What is your passion?

I certainly have a passion to have my business be successful and I have always strived to be the best supplier representative I could be over my entire career. At home I take tremendous pride in my home and yard and working in the yard is actually one of my greatest escapes from everyday stress.

What drives you?

There has always been an inner flame in me to be successful at something and have a wonderful family. I've been married now 40 years and we have two children and two granddaughters that we cherish. There have been many personal challenges over the years, but my family has always been there for me and this has truly been a blessing and inspiration to keep moving forward.

Member Spotlight

What is your title/role at Classic Incentives?

My “official” title is Swag Mistress... because saying, “Everything. We Both Do Everything.” Wasn’t ideal for a business card...

What do you like best about your company?

Our commitment to executing our client’s vision, upholding their values, and delivering quality with a personal touch are really important to me. I also am proud to be a provider that focuses on USA and Union produced products.

What is new and upcoming with your company?

We are looking forward to an overhaul of our website and online marketing in the coming months – providing a more seamless and accessible experience is the goal!

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

Growing up and throughout college, I was always a performer. From various choirs and bands, to musical theater, and much in between, the performing arts were a big part of my life. I’m trained in 18 types of ballroom and Latin dance, and danced competitively for many years.

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

Director of Career Services and Employer Relations at a university. I worked with students for many years in my past professional life, and helping them strategize and execute plans for their future was extremely fulfilling.

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

“Skills can be taught. Character you either have or you don’t have.” – Anthony Bourdain

What is your passion?

Making a difference. Whether it’s something as simple as a smile that can turn around another person’s day, supporting a charitable cause, or bringing a client’s vision to fruition, making a positive impact on the world around us should be at the center of everything we do.

What drives you?

My family. I’m proud to work alongside my husband, grateful for the opportunities the ability to work together in our own business affords us, and thankful that we’re providing for a great future for our daughter, Madison.



Melissa Brookes
Classic Incentives, LLC

CHOCOLATE INN/TAYLOR & GRANT / LANCO HOSTS SAAGNY MEMBERS

Chocolate Inn /Taylor & Grant/Lanco recently hosted a tour of the imprinting and embroidering capabilities at its Ronkonkoma, New York facility for Specialty Advertising Association of New York (SAAGNY) members. This is the first tour demonstrating the new capabilities added since Shoreline joined the company earlier this year enhancing the company's ability to offer one day turnaround.

The first part of the day took the group, which consisted of New York area distributors, through Lanco's hardgoods manufacturing process. Along with receiving a firsthand glimpse into the manufacturing of the company's full color, double sided microfiber cloth and other items, the group was provided some best practices on prepping logos and images to achieve the best results.



Marc Wadler Director of Operations at Lanco provides a demonstration of the company's printing process for rinkware.



Larry Junda Sales Manager at SPD/Shoreline provides an overview of the company's embroidery process and how to ensure clarity of product.

The group also had a chance to tour SPD/Shoreline's apparel stitching and embroidery facility. Here the conversation focused on the stitching process, and the need for modification of the logo depending upon the fabric type, which ensures clarity and quality of the end product. The final portion of the tour provided an overview on how the hardgoods and apparel created by SPD/Shoreline can be combined with the custom food products created by Chocolate Inn to create unique highly personalized gift sets.

"At Chocolate Inn /Taylor & Grant/Lanco, we are in a unique position to offer distributors a broad range of promotional products that encompass 80% of the industry's offerings, from food, to hard goods, and wearables, with the capability to create unique gift sets employing items from multiple categories," said David Miller president of Chocolate Inn /Taylor & Grant/Lanco. "It was a pleasure to host a tour of 25 plus of our local SAAGNY distributors and demonstrate our new manufacturing processes that allows for a one-day turnaround."

CHOCOLATE INN/TAYLOR & GRANT/LANCO HOSTS SAAGNY MEMBERS

Chocolate Inn / Lanco offers multi-category “kits” and “gifts,” combining food, hard goods, apparel, health and beauty and other items. SPD/Shoreline offers a range of embroidering and screen printing capabilities along with retail packaging and labeling.

