

SAAGNY
Life

December



Table Of Contents

02	From The President	29	Mark May Retirement
03	From The Foundation	31	Promotions East Committee
04	From The Executive Director	33	SAAGNY The More You Know
06	Meet The 2021 SAAGNY Board Of Directors		
12	Member News		
26	Passing of Raymond Strakosch		

CONTACT INFORMATION

SAAGNY

50 Tice Blvd Suite 340
Woodcliff Lake, NJ 07677
Phone: (914) 848-7369
Fax: (914) 365-2541

Donna-Jean Plante
Executive Director
Donna-jean@saagny.org

2020 SAAGNY Board Of Directors



PRESIDENT
Paul Sprunk
Paul W. Sprunk Associates (MLR)



VICE PRESIDENT
Rachel Levin, CAS
Stran Promotional Products (D)



Secretary / Treasurer
Michael Reisbaum
Blue Generation (S)



IMMEDIATE PAST PRESIDENT
John R.B. Cudahy, MAS
Raining Rose (S)



DIRECTOR
Natasha Jinks
Positive Promotions (D)



DIRECTOR
Trish Glazer
Glazer Promos (D)



DIRECTOR
Christian Brandt



DIRECTOR
Sean Kurtzman
The Positive Line (S)



DIRECTOR
Irwin Kotcher
Merri Moments (D)

From The President



Thankfully 2020 is coming to a close, a vaccine is in the works, and a new national administration arrives January 20th. SAAGNY has had a challenging year, to say the least- only one live trade show that was scheduled was held. We are having a great virtual social event on Wednesday, December 16, to close out the year. The SAAGNY Jingle and Mingle will include a special guest mixologist instructing us all on how to make some great holiday drinks. This event will also include the introduction of the new 2021 Board members. Hope you all can join us for this fun event!

The SAAGNY board is busy looking at options for trade shows in 2021. In addition, we have formed a Promotions East Committee, chaired by Michael Reisbaum, to investigate options for a newly redesigned, reimagined, and reinvented Promotions East. If you have any thoughts regarding Promotions East, please reach out to DJ or myself. All ideas and suggestions are welcome.

Happy Holidays to all,
Paul Sprunk

From The Saagny Foundation

Hello Friends,

We hope you had a wonderful Thanksgiving and are looking forward to a healthy and peaceful holiday season ahead.

I'd like to thank all of our Giving Tuesday donors. Every penny is much appreciated and goes directly to our scholarship funds.

I would also like to thank our pen donors: Walter Brzyski (Team Walter B), Mike Valentini (Mike Valentini Promotions), Rob Craxford/Paul Sprunk and an Anonymous Donor. Several needy schools have received these much-appreciated donations.

We are currently looking for additional needy schools or groups in the Tri-State area to receive additional pen donations. Please contact Melissa Casey if you would like to donate pens or if you know of a group in need – Melissa.cas@pacesetterawards.com or 908-675-0226.

Thanks!

Melissa Casey

Chair, The SAAGNY Foundation

From the Executive Director



It is almost here....2021! After a difficult year for all of us – it will be nice to start afresh and think about returning to normalcy and back to business.

Make sure you meet your 2021 Board of Directors in this issue – they are working hard for YOU to make 2021 the best year ever!

Thank you to all who will be celebrating with us at the SAAGNY Holiday Party albeit virtual celebration with a mixologist - Wednesday, December 16, – a fantastic evening of fun, comradery, and merriment!

SAAGNY has continued to organize webinars for you to “learn at home”. Please visit the SAAGNY website as new webinars are being added daily. It is our hope these webinars will allow distributors and suppliers to come together virtually, as well as, provide an opportunity to expand your knowledge about products, services, and new suppliers. Missed a webinar – no problem – we have a full list of recordings on on the members-only page of the SAAGNY website.

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 all of the member features and benefits – SAAGNY Job Board, SAAGNY Member Directory, and SAAGNY 2021 Coupon Book – coming soon!

Any questions – do not hesitate to reach out! SAAGNY is here for you – stay well and safe!

Best,

Donna-Jean



hey!



koozie group®

January 1, 2021

Changing for good.

(but keeping the good stuff...
like 40+ brands you love – especially )

visit bicgraphic.com/koozie-group

Meet Your 2021 SAAGNY Board of Directors

YOUR 2021 Board Answers the Following Question:

What do you think will never be the same in your professional practice and life as the result of events in 2020?



President – Rachel Levin

I will never have the same boundaries. Previously, we were bound by geography and location. With enhanced use of technology, we are extremely agile and our boundaries are now limitless! Although, I will never undervalue or underestimate the power in-person meetings.



Vice President – Michael Reisbaum

Not to get “too technical” but I try hard to avoid the terms “never” and “always”, except to note there are always exceptions and never is a really, really long time...

So, for the foreseeable future:

- ✓ Business Travel will be reduced dramatically (my Amex card will be dusty)
- ✓ Packed bars are going to take a while (my liver will be relieved)
- ✓ Get used to Mask Wearing on the show floor (Remember to ENUNCIATE!)



Secretary/Treasurer – Christian Brandt

Going into 2021, I plan to see a lot of the same we have experienced from 2020. We will maintain less business travel in the car and on planes. We will need to get more accustomed to working from our home offices. As leaders in the marketplace, we need to keep changing and meeting new challenges that we face with inventory, product selection, and shipping opportunities. It might take years to get back to where we were before the pandemic.



Immediate Past President – Paul Sprunk

I have been asking this question to many people this year. What will not survive as a result of the pandemic of 2020? I think handshakes may not survive, as well as larger sales meetings with distributors. So many distributors are now working from home, especially in NYC. I believe many offices will close as a result of the pandemic and the high cost of rent. And I think for a long time, regional shows will replace larger national shows.



Director – Joe Favre

I've been thinking about this question for quite some time, as it's not easily answered. The most profound impact I'm feeling and seeing is to in person connectivity. The opportunity to have personal meetings (be they with clients or vendor partners) quickly, easily & productively feels like a thing of the past.

