

SAAGNY
Life

AUGUST

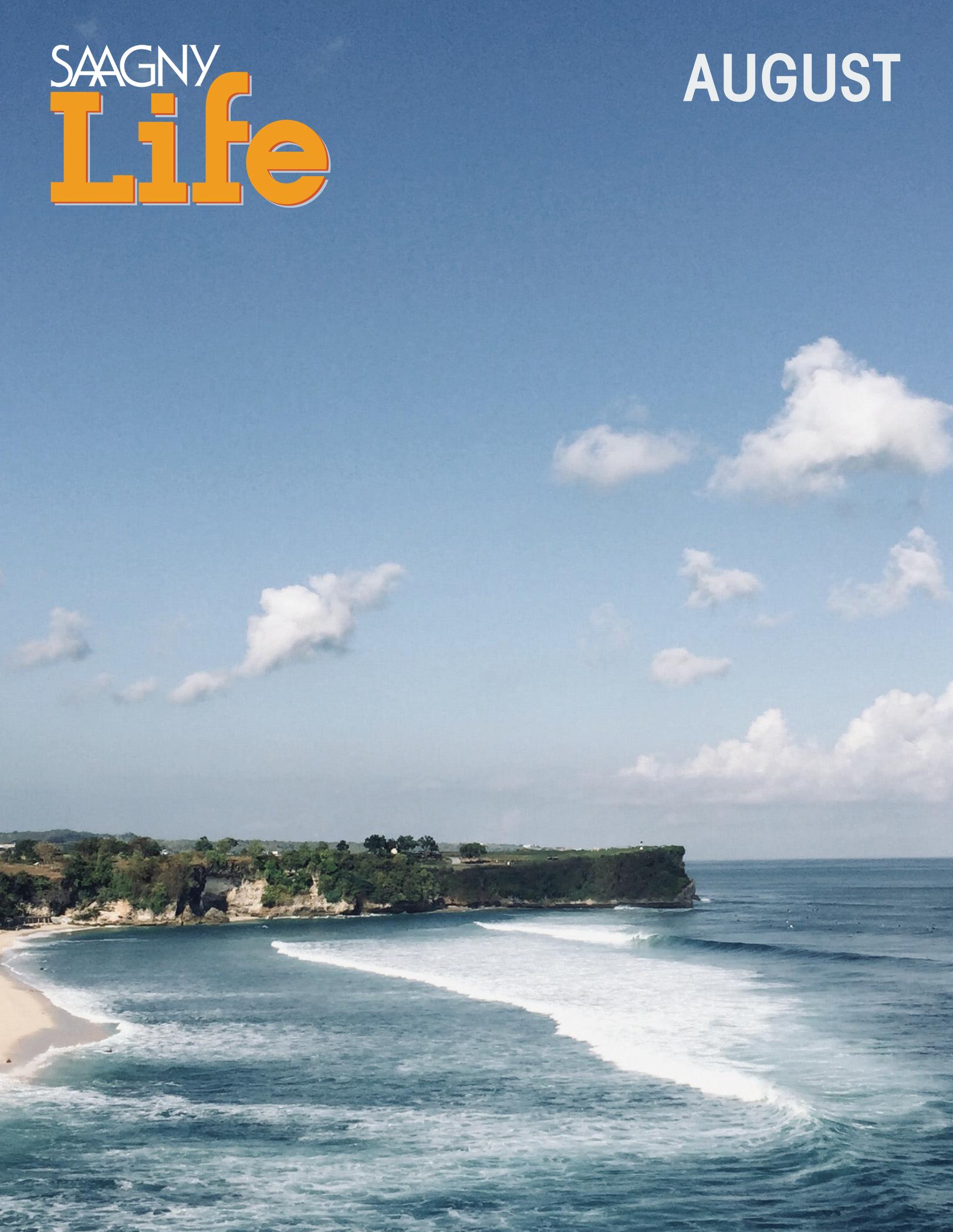


Table Of Contents

02	From The President	25	Upcoming Webinars & Events
03	From The Executive Director	37	From The Desk Of A Past President
04	From The Foundation	32	One Of Our Own - Retires
08	Member Spotlight	33	Saagny Summer Show Winners
10	SAAGNY Member News	34	Golfing At Expo East
23	Welcome New Members	36	The SAAGNY FOUNDATION Honored

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From The President



The Summer, as usual, is moving way too fast. SAAGNY has been busy with many events. Our end user Summer show was another sell out- with record number of end users attending! With the success of our Summer show, SAAGNY will offer another end user show on Long Island in April 2020.

Next year SAAGNY celebrates their 65th Anniversary as well as The SAAGNY Foundation's 25th Anniversary. The Foundation has had two successful Broadway play evenings. More offerings are on the way, which may include the Radio City Christmas Spectacular this Holiday Season.

SAAGNY is looking for suggestions as to how to celebrate the anniversaries next year. All suggestions are welcome. And SAAGNY is always looking for new talent – so don't be afraid to offer your time and service.

Have a great remaining Summer, hope to see you all September 17 at the SAAGNY Fall Show!

Paul Sprunk
SAAGNY President

From the Executive Director



It seems hard to believe that the summer of 2019 is half over – where did the time go!

SAAGNY has planned 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' Greet, Wine Tasting to Walking Tours, there is something for everyone. I hope to see you and your colleagues at one or more of these events!

Make 2019 your year to Get Educated! Get Certified! – SAAGNY hosts monthly webinars that will earn you credit towards your CAS or MAS. The Certified Advertising Specialist (CAS) certification is the industry standard for 50+ years—it's the professional designation of the promotional products industry. Individuals who hold their CAS, MAS, and MAS+ Certifications are seen as industry leaders—those who have attained a higher standard of professionalism, knowledge and experience. PPAI has revamped its certification program making it more convenient than ever to get certified. All of our webinars are recorded – missed one? Email info@saagny.org for a complete listing of recordings.