ABOUT CHOCOLATE INN / TAYLOR & GRANT/LANCO

With over 50 years of award-winning experience, Chocolate Inn / Taylor & Grant and Lanco (or the “Company”) (ASI: 44900; SAGE: 52303; PPAI: 111662; PPC: 920802), is a top-40 ASI Supplier, and the leading diversified manufacturer of 3,000 plus items, ranging across confectionery, mints, chocolate, hard goods, health and beauty, wellness, apparel and soft goods, servicing distributors in the promotional products industry. The Company remains the only food vendor in the promotional products industry that is SQF Level 3 certified - the highest global standard of food safety. The Company operates out of 2 world-class manufacturing facilities and features an industry-leading assortment of printing, packaging and decorating capabilities. As a leading manufacturer, Chocolate Inn and Lanco also features extensive product customization capabilities, including custom shaped mints, custom shaped chocolate, custom formulated lip balm, candles, lotions and more. The Company’s newest division, SPD / Shoreline, is a focused contract decorator for promotional products distributors and offers multi-category kitting solutions.

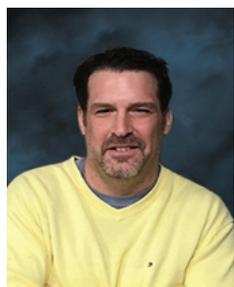
SAAGNY Member News

Quinn Begins 25th Anniversary Year with 114 New Products

Listening to customers' ideas is what fueled President and CEO Matt Quinn to launch 114 new products in 7 categories to kick off the 25th Anniversary year for Quinn, one of the leading full color fabric printers in the promotional products industry. Products receiving the biggest buzz at early season trade shows were in two categories: technology-based solutions to enhance modern displays, and products that deliver convenience, all enhanced with the full color digital fabric printing Quinn receives A+ reviews for.

From four-color printed stands that hold tablets and smart phones... to a rolling traveling trunk that turns into a 4-sided billboard table and working storage... and even back-lit display booths and pop-up podiums that bring artwork to a new dimension, Quinn's new product line-up has something for every indoor and outdoor event.

Tekweld Expands National Accounts Program



Tekweld's Vice-President of Sales and Marketing, Ray Rodriguez, has announced the promotion of Dan Jenne to Director of National Accounts. The company's newly created position has the goal of developing strong working relationships with larger promotional products distributors with a national presence. Jenne will report directly to Rodriguez. The promotion was effective January 1, 2019.

"We are excited about the creation of this important position within Tekweld, and the promise that it holds for the company's continued growth. We are equally excited that Dan has accepted the position and its challenges," remarked Rodriguez while attending the recent ASI Show in Orlando, Florida.

With 22 years' experience in the promotional products industry, most recently as Tekweld's Southeast Regional Sales Manager, Rodriguez sees Jenne's strong technology background critical in his new role." Jenne added, "I'm continually learning new programs and how they might improve our sales potential and distributor relationships." Rodriguez added, "Dan is a tech savvy guy. He has the uncanny ability to show accounts how to leverage our product line with technology to expand their sales, and therefore Tekweld's."

When asked about his goals at Tekweld, Jenne quickly replied, "I am very excited about this new opportunity. As Tekweld continues to grow, we need to be cultivating relationships with our larger national accounts, and unearthing all the opportunities that holds." He continued, "I believe with my team's support, and Tekweld's high-quality product line, I am ready and willing to lead that charge."

SAAGNY Member News

Inside of the industry, Dan has served as past president, and currently as trustee, for the Promotional Products Disaster Recovery Foundation (PPDRF), aiding industry members applying for natural disaster assistance. He also served as past president of Carolinas Association of Advertising and Marketing Professionals (CAAMP). Outside of the industry, he is a single father to his 14-year-old daughter, McKenzie. Both Dan and McKenzie are accomplished musicians, active members of their church, and reside in Murrells Inlet, South Carolina.