Meet Your 2021 SAAGNY Board of Directors

In my heart I know that's an overly dramatic statement, but I still can't visualize what they'll look like when the business climate 'resets'. While we've all adapted to virtual meetings at our own pace, a face to face meeting, including all of the great reactions and body language that can shape that meeting – is wholly different.

Suffice it to say I miss sitting at a conference room table brainstorming and coming up with creative solutions. I have had the opportunity to do so a handful of times in the last few months, but I don't see it coming back with regularity any time soon.

Director – Jeff Jacobs



Back when we went into lockdown and before summer hit, I really never saw myself shaking somebody's hand or giving a hug to a close friend again. Well that did not take long to reverse once we got to summer and the cases on Long Island were very small. I do believe one of the things that at least for the immediate future (well into 2021) or until there is a proven vaccine, is in person vendor meeting and trade shows. I do not see me attending a trade show for a long time. I think that might be the biggest thing that might not be the same from before this pandemic.

Director – Natasha Jinks



Director – Sean Kurtzman

As a result of the events we have been through in 2020 I believe we may have seen the last of large open space offices. For the better part of a year, the majority of our industry has been working remotely. There may be times when an office visit will be needed, but I think for the most part it has been proven that we can exist and even thrive with remote work. Companies will be able to save thousands on rent in office spaces and that money can be used in other areas, such as marketing and for different sales tactics. Though it has been an adjustment, the technology we have now and will see in the future, will make it easier to collaborate and generate new thoughts and ideas. This will help us to keep improving our business and creative culture within the promo industry.



Director – Eric Levin

The results of 2020 have changed my professional and life practice in many ways. I think by far the most change is in my outlook on a daily basis about priorities and what's truly important... Never take a day for granted and give it your all.



TREK HOODIE & PLANET POLO



**NOW AVAILABLE IN
4 BOLD NEW COLORS.**

That's 4 more reasons to promote sustainable fashion.



NEW COLORS! IN STOCK DECEMBER 20TH



Tap into the growing market of sustainable fashion with Vantage Earthwise Collection. Each style helps keep plastic bottles from ending up in our landfills and oceans.



Vantage donates a portion of sales to nonprofits committed to protecting our environment. Every purchase can help lighten our impact on the Earth.

[LEARN MORE](#)

Trek Hoodie | Planet Polo | Eureka Shirt
Pro-Tec Gaiter

For more information,
visit vantageapparel.com/earthwise



ASI 93390 UPIC:VANTAGE



2021 Distributor Tool Box What YOUR SAAGNY Membership Includes

Corporate Membership

All your employees are members! Make sure each registered so they can take advantage of all that SAAGNY has to offer.

In Person Shows

They will be back! Winter, Spring, Summer, Fall, and Promotions East – free admission!

Virtual Shows

15 shows in 2020 – more to come in 2021 -free admission!

Flexible Online Learning

Live webinars and recorded webinars that will help you grow your business and meet new suppliers – 100+ in 2020!

Coupon Program

Hundreds of supplier submit coupons worth thousands – savings you can use every time you place an order! SAAGNY partnered with PromoHunt and ZoomCatalog to make access even easier!

Newsletter

SAAGNY Life is distributed six times a year – write an article, submit photos, share your news with your industry peers.

Job Board

Looking for employees or a job – check out the SAAGNY Job Board.

Membership Directory and App

Reach out to fellow SAAGNY members - make connections! Update your profile so others know who you are!

Mentoring Program

Share your knowledge with other industry personnel or learn from other industry folks – get a mentor today!

Meaningful Volunteer Opportunities

Volunteer with SAAGNY and/or The SAAGNY Foundation - give back to the community you are in!

Key Contacts in Your Backyard

Share ideas and build relationships with your industry partners!

Discounts

SAGE, Zoom Catalog, and more!

PromoPulse

get the latest supplier information at your fingertips! Check it out on our website today!

Professional Office Staff to Assist YOU and YOUR Business Needs



FREE SETUP ON ALL ITEMS

A- BAGS & TOTES B- RETRO LUNCH BOX C- DRINKWARE & KITCHEN
D- ESSENTIAL KITS E- OFFICE & TECHNOLOGY ... AND MORE!

SAVINGS OF
\$50 (v) TO **\$100** (v)

USE PROMO CODE
ZOOMFSU

EXPIRATION DATE
3.31.21



2021 Supplier Tool Box What YOUR SAAGNY Membership Includes

Corporate Membership

All your employees are members! Make sure each is registered so they can take advantage of all that SAAGNY has to offer.

In Person Shows

They will be back! Winter, Spring, Summer, Fall and Promotions East – discounted registration.

Virtual Shows

15 shows in 2020 – more to come in 2021 – no cost to suppliers in 2020!

Coupon Program

Have your coupons in front of SAAGNY distributor members through PromoHunt and ZoomCatalog!

Flexible Online Learning

30-60-minute webinars geared towards distributors to showcase your products, processes, and more! No charge! SAAGNY partners with other regional associations to expand your reach.

Let's Make A Deal

15-minute quick and dirty way to start a Distributor's day highlighting 3 products, 2 solutions, 1 discount – no charge to participate.

Experience Driven Learning

– Including Virtual Field Trips and Demos – offer SAAGNY distributor members a virtual tour of your plant or process.

Newsletter

SAAGNY Life is distributed six times a year – write an article, submit photos, share your news with your industry peers.

Sponsorship Opportunities

Opportunities to expand your reach through the SAAGNY website, newsletter, and shows – email info@saagny.org for more information.

Job Board

Looking for employees or a job – check out the SAAGNY Job Board.

Membership Directory and App

Reach out to fellow SAAGNY members – make connections! Update your profile so others know who you are!

Mentoring Program

Share your knowledge with other industry personnel or learn from other industry folks – get a mentor today!