I know, I know – don't mention Fall! But the SAAGNY Fall Show being held at the Teaneck Marriott at Glenpointe on Tuesday, September 17, will be here before you know it. It is the perfect time to see what is new for your client's holiday orders!

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 + Promo Hunt, and SAAGNY 2019 Coupon Book!

Any questions – do not hesitate to reach out!

Best,

Donna-Jean

From The Saagny Foundation

For Goodness' Sake.

“All the world's a stage, and all the men and women merely players ...”

(Wm. Shakespeare)

Everybody loves a deal! Everybody loves a good Broadway show! What do these two things have in common, you ask? The SAAGNY Foundation!

That's right, the SAAGNY Foundation is bringing the SAAGNY community together by bringing back a new version of the old “Theater Nights”! So far we've had 2 SOLD OUT shows.

We started with “Ain't Too Proud – The Life and Times of The Temptations”. We were practically dancing in the aisles on a beautiful Summer's night! It was a fantastic kickoff for this new event series!

Our second show was “Waitress the Musical”. The show was followed by an amazing and exclusive Q&A with Erich Bergen, which was sponsored by Compass Industries. Erich is the son of proud papa Gary Rosenberg, of Compass, dontcha know!

The next SOLD OUT show is “TINA. The Tina Turner Musical”, in November. It should be a scorcher of a show! These plays bring together a great group of SAAGNY-folks, and friends alike. But perhaps more importantly, they also help us “Do Good” because each ticket for a *fabulous* Orchestra seat represents a donation to the SAAGNY Foundation.

It is really a Win-Win-Win opportunity:

Get a great ticket to an outstanding show at a terrific price;

Spend quality time with SAAGNY friends, and The Foundation gets some much-needed donations.

And this is open to anyone – you do not need to be a SAAGNY member to participate!

From The Saagny Foundation

How can you get in on the action? Join our **FLASH SALES**. Our tickets are sold in a limited 48-hour time frame. This short window insures we get the best possible seats for each event. So please tell a friend OR two or share the **FLASH SALE** emails.

Our next FLASH SALE will be happening very soon. *I don't want to say too much, but, HO HO HO! it's going to be a wonderful treat for kids of all ages.*

We hope to see you at our next show. Or the one after that. Oh! and the ones after them too! Because now, more than ever, the SAAGNY Foundation needs your help and support. For Goodness' Sake.

Congratulations to The SAAGNY Foundation Scholarship Winner -

Sara Blau, daughter of Julie Levi, Progressive Promotions

The competition was extremely strong this year, as it is every year, and the judges had a difficult time reaching their decisions

This scholarship is awarded annually. Students are eligible at any level of their collegiate pursuits and the scholarship is a \$4,000 scholarship. Look for applications in early 2020!

Congratulations Sara!

Don't Miss this Show!



Tuesday, September 17

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

Teaneck Marriott at Glenpointe
100 Frank W. Burr Boulevard
Teaneck, NJ 07666

SAAGNY Fall Showcase Schedule

Breakfast: 8:30 a.m.

Education: 9:00 a.m.

SAAGNY Annual Meeting: 10:00 a.m.

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

Increasing Sales with the Awareness Calendar

Dave TenEyck, Fields Manufacturing



If you have Healthcare, banking, schools and Safety selling promotional products - using the Awareness Calendar is a great way to help your clients be well prepared for the Awareness Events in their industries, and a great way to increase sales with a promotional product that offers the added benefit of important, easy to access information as well as brand recognition.

Every month has an Awareness Event that is enhanced by your client giving out the right promotional product piece. Often times an informational guide can be paired up with a traditional hard good item to offer their customers the best of both worlds.

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Member Spotlight



**Joan Westpy,
Westpy Marketing
Service**

What is your title/role at Westpy Marketing Services?

President.

What do you like best about your company?

I like that I am a full-service marketing solution with whatever needs my clients may have. I can go from need to concept, creative and fulfillment.

What is new and upcoming with your company?

In the very near future, my home office will be dropping anchor in Chapel Hill, NC. With that, I have hired two support people to help maintain my northeast presence. This will help me to stay connected, as well as, grow in a new area.

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

I spent 3 days living out of a hut, in Zambia – without water or electricity, (camping on steroids), while visiting my daughter in the Peace Corps.

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

Psychology. I am fascinated with the dynamics of people, relationships and the way they think – and on that note, I may already be practicing it, in our field!

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

"I can do all things through Him who strengthens me." Phillipians 4:13

What is your passion?

Dancing

What drives you?

I love to be able to get to a point in a project, whether large or small, when my client says, "yes, that's perfect – let's run with it!"; problem solving at its best.

Member Spotlight



**Karen Marden,
SanMar**

What is your title/role at SanMar?

I am the Northern New Jersey Territory Manager

What do you like best about your company?

That we are truly a family. It comes from our owners Marty and Jeremy Lott. We just had our national sales meeting and it was evident with all 200 of us there. We truly like each other and like spending time together.

What is new and upcoming with your company?

Well, we just launched 100+ pieces, so that's always exciting...."A Canvas for good" was just launched...this is a website where we share our "Stories" and we encourage our customers to share how something as simple as a Tee Shirt can create something good...

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

I do like to be in the kitchen cooking/baking, but that's kind of boring, I really don't have any secret/hidden talents.

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

I'd love to go to culinary school and become a baker...I'm blessed to have great cooks and bakers in my family (my Mom, my sister, my brother-in-law and my daughter) we could open up a restaurant...