Located in Hauppauge, NY, Tekweld (PPAI 266346, UPIC: TEKWELD, SAGE 67569, ASI 90807) founded in 2001, is a Top 40 ASI Supplier offering a vast collection of custom printed and packaged promotional products including lip balms, hand sanitizers, sunglasses, retro lunch boxes, and microfiber cleaning cloths.

American Solutions for Business Officially Compliant with PromoStandards

American Solutions for Business is excited to announce that they are officially using PromoStandards to streamline their eCommerce platform to integrate with industry suppliers.

“We are expanding to allow suppliers to load our Product Information Management (PIM) system with product information and media content to be used for feeding to our eCommerce sites,” explains Mike Schmitz, ASB’s Senior Director of eCommerce.

ASB has completed setup for Hit and alphabroder and is preparing to implement Starline and BIC Graphic soon. Once completed, they’ll continue to move down their list, based on supplier need, capability and sales volume.

“This is a big step for our company and our industry,” said Justin Zavadil, ASB’s President. “Partnering with PromoStandards is a necessary step that will increase efficiency, customer service and ultimately – more sales.”

“Adding ASB to our growing list of integrated partners is a huge step forward for both Starline and the industry. PromoStandards allows our supply chain to streamline operational efficiencies and communications, allowing suppliers to focus on creating more value-add opportunities with great customers like ASB,” explained Jon Norris, PromoStandards’ Chair of the Board and VP of Operations for Starline.

SAAGNY Member News

About American Solutions for Business

American was founded in 1981 in Glenwood, Minnesota, and has evolved into a leading distributor, providing our customers with print, promotional products, marketing collateral, fulfillment and more. Despite our growth in technology, resources and sales, we maintain our grassroots attitude by operating as the only large employee-owned distributorship in the industry. This results in a team of personally-invested employees that care for our customers' branding, spend and creative reach to help achieve their goals.

New J America Fleece Debuts at Heritage

Heritage Sportswear announces new fleece styles from industry leader J America. New for 2019 are the J8677 Adult Mélange Hood and the J8674 Ladies' Mélange Hood – 7 oz, cotton/poly blends with scuba necklines and contrast draw cords. The new J8692 Adult Baja Hood is reminiscent of surf boarders in Baja, CA. It's a unisex piece that's made of soft French terry with rope draw cords, a pouch front pocket, and soft overall stripes. And for the ladies, Heritage adds the J8651 Ladies' Relay Hood and J8652 Relay Crew with 1 x 1 yarn dyed stripe cuffs and waist. J. America is a leading sportswear company creating styles perfect for the Collegiate, Resort, and High School markets. Heritage reports that all new J America blank fleece styles are in stock and ready for ordering.

Heritage Sportswear, Inc. has been in business since 1982.

Maple Ridge Farms Adds a 20th PPAI Supplier Star Award to its Collection

Maple Ridge has won the 2019 PPAI Supplier Star Award. Traci Simonis and Joelle Stahlecker accepted the award at the PPAI Expo in Las Vegas. Maple Ridge Farms has won more Star Awards than any other food gift company in the history of the industry. In addition, Maple Ridge Farms won its 18th consecutive ASI Counselor Distributors Choice First Place award. It won the inaugural award in 2001 and has followed up by winning it an additional 17 times.

The Supplier Star Golden Pyramid Award is the result of a competition in which distributors vote for their favorite, most dependable suppliers. Maple Ridge Farms provides that rare combination of excellence in customer service with extremely high-quality gourmet products. In receiving this award, company founder, Tom Riordan, remarked, "It is gratifying to know that the efforts of all our employees are being recognized in such a major way. Our bottom line has always been that distributors can be extremely confident that when they send an order to our team their customers are guaranteed to receive the freshest, most delicious food gifts. Our thanks go out to our loyal customers and dedicated employees who made winning this award possible."