Meaningful Volunteer Opportunities

Volunteer with SAAGNY and/or The SAAGNY Foundation – give back to the community you are in!

Key Contacts in Your Backyard

Share ideas and build relationships with your industry partners!

PromoPulse

Get the latest information at your fingertips! Check it out on our website today!

Professional Office Staff
to Assist YOU and YOUR
Business Needs

SAAGNY Member News

IMAGEN Brands Announces Coleman® “Sell More, Get More” Incentive Program

IMAGEN Brands is excited to announce a limitedtime Coleman® “Sell More, Get More” Incentive Program – The More Coleman Outdoor You Sell, The More Free Coleman You Earn! Any distributor that places a Coleman® Outdoor order that falls under one of three sales volume order levels will earn a FREE Coleman® gift. The program opens today Monday, November 2nd and runs through Friday, January 29, 2021. Here’s how distributors can earn free Coleman® items.

- Level One – Orders totaling \$1,000 can choose from one of the three Coleman® items: 16-Can Cooler With Removable Liner, 4D 2-Panel LED Lantern or Party Pail Charcoal Grill
- Level Two – orders totaling \$2,500 can choose from one of the three Coleman® items: Cushioned Cooler Quad Chair, 60 QT. Wheeled Cooler or Bryce Sleeping Bag
- Level Three – orders totaling \$5,000 can choose from one of the three Coleman® items: 6D 3-Panel LED Lantern, Roadtrip Propane Grill or 36-Hour 42-Can Marine Soft-Sided Cooler

About IMAGEN Brands

IMAGEN Brands is a premier Supplier of high-quality hard goods and soft goods in the promotional products industry ranging from drinkware to pens, and bags to coolers featuring top retail brands including Coleman® and ShedRain®. Established in 2017, IMAGEN Brands is headquartered in Mason, Ohio with production facilities in two locations including Crown in Mobile, Alabama established in 1995 and Vitronic in Doniphan, Missouri established in 1914.

To view additional information please visit www.imagenbrands.com

CHOCOLATE INN | LANCO ANNOUNCES RELATIONSHIP WITH MRS. FIELDS

Chocolate Inn | Lanco will represent the Mrs. Fields brand in the B2B space across the United States and Canada. The initial product offerings from Chocolate Inn | Lanco will feature 3-pack nibbler-size versions of the Mrs. Fields classic chocolate chip, white chocolate macadamia nut, and triple chocolate cookies boxed in a variety of personalized packaging options.

SAAGNY Member News

These include full-color die-cut boxes, ceramic mugs, metal tins, and other high-end custom packaging options. Chocolate Inn | Lanco (ASI: 44900; SAGE: 52303; PPAI: 111662; PPC: 920802) announced that it has entered into a relationship with Mrs. Fields to represent the company's products in the promotional products industry for sales to promotional products distributors.

The relationship unites the leader in promotional food and specialty candy with the Mrs. Fields brand, renowned for fresh-baked cookies delivered right to customers' doors.

"We are proud to be working closely with Mrs. Fields to grow its cookie business within the promotional products B2B channel," said Lance Stier, CEO of NC Custom, the promotional products arm of Nassau Candy, the parent company of Chocolate Inn | Lanco. "Mrs. Fields is such a recognizable brand and we believe B2B is a huge growth opportunity. When combined with our innovative promotional solutions, Mrs. Fields is perfect for celebrating life's sweetest moments, but can also act as a symbol of comfort and appreciation during these unprecedented times." Products will be available immediately starting with the holiday 2020 season. For more information, please contact Chocolate Inn | Lanco at 800-526-3437, or customer-service@chocolateinn.net, or visit www.chocolateinn.com.

ABOUT CHOCOLATE INN | LANCO

With over 50 years of award-winning experience, Chocolate Inn | 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 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 | Lanco also features extensive product customization capabilities, including custom shaped mints, custom shaped chocolate, custom formulated lip balm, candles, lotions and much more.

SAAGNY Member News

ABOUT MRS. FIELDS

Mrs. Fields is based in Broomfield, Colorado with a production and distribution facility in Salt Lake City, Utah. Debbi Fields opened her first store in Palo Alto, California in 1977, and the Mrs. Fields name quickly became associated with warm, freshly baked cookies right out of the oven. Today, Mrs. Fields enjoys the highest aided brand awareness in the industry and sells products at over 200 retail locations nationally and online.

ASI: 44900;SAGE: 52303; PPAI: 111662; PPC: 920802

NAVITOR LAUNCHES SCENT CHECK™ TO SUPPORT COVID-19 LOSS OF SMELL SYMPTOM SCREENING

Interviews available

Navitor (ASI 81500, SAGE 53495, PSDA 1002) has partnered with scientific experts to develop Scent Check™, an early detector test used to identify loss of smell. The product comes at a time when businesses and private organizations across the country need tools to support return-to-workplace symptom screening. **Over 140,000 tests have been produced so far, and now the company is able to scale to hundreds of thousands of tests weekly.**

The collaboration that went into developing Scent Check took into consideration Centers for Disease Control and Prevention (CDC) guidelines and up-to-the-minute clinical research to mitigate the spread of COVID-19 by screening for one of the most prevalent symptoms. Navitor has been working with experts in the field to develop this new tool for our communities.

Testing at Our Facilities

“We continue to look to the CDC for guidance. Early on, we saw the CDC and NIH stating loss of smell is often an earlier symptom than fever or respiratory symptoms, and now we see the guidance as loss of smell being a ‘hallmark’ symptom and ‘the most predictive’ of COVID-19, we saw an opportunity to add more layers for our symptom screening,” said Rick Roddis, President. “We first started adding smell tests to our facilities several months ago and found it to be extremely telling. **Within a short time, at one facility, we had five employees who couldn’t smell during the screening and four of them tested positive for COVID-19. None of them had any other symptoms nor any known exposures.**”

SAAGNY Member News

“Just like so many manufacturing facilities, Navitor has implemented sanitization procedures and reworked our plant floor to enable social distancing. We had already added daily thermal temperature readings and daily digital symptom recording, **so smell testing easily fit into the procedures,” says Mike Johnson, General Manager.** Navitor has just recently started the next phase which incorporates browser-based technology where employees can input their answers on a phone, sending automated reporting to the company.