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

For work, it just came from Jeremy Lott, he said that most people say "Sorry it's not personal, it's business" SanMar says, "it is personal, not business" personally, it's from my sister whenever we're around a table with family "who/no one eats better than us"

What is your passion?

My family and friends...they are everything to me and I will do whatever I need to do to help them when I can.

What drives you?

Tring to be the best I can be...I love what I do every day, my days are never the same, I love this industry, I've been in it since 1984(2 years after my parents started their Premium Rep business)

SAAGNY Member News

CHOCOLATE INN | LANCO NAMED ASI TOP 40 SUPPLIER

Chocolate Inn | Lanco (ASI: 44900; PPAI: 111662) has made the ASI Top 40 Supplier list, one of the promotional products industry's highest honors. This is an exclusive ranking of distributors with the most revenue in the ad specialty market made by ASI (Advertising Specialty Institute)'s Counselor Magazine.

"We are honored and humbled to receive this distinction for the second year," said Lance Stier, Chairman and CEO of Chocolate Inn | Lanco. "To be a Top 40 honoree requires a full-time commitment from delivering quality, on-time products every day, to constantly innovating, to leveraging technology to streamline processes, all while providing stellar customer service. These are hallmarks of our past and will be the guideposts of our future as we continue to grow."

"Chocolate Inn | Lanco started out as the first chocolatier in the promotional industry, expanding our offerings to become the leader in the edibles category, and are now utilizing this same mantra of 'customer first' in how we approach the hard goods category through Lanco and the newly-formed contract decorating and wearable offerings," said David Miller president of Chocolate Inn | Lanco. "The customer relationships we have forged throughout the years and our commitment to the customer is what has propelled and will continue to propel our business to new heights."

It is these factors and more that have contributed to the company's continued success. Chocolate Inn | Lanco saw a five-year annual growth rate of 36%, which is the second highest on the list.

Only this past year Chocolate Inn | Lanco saw a sales increase of 12.2% through recent mergers and acquisitions, increased market penetration and the successful launch of new items. The launches were seen across all of Chocolate Inn | Lanco's Get A.H.E.A.D. categories – Apparel, Health & Beauty, Edibles, Accessories. This vast range covers 85% of the industry's popular purchases, positioning Chocolate Inn | Lanco as a destination for promotional needs.

These all contributed to Chocolate Inn | Lanco jumping up four spots in the ranking from the 33rd spot to the 29th. Only four other companies on the list experienced that large a jump.

SAAGNY Member News

CHOCOLATE INN| LANCO EXPANDS CUSTOMER SERVICE TEAM

Chocolate Inn| Lanco (ASI: 44900; PPAI: 111662) is growing its customer service support staff with the addition of Dina Townsend as Customer Service/Inside Sales Representative and promotion of Beth Shapiro to Assistant Customer Service Manager. Both experienced promotional products and service representatives, Townsend and Shapiro will help continue the company's tradition of providing the highest level of customer service.

"While we continue to broaden our reach in the food, hard goods, and wearables categories, we want to maintain that hands-on customer service feel that that our clientele has come to expect," said David Miller president of Chocolate Inn| Lanco. "The extensive knowledge base that both Beth and Dina bring to the table will help us accommodate the increase in customer requests while providing an additional informational resource for customers when making purchasing decisions."

Townsend comes to Chocolate Inn| Lanco most recently from Universal Music Group where for the past five years she worked in the merchandising department after working for several years on the music side. In her new role at Chocolate Inn| Lanco, Townsend will be fielding customer questions and requests, while also offering guidance to customers on promotional products to add to their portfolio.

"I'm extremely happy to join the team here at Chocolate Inn| Lanco and look forward to using my experiences in the music industry to provide the best customer service and drive sales," said Townsend.

Shapiro has been in the promotional products industry for more than 20 years, first on the distributor side and then the supplier. From working on both sides of the industry and in different positions, she understands what customers are looking for and how suppliers can help them achieve their promotional goals and sales. As Assistant Customer Service Manager, she will support the Customer Service Manager in leading the customer service team, ensuring they maintain the highest customer standards while also imparting her knowledge of the industry to help staff become an invaluable resource for customers.

"I'm thrilled to be taking on this new role at Chocolate Inn| Lanco and look forward to continue to find ways to fulfill customer's needs at the highest level while working toward company goals," said Shapiro.

SAAGNY Member News

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 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| 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.

ALPHABRODER

alphabroder is pleased to announce the addition of Commonwealth Cotton to its family of brands. Commonwealth Cotton has built an outstanding business through focus on the right assortment of products and excellent Customer service. These tenets align very well with alphabroder’s commitment to product assortment, deep inventory and outstanding Customer service. The two businesses will immediately complement each other. Norm Hullinger, CEO of alphabroder said, “We are extremely excited and proud to be aligning with Commonwealth Cotton. There is both a business and cultural fit here that will benefit the companies and our Customers.”

David Cramer, Commonwealth Cotton Founder/President, will remain fully engaged in the business. He will be taking on a senior sales position with alphabroder. We are looking forward to maintaining and, in fact, increasing the support level for Commonwealth Cotton’s loyal Customers. “We are pleased to be joining the alphabroder team. alphabroder represents the best in the industry from products to inventory to Customer service. We couldn’t be more excited for the growth and expansion this represents for Commonwealth Cotton,” said Mr. Cramer.

SAAGNY Member News

alphabroder supplies imprintable apparel and accessories to screenprinters, embroiderers, promotional products distributors, athletic dealers and other businesses. alphabroder is the union of six apparel suppliers: Alpha Shirt, Ash City, Bodek and Rhodes, Broder Bros., NES Clothing and Imprints Wholesale, combining decades of experience in the promotional apparel industry. In 2017, alphabroder® and Prime Line® merged to create the industry's first true 'One-Stop-Shop' for promotional products - raising the bar on convenience, service and solutions. And expanding alphabroder's product and service offering to include hard goods.