SAAGNY Member News

Located in Mosinee, WI, Maple Ridge Farms, Inc., (ASI 68680, PPAI 114165, UPIC: MAPLE, SAGE 57654, founded in 1979, is the leading supplier of gourmet gifts to the promotional products industry. Recognized for outstanding freshness, the line includes a complete variety of candies, handmade chocolates, fresh-roasted nuts, baked goods, smoked meats and naturally aged cheeses presented in innovative gift boxes, gift baskets, gourmet towers, desk accessories, antique wooden vehicles and wooden collector's boxes. For more information on the company visit www.mapleridgefarms.com

CPS/Keystone Honored for Excellence in Service with PPAI Gold Pyramid Award

CPS/Keystone (Custom Plastic Specialties, LLC) is a winner of the 2019 PPAI Gold Pyramid Award-Supplier Star. The award was announced and presented at the PPAI Pyramid Award Celebration held January 15, 2019 at the Mandalay Bay Convention Center in conjunction with The PPAI Expo in Las Vegas.

Since 1958, the PPAI Pyramid Awards have recognized and honored promotional products businesses and helped shine the spotlight on the collaborative business model unique to the industry. CPS/Keystone was presented the Gold Pyramid Award in the category for suppliers with annual sales volume of \$10,000,000 to \$20,000,000.

Kippie Helzel, Sr Vice President of Sales and a partner in the company stated "this was our fourth year in a row as a Supplier Star finalist. That in and of itself is great recognition of the quality of our service and products, and our support for our distributors. Winning the Gold Pyramid was the ultimate validation of everything we have worked to achieve with great customer service training, a flexible and hardworking production team, great value pricing on best-selling products, and a "find a way" attitude, from sales to order processing, that has clearly served our distributors well. On behalf of our sales team, our management team and all our staff, we give sincere thanks to all the PPAI distributor members who voted for us and who value what we do, every order, every day"!

"This year's Pyramid Award winners represent the most creative, strategic and technologically advanced campaigns and I am thrilled to congratulate CPS/Keystone as the winner of PPAI's prestigious Gold Pyramid Award," said Paul Bellantone, CAE, president and CEO at PPAI. "CPS is an exemplary example of innovation and excellence in our industry. We hope their accomplishments will inspire strategic thinking and creativity to engage audiences everywhere."

SAAGNY Member News

ORBUS ANNOUNCES 2019 ORBUS UNIVERSITY SESSIONS

Orbus Exhibit & Display Group®, one of North America's leading wholesale suppliers and manufacturers of display, exhibit, graphic and event solutions is excited to announce two Orbus University training sessions for 2019, June 13th and 14th and December 12th and 13th.

Orbus University is a one-of-a-kind dealer training program that combines classroom style with hands-on learning to familiarize dealers with Orbus' service offerings and expansive range of display products and solutions. The two day program details selling tips, in-depth graphic capabilities, marketing tools and resources, an extensive tour of the Woodridge, IL headquarters and hands-on product assembly. With a focus on how Orbus can help its dealers build their business, it is the perfect, immersive experience for any role within an organization and offered to dealers free of charge.

Orbus University students learn the ins and outs of Orbus' Woodridge facility and products.

If interested in attending this free hands-on and educational training experience, contact Kate Kincaid, kate@orbus.com for registration information, or visit Orbus Dealer Training to register online.

About Orbus

Orbus Exhibit & Display Group is a market-leading, privately owned group of companies that specialize in the manufacture and trade only supply of portable modular and custom modular exhibit and display products, graphics and solutions. Companies and brands within the group include The Exhibitors' Handbook®, The Promo Handbook™, Nimlok®, and SignPro Systems®.

Orbus is a proud member of the ISA, SGIA, ASI, PPAI, UPIC, and SAGE; 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.

SAAGNY TEKWELD TOUR



WE WELCOME
ALL SAAGNY DISTRIBUTOR
MEMBERS TO THE TEKWELD
FACILITY TOUR!