“Testing needs to be effective and fast; we can’t have people lining up at the door. Scent Check PRO provides the accuracy and speed to help our employees feel more safe.”

Community Need

With fever testing showing more flaws and less predictive qualities, adding smell tests to employee screening is an additional layer of protection businesses, schools and workplaces can provide. Scent Check combined with temperature checks and other symptom-screening tools help people make decisions about going to work, school or other public places.

“We just see in the news over and over again loss of smell is one of the best and earliest indicators of COVID-19,” said Stephanie Drago, Director of Marketing. “We’ve heard from customers firsthand about the confidence it gives them. My favorite so far has been a mom whose child is immuno-compromised; she added Scent Check to her family and in-house healthcare assistants’ routines. If her son gets ill, even with a cold, he is hospitalized for weeks, so it’s really scary. **She saw this as ‘one more thing for a little peace of mind.’”**

Scent Check is a simple and effective tool that helps ensure public safety by giving employers across a multitude of industries the information they need to keep themselves and their employees, associates and constituents safe. Daily testing for loss of smell, a leading indicator, can make a big difference in helping to keep communities safely open.

“Smell testing is another tool for early detection which will help identify contagious employees that standard symptom surveys and temperature checks missed,” says Drago.

SAAGNY Member News

Selling Through Distributors

Msmell testing is not a replacement for COVID-19 testing. It's used daily, before students come into a school, before employees enter a facility and before families visit grandma. A simple smell test can be combined with a temperature check or symptom screen at the door.

Wholesale distributors interested in bringing this product to their community can order through navitor.com. Membership is required through a simple and fast online application process. Kits can be ordered directly or distributors can opt into an educational series for smell testing and symptom screening.

Additional Resources

Current Symptom Checking Flaws:

- Fever Checks are Flawed for Flagging COVID-19. Are Smell Tests Better?
- NOVA/PBS Loss of Smell and COVID-19: How Anosmia Could Affect Doctors' Coronavirus Screenings Smell-Testing Predictability:
- Loss of Smell Could be a "Highly Reliable Indicator" of Covid-19, research says
- Penn State sensory scientists encourage smell checks to fight COVID-19 spread
- STUDY The best COVID-19 predictor is recent smell loss: a cross-sectional study
- STUDY Real-time tracking of self-reported symptoms to predict potential COVID-19
- STUDY Seroprevalence of SARS-CoV-2 antibodies in people with an acute loss in their sense of smell and/or taste in a community-based population in London, UK: An observational cohort study

NIH & CDC Statements

"Sudden loss of smell or taste" is formally recognized as one of the hallmarks of COVID-19 by the CDC and has emerged as the main neurological manifestation of the disease with as many as 80% of patients infected with SARS-CoV-2 reporting chemosensory dysfunction. In fact, recent observational studies indicate that the loss of smell and taste is one of the most common symptoms of COVID-19 and more predictive than all other symptoms, including fatigue, fever, or cough. Most studies to date have used self-report rather than objective chemosensory testing, leading to the possibility that the prevalence of chemosensory loss may be even higher among patients with COVID-19 than previously reported. These findings highlight the need for objective chemosensory tests for COVID-19 screening, which yield immediate results and are validated across the lifespan, easy to self-administer, and quantitative and graded to allow the determination of diminished as well as profound sensory loss. NIH/CDC

SAAGNY Member News

About Navitor:

Navitor ensures peace of mind for you and your customers. Since we began more than 60 years ago, Navitor has grown to be the leader in wholesale, personalized printing. Today, Navitor innovations are redefining what's possible in the printing industry. Our ever-expanding portfolio of products set the benchmark for quality. And our growing community of experts in printing, design, marketing, communications and personalization are creating new opportunities for our members. At Navitor, we're committed to helping our members grow their businesses with new personalized print products, programs that add real value, leading-edge technology and by going the extra mile time after time. For more information, visit us at navitor.com.

American Solutions for Business Raises \$3000 for the CDC Foundation in Virtual 19k Event

Glenwood, MN- October 19, 2020 – American Solutions for Business facilitated a virtual event called the American COVID-19k Walk/Run attracting over 260 active contributors.

Participants were encouraged to run or walk a self-monitored 19 kilometers over the course of 19 days (October 1-19). Registration was open to the public to include sales associates, home office team, vendor partners, friends and family. Proceeds are donated to the CDC Foundation, which has been committed to COVID research and supporting communities in need during the pandemic.

“ASB has always had a strong give-back culture,” explains Dana Zezzo, ASB’s VP of Marketing, Vendor Relations & Events. “It’s important that we uphold these values regardless of a pandemic. Plus, it’s a fun way to keep everyone active and engaged in a time when it’s easy to feel isolated.” Participants stayed connected with each other by sharing updates in the established Facebook event page. Many posted photos, videos and screenshots of their mileage and action shots with their families and pets along the way. Upon completion, registrants received a swag bag to commemorate the event, which included a race medal, cloth mask, gaiter, wrist band and race bib.

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.

SAAGNY Member News

Prime Line Expands Drop Shipping Capability and Extends Drop Shipping Incentives until December 31, 2020.

Drop shipping is no longer a side-hustle, it's a way to maintain business and increase revenue.

- Company merch creates community when gathering together is limited or impossible.
- Shipping swag and other dimensional media products is a top trend by promotional professionals.
- Prime Line is an expert at packaging custom products and delivering them.