BEACON PROMOTIONS ANNOUNCES NEW SALES ACCOUNT DEVELOPMENT ASSOCIATE

Beacon Promotions, Inc. has added a Sales Account Development Associate.

Sarah Braidic Fette started with Beacon in May. Sarah comes from the radio industry where she was both on-air and in radio sales. She was half of the Brad and Sarah Morning Show on Hot 96.7 and Z99 in Southern Minnesota. She is originally from the Twin Cities, but she has called the Mankato area her home since 2003. She will be an inside sales rep for the states of: Alabama, Arkansas, California, Florida, Georgia, Kentucky, Louisiana, Mississippi, Massachusetts, North Carolina, New York, Ohio, Oklahoma, South Carolina, Tennessee, Texas and Virginia.

Sarah has a sister in law (with the same name) and a sister in the promotions industry. She says she is excited about switching industries and has found that sales and customers are basically the same no matter the industry - it comes down to effective communication and building relationships.

Sarah is married to her husband, Jeff, and she has an 18 year old stepson who is a medic in the Army National Guard. They live in a small township outside Mankato, called Rapidan, where Sarah enjoys vegetable gardening, vegetarian cooking, canning and hanging out with the neighborhood cat, which they have named Dr. Waffles. She is also a freelance makeup artist for IT Cosmetics.

SAAGNY Member News

JoAnn Sprenger, National Associate Account Executive, states "Sarah has great energy and creatively thinks "outside the box", making her an invaluable addition to the Beacon team."

In 2017 HUB Promotional Group was created to bring together only the Best of Brands that are recognized as leaders in their respective categories. Each Brand has top industry ratings and has won multiple awards for service and top quality products. Based in Boston, MA, HUB Promotional Group is the corporate headquarters for the Family of Brands that provides the best promotional and marketing solutions for the promotional products industry.

All Full-Time Team Members at Maple Ridge Earn PPAI's TAS Certificate

Thomas Riordan, CAS, President of Maple Ridge Farms, announced that through a recent company initiative, all full-time team members at Maple Ridge Farms have earned, at a minimum, their Trained Advertising Specialist (TAS) certificate.

The importance of PPAI's educational programs was reinforced by Jodie Schillinger, CAS, Executive Vice President at Maple Ridge, who piloted the initiative, "Our goal in encouraging and supporting our entire full-time team to complete the TAS coursework was to share in the power of knowledge within PPAI. Our team now understands how the industry is inter-connected and dependent upon each other for collective success! Elevating our team and inspiring them to continue to utilize industry resources to better serve one another, and our customer-partners, is a core value with Maple Ridge Farms." Schillinger added, "With our team of leaders laying the foundation of knowledge, we are even better equipped to deliver customer-centric relationships, solutions, value, service and product. I am tremendously proud of our team!"

The pride and excitement of earning a TAS certificate may have been summed up best by Shana Gardner, Operational Support Administrator, "It's easy to lose sight of the forest for the trees, working for a supplier in such a niche industry category. Completing my TAS course, I learned how people in the industry need to work together, no matter the role played, to create a thriving distribution chain. I am excited by the thought of pursuing my CAS certification, delving ever further into everything the industry and I can be."

SAAGNY Member News

PPAI's Trained Advertising Specialist (TAS) Certificate is an Online Educational Professional Development Course that provides promotional products company employees a source for answers and knowledge about the industry.

Located in Mosinee, WI, Maple Ridge Farms, Inc. (PPAI 114165, UPIC: MAPLE, SAGE 57654, ASI 68680) founded in 1979, is a leading supplier of food gifts to the Promotional Products Industry. Maple Ridge Farms excels in customer service and is the recipient of The ASI Distributor Choice Winner for 18 consecutive years; as well as the recipient of 20 PPAI Supplier Star Awards. Recognized for outstanding product freshness and flavor, their line of products includes a full variety of innovatively packaged candies, premium chocolates, fresh roasted nuts, made from scratch baked goods, naturally-aged cheeses, creamy gourmet ice creams and succulent smoked meats. For more information on the company, visit www.MapleRidge.com

ASB SALES ASSOCIATE SPEAKS AT WHITE HOUSE

National Account Executive and Senior Marketing Consultant, Tom Kunkel with American Solutions for Business was recently invited to speak at the White House. As a member of the Maryland State Leadership Council for the National Federation of Independent Businesses (NFIB), he addressed the newly unveiled Health Reimbursement Plan.

"Tom Kunkel attended last Friday's White House announcement on the expansion of health coverage options for small businesses and workers," explained State Director, Mike O'Halloran. "Not only did he attend, but he delivered remarks from the podium. He did an outstanding job representing NFIB!"

Tom has spoken at the federal and state level regarding several small business issues and was invited to speak at the White House because of a testimony he provided three years prior.

"It was awesome!" said Kunkel. "Being in the White House was such an honor and it was thrilling to speak about small business matters to a large audience."

SAAGNY Member News

AMERICAN SOLUTIONS FOR BUSINESS RANKED #14 ON TOP 150 WORKPLACES LIST

Glenwood, MN -- June 19, 2019 – American Solutions for Business was ranked 14th in the “large company” category on the Star Tribune’s list of Top 150 Workplaces. Rank is determined based on employee survey results.

“As American continues to grow, we maintain the core values and family atmosphere that we’ve cultivated since day one,” explained Larry Zavadil, ASB Founder & CEO. “I love the culture, collaboration and creativity within this company and it’s exciting to see the bright future that lies ahead.”

To qualify for the Star Tribune Top Workplaces, a company must have more than 50 employees in Minnesota. Over 2,000 companies were invited to participate.