LOCATION

45 RABRO DRIVE
HAUPPAUGE, NY
11788

MAY 14,
2019
10:00 AM

LUNCH

COMPLIMENTARY
FOOD & BEVERAGES
WILL BE PROVIDED

TO RSVP:
PLEASE CONTACT DONNA-JEAN PLANTE AT

DONNA-JEAN@SAAGNY.ORG BY 5/13/19

DON'T MISS OUT ON THIS MEMORABLE DAY!





Welcome New Members!

American Calendar (S)

Barker Specialty Company (D)

Catskill Mountain. Embroidery (D)

CREATIVE WORKS MARKETING LLC (D)

David R. Williams, Inc. (D)

EmbroidMe – Morristown (D)

Label Art (S)

Legendary Promotions (D)

METROGRAPHICS PRINTING (D)

MTC PROMO (S)

NerenPossible Services (D)

Prolmage Apparel, LLC (D)

Promotunity Inc. (S)

SLS GIFTS (D)

Teaneck General Store (D)

Travel Diary (S)

William Exline Inc. (S)



WANDER INTO WONDER

KOOZIE®

the original chill™

NEW! 16002 KOOZIE® Olympus Cooler Backpack

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BIC graphic BAGS

NEW ARRIVALS FROM GREG NORMAN COLLECTION



BUY ONE SAMPLE, GET ONE SAMPLE FREE

use promo code: VBOGO

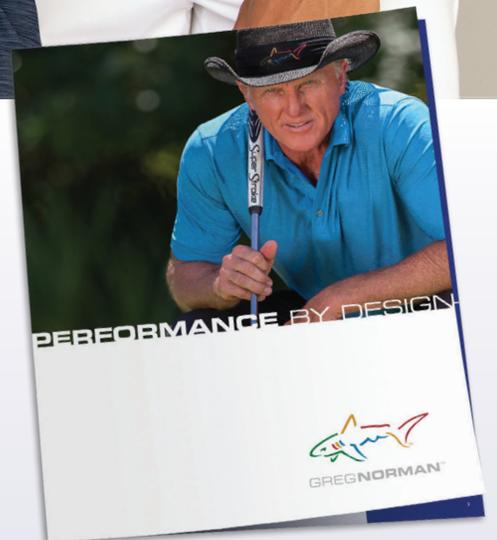
From left to right: GNS9K506, WNS9K060, GNS9K477



POWER OF THE BRAND

Inspired by one of the world's leading golf professionals, the man they call "The Shark," the Greg Norman Collection captures his adventurous spirit and confident style. With global recognition, this lifestyle assortment is an easy way to elevate your brand.

[VIEW THE COLLECTION](#)



Greg Norman Collection is available to the corporate market exclusively through Vantage Apparel. 800-221-0020

Upcoming SAAGNY Events

Visit Saagny.org to register!

Tuesday, April 9

Top Golf/Edison, NJ

Thursday, April 11

Wine Tasting, Ct/Total Wines & More

Tuesday, April 30

Promotional Buzz/Paramus, NJ

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

Upcoming SAAGNY Events

Visit Saagny.org to register!

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

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

Upcoming 2019 Webinars

Visit Saagny.org to register today!

April 25, 8:30 a.m.

– Paul Sprunk and KC Fields, Eliminate Your Apparel Competition

May 23, 12:30 p.m.

Scott Nussinow, Outsource Like a Supplier All-Star

May 30, 12:30 p.m.

Mitch Group and Jill Wattenberg, Your Marketing Success Begins With A Great Visual

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

Past President Spotlight – Joel Schaffer, MAS

Joel grew in the promotional products business from a sales associate working part time (while a full-time school teacher) in 1968 to the owner of Soundline, LLC, a supplier company he founded in 1986. Joel has 50 years of promotional product industry experience and proudly heralds “I was a distributor”.

In 1977 as Vice President and Publisher of The Hammond Company he presented the advertising specialty industry to 200 leading American Publishers in an all-day forum before The American Association of Book Publishers and introduced them to the opportunities of our special markets

In 1982, as President of the U.S. operation, he brought Leathersmith of London (diaries) into our industry and away from direct selling. In 1986-7 he brought three new supplier companies into this industry as a management consultant. While starting Soundline, he had a consulting firm with two other promotional products veterans.