The unboxing experience is a top industry trend as promotional products professionals review revenue operations and look for new ways to get branded products into the hands of customers. Jeff Lederer, President of the hard goods division of alphabroder | Prime Line asked, "What do our customers need?" This was the inspiration for expanding drop shipping services and adding drop shipping to the Prime Line Incentive Package. "It's simple, our customers share their drop shipping locations with us, and we take care of boxing and delivering their products for them," explained Lederer. "There are no minimums for this service. We care about the success of our distributors and our employees, so we look for ways to support the team." According to Lederer, customers should think gift when looking for ideas that work well with the unboxing experience. He likes wireless headsets with light-up logos as well as the Roma tech portfolio with power bank and wireless charger. "Keeping your notes in one spot and then charging your phone is a practical and useful gift for employees working from home." Lederer said. He also remarked on the popularity of vacuum tumbler gift sets. Prime Line has seen an increase in sales on products designed for home use as people stay in with their families.

Prime Line offers additional fulfillment services with drop shipped products. Lederer says, "Put a thank you card in your package. We are happy to fulfill individual notes." Lederer added, "Personalization is key in building brand loyalty and delivering a better customer experience."

For more information about drop shipping and to see the full Prime Line incentive package, please visit Primeline.com.

SAAGNY Member News

About Prime Line®

Founded in 1980, Prime Line became an industry leader through the introduction of innovative products and services. The company, headquartered in Bridgeport, Conn., now offers more than 1700 products across 15 categories. It features exclusive brands such as MopToppers™, Leeman New York, Rubik's® and BUILT® as well as numerous product collections. In 2016, it acquired Jetline, which was rebranded as Prime Line's value line. Source Abroad by Prime Line is the company's custom and overseas sourcing division offering fully custom products as well as fast turn import items. A founding member of QCA, Prime Line has an industry leading focus on product safety and regulatory compliance.

SAGE® RELEASES SAGE MOBILE™ 10.0

The industry's most popular mobile app has been upgraded to the newest version, SAGE Mobile 10.0. The app now features Project Management, where distributors can easily view and manage all projects with just one tool.

SAGE, the leading provider of information, marketing, and business management solutions to the promotional products industry, announces the release of SAGE Mobile™ 10.0. 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. SAGE Mobile™ 10.0 now includes the Project Management area, introduced earlier this year in SAGE Online 16. This highly praised feature allows distributors to easily view and manage projects, all while improving their team's organization. The Project Management area was created exclusively for the promotional products industry and can be customized to each distributor's specific workflow.

“Our goal has always been to take our features and modules from SAGE Online and incorporate them into SAGE Mobile, providing clients with the same experience, but on the go,” said SAGE President, David Natinsky, MAS. “We are thrilled to add the Project Management area to SAGE Mobile, because now you can oversee your projects and track the status from anywhere.”

Some additional new features in the SAGE Mobile™ 10.0 release include:

- Dynamic font sizing for SAGE Chat
- Ratings now includes supplier and product ratings
- Leave comments on your supplier and product ratings
- Select custom suppliers in addition to SAGE suppliers for forms in Order Management
- Share presentations via text messaging
- SAGE Chat status automatically goes to “away” when leave chat area
- Unread SAGE Chat notifications on app badge icon

SAAGNY Member News

SAGE Mobile™ 10.0 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, project 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 or call 800.925.7243.

SAGE® ANNOUNCES 2021 SUPPLIER RATING AWARD WINNERS

SAGE presents rating awards to 1,267 suppliers based on distributor ratings from SAGE Online, SAGE Web, and SAGE Mobile.

Each year, SAGE presents industry suppliers with A+ and A rating awards based on distributor ratings collected in SAGE Online, SAGE Web, and SAGE Mobile, the industry's most popular product research and business management solution. This year, 1,008 suppliers received the top A+ rating, while another 259 suppliers received an A rating. A total of 30 percent of all active suppliers in the SAGE database received an award this year. As part of the Power of Two relationship between SAGE and PPAI, suppliers with SAGE ratings are also considered for eligibility in the industry's annual PPAI Pyramid Supplier Star Awards Competition.

SAAGNY Member News

“We are proud to offer this award to outstanding suppliers who set the standard of quality and integrity in the promotional products industry,” said SAGE President David Natinsky, MAS. “This is a testament to each supplier’s dedication to customer service and product safety.”

Awards are based solely on the distributor rating system that is part of SAGE Online, SAGE Web, and SAGE Mobile. The SAGE rating system is widely known within the industry for providing the most accurate and reliable supplier ratings.

Distributors can rate suppliers at any time through the SAGE suite or via a “Rate us now” link provided by suppliers. They can only rate each supplier once, however, they may update their ratings at any time, providing the most accurate representation of their experiences with each supplier. Rating awards are given each year based on the aggregate of distributor ratings and suppliers with an A+ or A aggregate rating are given an award.

Distributors using SAGE’s industry-leading research and business management tools can make more informed decisions about suppliers by accessing suppliers’ current, real-time ratings, including peer distributor comments as well as full award information, including any additional industry awards, for each supplier. Award-winning suppliers will have access to a variety of marketing collateral to promote their A+ or A rated status, including logos for their catalogs, websites, and email signatures. For more information, suppliers should contact their SAGE account executive at 800.925.7243.

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, project 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 or call 800.925.7243.

SAAGNY Member News

LABEL WORKS LAUNCHES STOCK PRODUCTS THAT ARE IN-HOUSE AND READY TO SHIP!
“Helping Businesses communicate important messages and safety procedures”

Label Works is introducing stock-designed labels, stickers and decals that are ready to ship for immediate use. Label Works has always been a top quality, quick turn supplier, producing custom messages with Labels, Stickers and Decals, but they've gone one step further during this time of need. “We've developed Stock Designs that communicate the most important messages needed today,” says Sharon Menssen, Marketing Manager at Label Works. “We want to help our distributors help their community and make sure everyone can communicate these important messages.” These stock designs are in high demand today and we've made it easy with low minimums and a quick turn time. Order Today . . . Ships Tomorrow. Messages like social distancing, proper hygiene protocols as well as indicating new and improved cleaning and sanitizing procedures are important to be visibly communicated. These products will help businesses build consumer confidence and show that they have a plan and are prepared to keep their employees and customers safe.