Star Tribune Publisher Michael J. Klingensmith said, “The companies in the Star Tribune Top 150 Workplaces deserve high praise for creating the very best work environments in the state of Minnesota. My congratulations to each of these exceptional companies.”

American Solutions for Business (ASB), based in Glenwood, Minnesota, is a leading distributor of print, promotional products, office supplies, eCommerce, marketing and fulfillment solutions. With over 2,700 contracted supply chain partners and 1,100 sales associates and support staff, American provides a connection to a solid network of possibilities. For more information regarding ASB, please visit www.americanbus.com.

QUINN CELEBRATES

To celebrate the very first Outdoor Marketing Day, top outdoor marketing products supplier Quinn hosted a barbecue for all the team members who have made its 25th Anniversary year so successful, with a CMYK-themed party they ironically had to bring indoors because of the rain on June 13th at its Hanover, PA headquarters.

SAAGNY Member News

CFO Peter Comly commented, "Rain happens. But that didn't stop our Quinn family from having fun and celebrating what we do on a day that defines our industry. We just took it indoors, with grill master and CEO Matt Quinn manning the barbecue."

Teams were set-up in the four colors of printing – Cyan, Magenta, Yellow and Black – and employees dressed in their colors or with some of Quinn's wearable accessories.

Outdoor Marketing Day – June 13 – and Outdoor Marketing Month were specifically created to help distributors show they are the expert source for outdoor marketing products as well as indoor. "June begins the busiest outdoor sales season of the year, and we wanted to help our customers increase awareness and buyer education on the power of outdoor promotions," Comly explained.

Quinn, the top-rated Flag, Banner and Display company in the promotional products industry, has been proudly providing outdoor marketing products through its distributor network for the last 25 years from its USA factory in Hanover, PA.

QUINN EXPANDS BOOMING SERVICE AND PRINTING TEAM WITH NEW PROS AND INTERNS

Hanover, PA – Thankful for the growth customers have awarded them, Quinn is experiencing another hiring spurt in both production and service during its 25th Anniversary Year to bolster its team of Super Heroes dedicated to making full color fabric printing made easy for distributors. Quinn also continues its dedication to training the local community by hiring interns for both the art and marketing teams.

Julia Gronaw, a 13-year veteran of the full customer service experience, will now bring that start-to-finish magic to the Quinn customer communications team. Her hands-down superpower: listening and finding solutions, which is a Quinn hallmark of A+ 5 star service.

SAAGNY Member News

New print operator Jeff Farrell, Jr. brings 10 years of varied printing experience to Quinn's production team. His super powers include his quest for improving efficiency while continuously learning.

Cameron Marr a Graphic Arts major from Carroll Community College, joins our busy Art Department. Seth Janney, a Marketing major from Cornell University, will be supporting his first Marketing Team at Quinn.

Quinn, one of the industry's largest full color fabric printers, is the top rated Flag, Banner and Display supplier in the promotional products market.

Raining Rose Adds Two to Sales Team



Quinn Bui

Raining Rose, Cedar Rapids, Iowa, is pleased to announce the recent hiring of Quinn Bui, who will join the promotional sales team as the Southwest sales executive, calling on customers in Colorado, Utah, Arizona, Nevada and California; and John R. B. Cudahy, CAS, who will join the promotional sales team as the Northeast sales executive, calling on customers from Virginia to Maine.

Bui brings knowledge from the supplier and distributor side to the role. He previously worked for Tropico Imports, and most recently owned and operated distributor company Nine Promos. He is also the incoming president of the Rocky Mountain Region Promotional Products Association.

"We are incredibly excited for Quinn to join our team," said Lindsey Davis, MAS, director of promotional sales at Raining Rose. "His experience in the industry and his passion for helping businesses grow make him a great fit for Raining Rose."

"I'm thrilled to hop on board and be part of the exceptional team at Raining Rose." Bui said. "I am honored to be a part of such a strong culture of family, growth and innovation. With my experience and knowledge of the promotional products industry, I hope to help distributors excel in their businesses."

SAAGNY Member News



**John R. B.
Cudahy**

Cudahy brings more than 15 years of experience in the industry, and has worked for companies like by Prime Line and Hit Promotional Products. He is also the past president of the Specialty Advertising Association of Greater New York.

“John is a wonderful addition to Raining Rose,” Davis said. “He brings a wealth of experience, a love of the industry, and a strong presence in the community and we are eager for him to get started.”

"I'm honored to join the Raining Rose family and share this great company, great product and great story with my clients," Cudahy said.

SAGE® RELEASES SAGE Chat™

SAGE announces the release of SAGE Chat, the industry’s first full-featured, real-time chat platform providing subscribers a new, more streamlined way to chat with team members, customers, and website visitors.

SAGE, the leading provider of information, marketing, and business management solutions to the promotional products industry, announces the release of SAGE Chat, the industry’s first full-featured, real-time chat platform. SAGE Chat allows subscribers to easily chat via instant messenger with their teams, their customers, and website visitors. SAGE Chat is available at no additional cost for distributors as part of their Total Access subscription and for suppliers with an Advantage Membership.

SAGE Chat features include:

- Pre-loaded contact lists within your organization
- Product research assistance from SAGE
- The ability to send SAGE product searches, presentations, pictures, and other files
- The ability to set business hours, configure automatic replies, and the capability to

switch to Do Not Disturb Mode

- Manage multiple chats in one window
- Customize quick reply buttons with commonly used phrases for a faster response time
- Receive pop-up alerts with a quick reply box
- Copy, save, or email chat transcripts
- Include emoticons, hyperlinks, and more!