Soundline started as Downtime Broadcasting and published the innovative “Specialty Tracks”, the first ever, audio magazine on cassette. It ran 72 minutes and was filled with creative education, news, and industry information. Today this is called a podcast. That product was sent free to every SAAI (PPAI) member company for over 5 years. This was a creative and new membership benefit. The bi-monthly cassette was an innovative way for the distributor to get educated and for the supplier to communicate with them while they were in their cars.

Today, this type of product is akin to a virtual trade show or podcast. Soundline was the very first company to bring the spoken word and music into this industry as a supplier. This broke the model of the larger music publishers selling only direct to the end buyer. Soundline also introduced CD/DVDs to this industry in 1995. It continued to innovate offering goods and services that were not in our industry at the time of launch. Indeed, Soundline was never a “me too” company, but an innovative leader.

Past President Spotlight – Joel Schaffer, MAS

Joel was inducted into the PPAI Hall of Fame in January of 2017. He was the 82nd person inducted in the long history of the industry. He is the only person to have received both the ASI's Marvin Spike Industry Lifetime Achievement Award (2002) and PPAI's Distinguished Service Award (2011). He is a past director of PPAI, Past Chair of the SAAGNY Foundation, Past President of SAAGNY, and a SAAGNY Hall of Fame member. He was cited by ASI as one of the 50 most influential people in the industry.

Joel has been on the advisory panel of the business and marketing department of St. John's University in New York. He is frequent speaker at Rutgers Graduate School of Business. He is an industry Advocate and has appeared before the American Bankers Association, American Marketing Association, National Premium Sales Executives, American Booksellers Association, and several other major groups. He is a frequent contributor to PPB, Counselor and has a monthly column in Promo Corner. He has facilitated over 200 classes sharing his industry knowledge nationwide. He is known for his cutting humor and enthusiasm in presenting provocative and motivating programs.

His career in this industry began in 1968 and is still going as he reaches the age of 74.



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WHAT IS GET IN TOUCH!?

The Get In Touch! campaign is a five-year and multi-million dollar, industry-wide initiative encouraging advertising buyers to recognize the power of promotional products and allocate a larger share of their marketing dollars to the promotional products industry.

The primary goal of Get In Touch! is to increase awareness and enhance the overall perception of the promotional products industry.

WHAT ARE THE GOALS?

Get In Touch! with you, the promotional consultants. This campaign will help position you as experts in the promotional products industry.

WHY "GET IN TOUCH!"?

Get In Touch! with your consumers. Promotional products touch the people who receive them.

WHY PROMOTIONAL PRODUCTS?

We are arming our members with tools to help understand and spread the message including advertisements, social media graphics, talking points and more.

**GET IN!
TOUCH!**
ADVERTISING THAT LIVES ON

GET IN TOUCH! CAMPAIGN OVERVIEW

WHAT IS GET IN TOUCH!?

Promotional products are an advertising medium like no other. The Get In Touch! campaign is a five-year and multi-million dollar, industry-wide initiative encouraging advertising buyers to recognize the power of promotional products and allocate a larger share of their marketing dollars to the promotional products industry. The campaign's tagline, ADVERTISING THAT LIVES ON, asks the viewer to consider that the use of promotional products in marketing communications, has the opportunity to last far longer than any other medium.

This campaign was originally conceived by the PPAI Chairman's Roundtable work group, and is the culmination of a year's worth of hard work by an assortment of PPAI staff, members and volunteer groups, including the PPAI Board of Directors, the PPAI Industry Branding Initiative Advisory Group and the PPAI Public Relations Advisory Group.

WHAT ARE THE GOALS FOR GET IN TOUCH!?

The primary goal of Get In Touch! is to increase awareness and enhance the overall perception of the promotional products industry, however, PPAI also aims to direct a larger share of advertising dollars to the \$20.8 billion promotional products industry.