For more information go to www.navitor.com/products/label-works/stock-labels

About Label Works:

Your Label Printing Powerhouse. We are a custom label printing company located in south central Minnesota, and our specialty is creating a wide variety of high quality labels quickly, efficiently, and beautifully! When you peruse our website, you'll see that Label Works can create labels for just about anything under the sun. Stickers, decals, water bottle labels, window decals, bumper stickers are just a small sample of our capabilities. Our freeform™ technology, allows us to utilize digital printing and laser die cutting to create labels of any size and shape. For more information, visit us at www.labelworks.com

SAAGNY Member News

Storm Duds Hires National Account Manager Michelle DeMayo

Storm Duds Raingear is pleased to announce the addition of industry veteran Michelle DeMayo as National Account Manager to its team. Michelle came to Storm Duds August 2020 with twenty-eight years of sales experience: She started working in the Scholastic and Collegiate jewelry industry before entering the promotional products industry several years ago.

‘One of my biggest strengths is building loyalty with customers. I take a lot of pride in that and look forward to strengthening our relationships with our distributors.’ When not at Storm Duds, the Attleboro native loves traveling and enjoying her new puppy she adopted from Aruba

About Storm Duds

Located in Attleboro, Massachusetts has become the leader in quality, custom imprinted umbrellas, and Ponchos. Started over 30 years ago by Gary Libman and Tim Baurley who were College roommates, they recognized a growing trend. Storm Duds Raingear has quality, consistency, a large selection of domestic stock, custom capabilities, extensive colorways, amazing customer service and the utmost competency for the category of Raingear.

Our customers have rated us “A+” on the SAGE rating system and 5 out of 5 stars on ASI, For more information on Storm Duds, visit our website at www.stormduds.com or call customer service at 800-325-4332.

STRAN PROMOTIONAL SOLUTIONS ACQUIRES WILDMAN IMPRINTS DIVISION OF WILDMAN BUSINESS GROUP

Stran Promotional Solutions and Wildman Business Group announce the sale of Wildman Imprints, the promotional products distributor division of Wildman Business Group, to Stran Promotional Solutions. While details of the financial deal are not being disclosed, the transaction was finalized and closed with an effective date of September 26, 2020. As part of the asset purchase agreement, Stran Promotional Solutions is acquiring the Wildman Imprints customer base, specific intellectual property related to the Imprints division, and 19 Wildman Imprint employees.

Stran Promotional Solutions will be opening a new office in Warsaw, IN for the new team. Steve Hage, who has been overseeing the Imprints division at Wildman, will stay on as GM of the new Stran Midwest office.

SAAGNY Member News

“We are excited to be expanding our footprint across the Midwest and are thrilled to have found a team in Wildman Imprints that has a similar approach to finding creative and custom solutions to meet the needs of each and every client they service. We believe these shared values and dedicated employees will ensure a successful transition for the clients of Wildman Imprints.” – Andy Shape, President, Stran Promotional Solutions

The decision to sell the Wildman Imprints division was made to focus on and drive significant growth across Wildman Business Group’s core lines of business, uniforms and commercial laundry services with facility cleaning products and services. WildmanBG has built a substantial promotional products business over the last 20+ years as a value add to their longstanding clients. In 2019 the Wildman Imprints division’s revenue exceeded \$11 million.

“We decided pre-covid to re-double our efforts on growing our core business of uniform and commercial laundry services across the Midwest. As a part of that decision it only made sense to find a good home for the Imprints business and we couldn’t be more thrilled to have found Stran to ensure that our customers continue to receive the world-class customer service that they have come to expect from the team here at Wildman.” Josh Wildman, CEO Wildman Business Group

About Stran Promotional Solutions:

Stran was founded in 1994 and has steadily grown over the past 26 years to have earned a top 50 Distributor in the US (based on sales) by Promo Marketing Magazine since 2015. Stran provides organizations with physical branded merchandise, print, packaging, & point of sale while also providing the marketing vehicles to distribute that merchandise via eCompany stores, warehousing & fulfillment, kitting, & direct mail. Stran has also been named a Best Places to Work by Counselor Magazine (a leading trade journal in the Advertising Specialties industry). Stran is based just outside Boston in Quincy, Ma with sales offices across the US and strategic partners across the globe. Stran utilizes multiple warehousing sites across North America and has partnerships for worldwide distribution capabilities. For more info: www.stran.com.

2 Heritage Drive Suite 600 Quincy, MA 02171 800-833-3309 stran.com

SAAGNY Member News

About Wildman Business Group:

Wildman is a Christian-based family business and takes pride in providing quality and personalized service to customers. Celebrating nearly 70 years in business, Wildman credits the success to their valued employees and to God's blessings. Rex Wildman founded Wildman Business Group in 1952 with the purchase of a local dry cleaner. The company evolved through the 1970's and 1980's with Rex's son, Brent joining the team. Wildman Uniform & Linen was born in 1992 and in 1998, Brent risked it all on their first major acquisition of a competitor. In 2000 Brent turned over reins of the company to Steve Bryant, an industry veteran. During Steve's 12 years leading the company Wildman grew from a \$3.75M company to a \$38M company. In 2011, the 3rd generation of the Wildman family took his place at the head of this successful family business. Today Josh Wildman is stewarding continued growth of the Wildman Business Group. For more info: <https://wildmanbg.com/>.

ZOOMcatalog Adds Rob Alley as Director of Marketing

Rob Alley has been hired to lead marketing for ZOOMcatalog; the industry's leader in digital marketing technologies. Alley will play a key role in all branding, product and digital marketing, growth initiatives, sales enablement, customer experience, internal and external communications, and more.