SAAGNY Member News

“We are always looking for new ways to alleviate common pain points and make daily processes easier for our customers. We’ve designed SAGE Chat to work specifically with features in SAGE Online and SAGE Websites so you can communicate with your team, customers, and website visitors all in one place,” said SAGE President, David Natinsky, MAS. “It’s easier to keep track of your conversations, answer questions faster, and ultimately help you be more productive in your day-to-day tasks.”

SAGE Chat is available in SAGE Online 15 now and will replace SAGEim. The chat platform will power the upcoming Live Chat feature on SAGE Websites, and will also be available in SAGE Mobile later this year. Current distributor SAGE Total Access subscribers will be prompted to update to the latest version of SAGE Online 15 upon logging in to receive the SAGE Chat installation.

SAGE supplier Advantage Members will be prompted to install the update when logging into the SAGE Supplier Center. For Advantage Members that do not have access to the SAGE Supplier Center, SAGE Chat is also available to download in sagemember.com.

For more information on SAGE Chat, distributors can visit www.sageworld.com/sage-chat.php. SAGE encourages distributors who are not already SAGE subscribers to take advantage of its complimentary 30-day Total Access subscription. Visit their website to get started with SAGE Total Access, which includes SAGE Online, SAGE Web, and SAGE Mobile.

SAGE Chat is available for all SAGE Advantage Members at no additional cost. For more information or to get started, suppliers are encouraged to contact their SAGE account executive, visit www.sageworld.com/supplier/sage-chat.php, or contact SAGE at 800.925.7243 or sales@sageworld.com.

About SAGE

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

SAAGNY Member News

MARK ON A CURVE WITHOUT OBJECT ROTATION - USING RADIANT LASER SYSTEMS 30 LASER SYSTEMS AND DRINKWARE KIT

Radian Laser Systems prides themselves in developing customized solutions that help their customers increase productivity and throughput. These values led Radian to engineer an innovative solution that would take advantage of the 30 galvo lasers inherent speed and precision. Thus, the Radian Laser Drinkware Rotary Kit was born.



The drinkware kit was designed, engineered and manufactured by Radian's team of engineers in Anaheim, CA. CED, Tom Tamburrini states, "While working closely with our custom drinkware customers, it became apparent that there was an opportunity to take better advantage of the speed that our galvanometer-based 30 [mark on curves without rotation] marking system provided relative to traditional flatbed solutions. I thought, why not adapt our multi-piece disk rotary motor solution to work with drinkware"

Utilizing Radian's 30 Dynamic Focus Module, customized programming and the new drinkware kit. Radian was able to create a system that allows continuous operation, up to 10.DDD units at a time, 30 marking of curved objects without rotation, and fast precise production. The Radian drinkware kit holds 1D units at a time and rotates automatically to constantly feed the engraving laser, allowing the operator to safely remove and add bottles from the opposite side of the laser, without stopping the system to load and unload.

Watch a video overview of Radian Laser Systems 30 Open Frame Laser System with Drinkware Kit at: <http://bit.ly/radian3dsolutions>

Radian Laser Systems manufactures, sells, and services a complete line of both flatbed and galvanometer CO2 and Fiber cutting, marking, and engraving solutions that meet the demanding needs of our industrial customers. Our systems are extremely accurate, fast, user-friendly, reliable, and most importantly, affordable.

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Welcome New Members!

2DiveGuys, LLC (S)

365wholesale (S)

Chao Cards (S)

Cocoon Innovations, LLC (S)

HOSPITALITY MINTS, LLC (S)

Los Angeles Apparel (S)

Omnico Promotions Ltd (D)

Stran Promotional Solutions (D)

Walking Billboard Promotions (D)

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Upcoming SAAGNY Events

Visit Saagny.org to register!

Thursday, August 22

Webinar– Dylan Sullivan, How to Streamline your Orders; Writing a Purchase Order ONCE! The right way

Monday, September 16

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

Tuesday, September 17

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

9:00 – 10:00 a.m. Breakfast and Education/Dave TenEyck, Increasing Sales with the Awareness Calendar

10:00 – 10:30 a.m. SAAGNY Annual Meeting

10:30 a.m.-3:00 p.m. Table Top Show

Wednesday, September 25

RAGE Cage/New York, NY

Upcoming SAAGNY Events

Visit Saagny.org to register!

Thursday, September 26

Webinar –Alex Morales and Eileen Lynch, Writing Instruments - Where Do We Go From Here?

Thursday, October 10

Wine-O Tasting/ New York, NY

Tuesday, October 22

Promotional Buzz/Paramus, NJ

Thursday, October 24

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

Thursday, October 24

Promotional Buzz/West Babylon, NY

Tuesday, November 5

Bury the Hatchet/Brooklyn, NY

Thursday, November 21

Webinar – Andy Evans, Company Stores

Wednesday, December 11

Holiday Party and Awards Celebration/Glen Island Harbour Club

From the Desk of a SAAGNY Past President

Not every American Dream starts in America, neither did mine - **George Gorniok, MAS**, Notes, Inc..

I was born and raised in a small farming village in northern Germany near the seaport of Hamburg. The family settled in the area after fleeing Poland post World War II.

After earning a degree as junior accountant, a work assignment at JFK International Airport brought me to the United States in 1974 at the age of twenty. During this time, I met my wife Linda and in 1976 we got married and I moved permanently to the US.

I searched for jobs and took on any temporary work I could find. Finally, a permanent job for an international bank on Wall Street opened up and I was hired full-time. I enjoyed working with a group of young energetic colleagues and appreciated the sense of security the employment brought.