WHY, "GET IN TOUCH!?"

Promotional products are more than just ads. The Get In Touch! campaign is a consumer cry for advertisers to break through the everyday noise of traditional and digital advertising to get in touch with consumers in tangible, useful, creative and meaningful ways. In an ever-increasing digital world, we needed a message that focuses attention on the tangible ability of promotional products to touch not only the hands, but also the hearts of consumers.

HOW DOES THE GET IN TOUCH! CAMPAIGN STRATEGICALLY AND COMPETITIVELY POSITION PROMOTIONAL PRODUCTS WITHIN THE ADVERTISING INDUSTRY?

The Get In Touch! campaign positions promotional products through a variety of tactics. We are arming our members with tools to help understand and spread the message including advertisements, social media graphics, talking points and more. In addition, PPAI is working with influential trade publications and will implement an on-the-ground campaign at Advertising Week.

GET SOCIAL.

One of the easiest ways you can support the campaign is to share the resources and talk about it on social media. Make sure to always use the hashtag #GetInTouch when you post and feel free to share directly from PPAI's social channels.

GET IN TOUCH! INTENTIONALLY HAS MULTIPLE IMPLICATIONS:

- 1** Get in touch with information we're sharing – promotional products are proven winners for advertisers.
- 2** Get in touch with a promotional products consultant.
- 3** Get in touch with your consumers. Promotional products touch the people who receive them.

GET IN!
TOUCH!
ADVERTISING THAT LIVES ON

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Thank you Bagmakers for donating the show bags.

Thank you Hit Promotional Products for donating the journals.

Thank you Aura Badge for donating Badge Holders & Lanyards.

Interested in a sponsorship? Contact us at info@saagny.org



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  SAAGNY
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community ♥ compassion ♥ caring

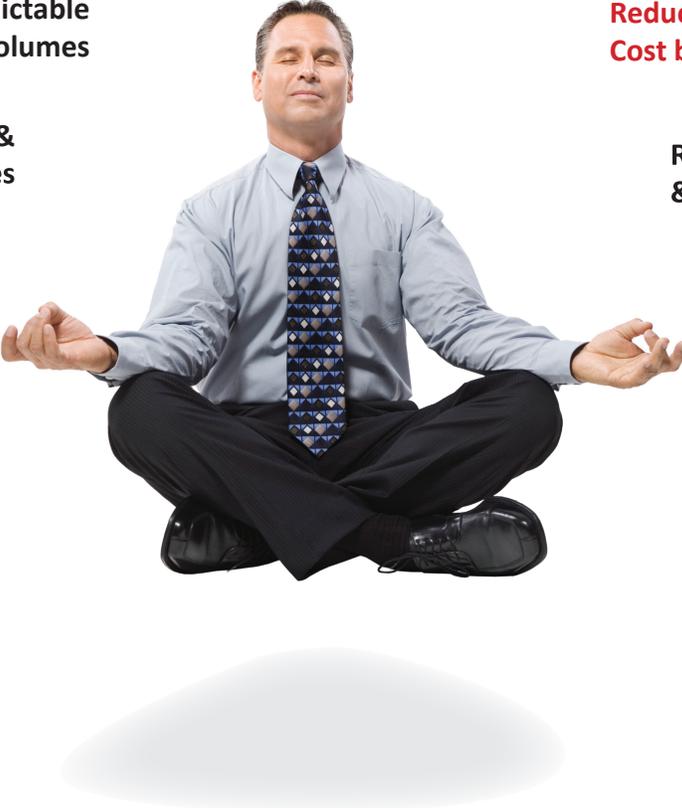
A non-profit charitable organization under section 501(c)(3). The SAAGNY Foundation is the good will arm of SAAGNY. The Foundation provides education scholarships, general assistance and a means for the promotional products industry to engage the community through charitable endeavors.

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

Want to know about other SAAGNY events, go to Saagny.org/events.

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