"We couldn't be more thrilled to announce Rob has joined our team. He's a perfect fit for ZOOMcatalog as he brings years of experience across the promotional products industry and B2B technology services." --Bryony Zelman, Co-Founder. Alley, based in Seattle, will make an immediate impact resulting from his unique mix of positions at the distributors BDA and Juice Marketing, plus the supplier iClick, where he was responsible for all marketing activities, while helping drive go-to-market strategies and business development. Alley has also been a senior product marketer at B2B SaaS providers ProQuest and Nintex. "I'm super excited to join ZOOMcatalog, a true technology innovator. I believe my blend of experience will benefit the company, as well as promotional products suppliers, distributors, and end-users," Alley said.

About ZOOMcatalog

ZOOMcatalog is a leading technology provider in the promotional products industry, helping companies customize and share powerful digital marketing materials.

Passing of Raymond D. Strakosch

Raymond D. Strakosch, a longtime Newburgh resident, passed away peacefully in the presence of family on Friday, September 4, 2020. He was 89. The son of the late Clarence and Mary E. (Higgins) Strakosch, Ray was born on November 27, 1930 in New York, NY.

Ray spent his early summer days at Beaver Dam Lake and winters in Jackson Heights, Queens. He graduated from Fordham University before serving his country proudly in the US Army during the Korean War, attaining the rank of 1st Lieutenant and, later, participating in Hudson Valley Honor Flight Mission 11. He earned an MBA from Columbia University and then worked in advertising in New York, Philadelphia, and Bridgeport. He founded Raymond D. Strakosch, Inc. in Norwalk, CT and, eventually, The Reflectory, where he sold safety reflectors internationally and operated a storefront on Broadway in Newburgh where he served the community for more than thirty years by providing office services. He was a long-time member of the Calvary Presbyterian Church where he served as a Trustee for many years. He was also one of the founding members on the Board of Project L.I.F.E., which serves local homeless families.

Survivors include his loving wife, Doris (Simons) Strakosch; four children, Jody (Bill Umscheid) Strakosch of Minneapolis, MN; Greg (Peggy) Strakosch of Needham, MA; Karen (Bryan) Duggan of Los Osos, CA, and Margaret Strakosch of El Cerrito, CA; seven grandchildren, Danielle, Timothy, Madeline, Jack, Molly, Valerie and Lily; two nieces, Kathy (John) Walz and Sue (Ted) Ferenczy; and many great-nieces and -nephews.

Raymond was predeceased by his son Mark, and by his brother Larry Strakosch and sister-in-law Winifred Strakosch.

kooziegroup[®]

koozie
group[®]

our **why**

We build **lasting**
brand legacies.

our **how**

We keep the good going™
by getting it right
every time.

we are

Classic. Fun. Always looking
forward to providing promo
solutions that insulate a
brand's image and preserve
a best moment.

keep the good going™

Koozie Group[®] Corporate Headquarters 14421 Myerlake Circle, Clearwater, FL 33760 | kooziegroup.com

3001 Tech Dr.
St. Petersburg, FL 33716

14433 Myerlake Circle
Clearwater, FL 33760

5151 Moundview Drive
Red Wing, MN 55066

1000 3rd Ave SW
Sleepy Eye, MN 56085

Units 1004-6, Lu Plaza
2 Wing Yip Street
Kwun Tong
Kowloon, Hong Kong

Unit 1804, 18/F
Zhongshen International Building
2068 Hongling Middle Road
Luohu District
Shenzhen, China, 518001

SAAAGNY

SPECIALTY ADVERTISING ASSOCIATION OF GREATER NEW YORK

2020

Gold Sponsor



Silver Sponsors



Bronze Sponsor



ASI 65910 PPAI 113978 SAGE 57060 UPIC MODERNLN

Mark May Retirement

RAMSEY, NJ- Imprint Marketing Concepts, Inc. today announced that the organization's Founder and President, Mark May, is retiring at the end of 2020. Mark's decision to retire will bring to a close a remarkable career of 35 years.

Mark founded the company in 1986 and has worked relentlessly for its success. During his tenure, the company has grown into a multi-million-dollar organization and a respected leader in the promotional products industry.

Brett Coplin, IMC's Vice President, said: "Mark is an exceptional business leader who has transformed IMC, making it one of the best-performing and most respected companies in the promo industry. Mark's vision, drive, and focus, combined with his commitment to serving the best long-term interests of the company, have materially strengthened IMC. He leaves an agile and resilient company, well placed to win in this fast-changing, dynamic industry. I'd like to thank him personally for his passion, leadership, friendship and mentorship."

During Mark's tenure at IMC, he guided the company from a modest local promo company to an international provider of branded merchandise and corporate apparel. His focus on collaborative selling and honesty allowed the company to grow and be competitive. He also oversaw numerous initiatives outside of the promo industry that allowed the company to diversify.

Perhaps the most admired part of Mark's legacy is the relationships that he has built over 35 years. Employees, clients, and supplier partners know Mark as an honest, trustworthy leader in the industry. He leaves the organization in solid standing with systems the company can continue to use to grow.

BURNSIDE + DELTA APPAREL



3050
1/4 Zip Sherpa Pullover



9754
Lightweight Wind Jacket

2 styles, exclusively at Delta Apparel



Promotions East Committee



Working tirelessly behind the scenes to bring you a reimagined, reinvented, redesigned Promotions East.

Look for further show announcements in early 2021!