Opportunity knocked about a year and half later. Through an acquaintance I heard that a German businessman had formed a company that was introducing a new product to the American Market called the "AD-Cube". They were specifically looking for an accountant to translate their bookkeeping. I was faced with the decision of leaving my secure job in order to join this fledgling company. The choice was obvious for me; I would jump in with both feet to pursue the American Dream. After all, I did not leave my family and friends to settle for the safe choice, if I wanted to make it, I needed to take some risks.

So, in May of 1978 I started my career in the Promotional Products business. I vividly remember my first day, it was at the Premium Show in New York City. It was very exciting; a whole new world had opened up to me. Though I was originally hired in the accounting department, I soon found myself in customer service. I started to meet distributors, many of whom would eventually become like long friends.

From the Desk of a SAAGNY Past President

In 1987, the time had really come to set out on our own and together with two colleagues we formed American Cube Corporation. Like many young companies we started with a home equity loan, a lot of ambition and many long hours. We focused on the individual attention to every order large or small. Whether this meant meeting with a distributor on the side of the highway to make sure a rush order was getting there in time; or picking up the phone instead of using automated phone service. This individual attention to each customer made all the difference and success followed. American Cube grew into a nationally recognized supplier of paper cubes and related products serving distributors from coast to coast. In 1989 we moved into our own brand-new manufacturing facility in Ronkonkoma, NY. Being able to provide a pleasant environment where everyone was excited to come to work was one for was one of the proudest moments in company history.

In 2007, almost 20 years to the day after starting the company, my longtime partner wanted to retire and it was time sell the business. Notes Inc. was a natural choice and the sale was completed rather quickly. My contract only required a three-year commitment to stay with Notes but I am still there today enjoying the growth and innovation the company offers.

While running American Cube Corporation, SAAGNY was a great resource and we participated in many events. Specifically, the customer service seminars were a helpful favorite with the entire office staff. After the sale of my company, I was able to give my time to the organization that had given so much to me. My first job as a SAAGNY volunteer was in the Membership Committee and I soon found myself on the Board of Directors. The involvement was compelling and when asked if I would consider becoming the President of the organization I accepted. It was a great honor to have gained the confidence of my peers to take on this prestigious role.

Even though my personal involvement in SAAGNY came later, it was one of the most rewarding experiences in my career. Having been part of a group of individuals, who gave their time and energy freely to help the industry grow, has been inspiring. I wish I had done it sooner.

It is comforting to see that SAAGNY is thriving and moving with the times, I am grateful that I was part of it and I will continue to lend my support whenever needed.



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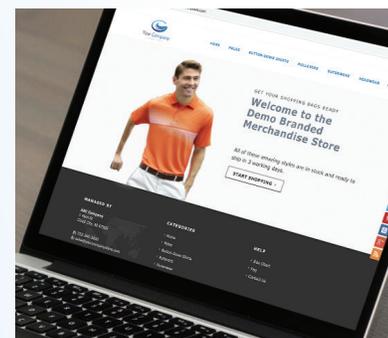
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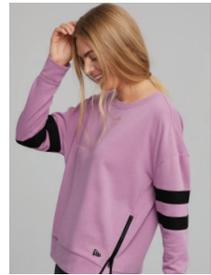
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Mike Rubin

Tell me how you first got involved in the Promotional Product industry. How long have you been in the industry?

In the mid 80's.. got a job at Letts of London, a supplier of planners and office products. Up to that point, I had never heard of the promo products industry. I spent about 8 years at Letts and then worked for a few more supplier companies. In the late 90's I became a multiline rep, covering Maine to VA. In 2008, I joined forces with Rob Craxford splitting the territory at the New York/New Jersey state line...best decision ever!

What is your proudest moment in the Promotional Product industry?

I don't really remember many "moments" but was really proud to be part of NERA. Especially the year we successfully combined with regional associations to positively change the regional show calendar with real benefits for both suppliers and distributors. Also, proud (i think) to have had the longest tenure as a committee chair at SAAGNY, I chaired the Fall Show Committee. I lost count after 10 years.

What has surprised you most about working in the Promotional Product industry?

Once you are in, you never get out. It has been a comfortable "home" to me for over 30 years. I never even thought about leaving this great industry where your competitors are your coworkers and almost every show is like a reunion. I, like many, am very fortunate to have found my way into this business.

What would you tell someone who is just starting out in the Promotional Product Industry?

Keep learning how to talk to people...social media, technology solutions, etc. are great enhancements, but you still need some actual human interaction.

How will you be spending your time now that you are retired?

Still figuring that one out! More time with family and my 2 beautiful grandchildren. I have great aspirations for home improvement projects, fishing, etc. but not sure what I will do the second week!

What are you going to miss the most about the industry?

Easy question - the people. I have had the good fortune to make many long-term friendships in the industry. The regional shows are often like reunions and we regularly welcome new people in - freely sharing information, travel tips, and advice. This in many cases is intergenerational as I am now friends with the sons and daughters of coworkers and fellow supplier reps. I hope to keep in touch with many of the great friends I am so lucky to have made!

SAAGNY SS Winners



Congrats to the SAAGNY Summer Show winners! Thank you to all who participated!

\$500 American Express Gift Card - Supplier

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Terry Magun, Fresh Concepts

\$500 American Express Gift Card - Client

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Ladies' Bulova Watch

Client of Naomi Halpern, Promo Shop

Men's Bulova Watch

Client of Julie Miller, Rutabaga Bag

BICKOOZIE® CHILLIN' BLUETOOTH® SPEAKER KOOLER

Client of Larry Funk, Geiger

The Lenore Goldberg Memorial Golf Outing

Members of Specialty Advertising Association of Greater New York (SAAGNY) and their guests kicked off Expo East on Monday with a long-standing and beloved tradition—the golf tournament. This year's Lenore Goldberg Memorial Golf Outing was held at the Stockton Seaview Golf Club with 12 foursomes teeing off at noon under breezy, blue skies. The first-place winning team was comprised of Dave Atlas, Henry Fajardo, Dan Torre, and Jack Geiger.

The event was named to honor the late Lenore Goldberg who was a legendary volunteer for the regional association and served as president in 2005-2006.

Proceeds from the event benefit The SAAGNY Foundation, Inc., which was established in 1995 to provide educational scholarships, general assistance, and a means for the promotional products industry to engage the community through charitable endeavors and activities. The foundation routinely hosts various charitable events, primarily for children in the tri-state area. These events include a full day of activities at Happiness is Camping, a sleep-away camp for children with cancer, and a full day of activities at the Hilltop School, a school for children facing a variety of learning, social and emotional difficulties.





GET IN! TOUCH!

ADVERTISING THAT LIVES ON

I started my first company right out of school. I've been called a techie, a nerd — but I prefer "early adopter." I'm inundated with buzz about the "next big thing" 24/7. But most of it is just...noise. My headphones are a lifesaver when I need to focus, which is always. They were giving them away at a concert last summer — it's like they know me. Most of what I own has a similar story — gear I've picked up over the years that has become part of me and my process. *When these objects become more than things, that's when they break through the noise.*

#GETINTOUCH

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Happiness is Camping

The SAAGNY Foundation Named to Happiness is Camping Wall

July 29, 2019...Woodcliff Lake, NJ – The SAAGNY Foundation was named one of the inaugural inductees for the Happiness Is Camping Wall of Fame earlier this summer. This special honor was created for those that have made Happiness Is Camping what it is today. The Happiness is Camping Wall of Fame is for individuals, foundations, and groups that have contributed financially to the camp, and/or have made a significant impact on the camp.



Happiness is Camping is a non-profit ACA-accredited overnight camp for kids with cancer, ages 6–17, and their siblings. The camp is located on 145 acres in Hardwick, New Jersey. Happiness is Camping is free to all who attend, and is recognized by the IRS as a 501 organization. Founded by Murray Struver, the camp originally served as a retreat for inner-city kids to spend time in the country. The camp's focus changed when the daughter of Struver's close friend was unable to attend because she was diagnosed with cancer.

Founded in 1980, Happiness Is Camping is one of the longest running residential summer camps for children with cancer in America. Since their first summer they have hosted over 18,000 children with cancer and their siblings. Happiness Is Camping being the only camp specializing in the care of children with cancer in New Jersey, to be accredited by the American Camp Association.

The SAAGNY Foundation has made significant financial contributions to Happiness is Camping including, supporting the remodel of their North America cabin. In addition, The SAAGNY Foundation and its volunteers have volunteered at the camp for over 25 years at its Annual Pirate Day. This Pirate themed day consists of carnival games, water balloon fights, scavenger hunts, crafts, prizes, goody bags, and more. Ryan Campbell, Happiness is Camping Camp Director stated, “We felt that SAAGNY was a most fitting inductee into our inaugural Wall of Fame class. Thank you for the impact you have made on our organization and for the fun you bring our campers each summer.”

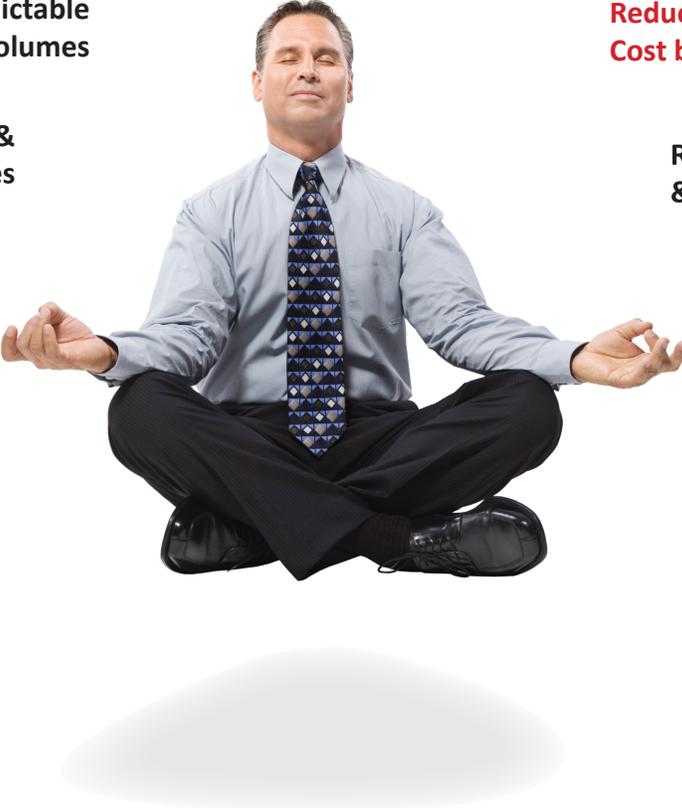
Happiness is Camping

About The SAAGNY Foundation: The SAAGNY Foundation, Inc. is a non-profit charitable organization under section 501(C)(3) of the Internal Revenue code. The SAAGNY Foundation was established in 1995 with help from the Specialty Advertising Association of Greater New York (SAAGNY). 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.

The SAAGNY Foundation routinely hosts various charitable events, primarily for children in the tri-state area. These events include a full day of activities at Happiness is Camping, a sleep-away camp for children with cancer in Hardwick, NJ and a full day of activities at the Hilltop School, a school for children facing a variety of learning, social and emotional difficulties in Haverstraw, NY. The SAAGNY Foundation awards \$4,000 college scholarships (\$1,000 per year for up to four years) to deserving members of the SAAGNY community. Since the scholarship program's inception in 1999, over \$200,000 has been awarded to the dependent children of SAAGNY members.

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