Michael Reisbaum, Blue Generation – Committee Chair

John R. B. Cudahy, MAS, Raining Rose

Megan Erber, S & S Activewear

Charity Gibson, Peerless

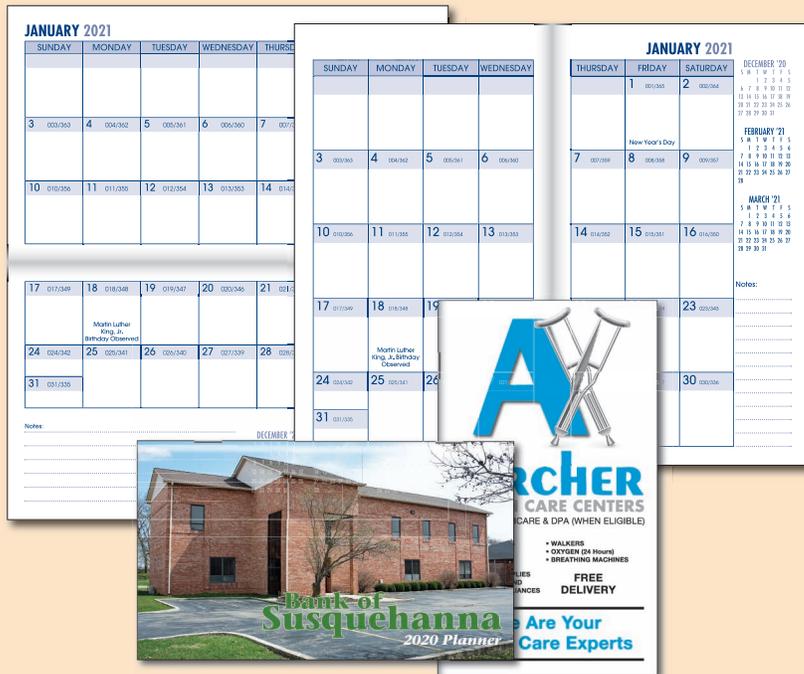
Randi Goldberg, Clearly Branded

Ken Rode, MLR - Cutter & Buck, Agua, Ahead, and Allen/ColorCraft

Tom Rondi, Geiger

JP Scarisbrick, JP Scar Inc.

Joel Schaffer, Soundline



800 (Horizontal Layout) **or 600** (Vertical Layout)
 14 Month Planning Calendar, December 2020-January 2022
 Front and Back Cover Printed in **Full Color**

EQP

(*End Quantity Pricing)
 On our early order pricing—extended until 12/31/20.

ModernLine® POCKET PLANNERS AND DESK PLANNERS

*In your home. In your office.
 In your purse or backpack.*

*Make Every Penny Count!
 Budget friendly! Your company information
 seen everyday for just pennies.*

**Visit our website
 or see our catalog
 for complete product
 information and pricing.**

ModernLine® Printed in America!

Calendars, Notebooks and Journals.
 Printed in America. Union factory.

www.ModernLine.com
 Digital catalog available.

p 800.441.8223
 adsales@ModernLine.com

*End Quantity Pricing Available until 12/31/20.
 Use Code PLANEQP on your purchase order.
 Discount applies to new and repeat orders placed after 11/9/20.
 Cannot be combined or used with other
 specialty discounts or custom quotes.



CLDM 710 or CLDM 818 (7"x10") (8.5"x11")

14 Month Planning Calendar, December 2020-January 2022
 Your choice of Rust and Black or Blue and Black.
 Front and Back Cover Printed in **Full Color**



SAAGNY

SPECIALTY ADVERTISING ASSOCIATION OF GREATER NEW YORK

Specialty Advertising of Greater New York Delivers Value To Members in 2020 and Beyond

Since 2020 began and particularly since the beginning of the impact of Covid-19, SAAGNY has supported its members with an expansive array of information, guidance, events, programs, and resources to not only help YOU survive but THRIVE!

WEBINARS



95 + Live Webinars
5,110 + Attendees

100+ Recorded Webinars

1,987+ Attendees

Informative website

www.saagny.org

Helpful Links

- Photos
- Calendar
- News Blogs
- Discounts
- Job Board
- Event & Show
- Registration
- Membership Directory

34,000+ Users

Social Media



Since January 2020

Posts on Facebook, LinkedIn, Twitter, and Instagram

5,000+
engagements

16,000+
Reach

SAAGNY
@
Member Directory

SAAGNY
Member App



SAAGNY
SPECIALTY ADVERTISING ASSOCIATION OF GREATER NEW YORK

2020 Coupon Book
Exclusively for SAAGNY
Distributor Members

COUPON
Savings!

135+ Coupons
1,000+ Savings



SAAGNY
SPECIALTY ADVERTISING ASSOCIATION OF GREATER NEW YORK

Virtual Trade Show
For Distributors and their clients

SAAGNY
SPECIALTY ADVERTISING ASSOCIATION OF GREATER NEW YORK

GAME SHOW

Week

15 Shows
946+ Attendees

Newsletters

SAAGNY
Life

6 per year

Weekly SAAGNY
Newsbriefs

20+

Professional Office Staff
to Assist YOU and Your
Business Needs



Virtual & In-Person
Events to Network &
Build Relationships



17+

800+ Attendees – Priceless!

Presenting AWSome Office 360

Your worry free back office solution



Manage unpredictable order volumes

Reduce order management Cost by 40%

No resource, training & retention worries

Real time processing of art & order – 24/5 operation

Save management time

Highly experienced processing over 1.5 mil art & orders a year

Control rising health insurance cost

Reduce infrastructure cost

Dedicated teams delivering 99% accuracy

Business continuity rain, snow or storm

State of the art infrastructure

Today managing growth and increasing the bottom line in the Promotional Industry is a tough act. The challenges are many: Unrelenting business pressure accelerated by shifting market dynamics – greater competition, shrinking margins, faster turnarounds and ever rising customer expectations. Clearly growth can come only from finding means to further improve efficiencies and reduce costs whilst aggressively pursuing growth through better quicker service. At AWS we understand and have built an organization that's geared to meet your challenges and deliver.

Over 100 top Suppliers & Distributors are using this to gain cost & service advantage. You can enjoy these benefits too. Get in touch NOW!

AWSOME Office 360 – Your seamless back office

Art • Order Processing • Paper Proofs • Virtual Samples • Sample Orders

Call: 443 798 1790 or email – varshal@artworkservicesusa.com



Artworkservicesusa.com

8815 Center Park Drive, Suite 410
Columbia, MD 21045

Phone: 443 283 3456 / 410 877 6148 Fax: 360 397 1410