

SAAGNY
Life
FEBRUARY 2022



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From the Executive Director



It is here....2022! SAAGNY kicked off the year with the SAAGNY Winter Show – thank you all who attended.

Make sure you meet your 2022 SAAGNY Foundation Trustees in this issue and ask them about the “good” The SAAGNY Foundation does for the SAAGNY community! Mark YOUR calendar for the two remaining SAAGNY shows –Summer Show – Tuesday, May 17; and Promotions East – October 17-19.

Make sure you check out all of the member features and benefits – SAAGNY Job Board, SAAGNY Member Directory, SAAGNY Promo Sales Pitch, and SAAGNY 2022 Coupon Book!
Make 2022 your year to Get Educated! Get Certified! – SAAGNY hosts webinars that will earn you credit towards your CAS or MAS. Missed a webinar – no problem – we have a full list of recordings on the members-only page of the SAAGNY website.

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.

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.

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

Best,

Donna-Jean

Get to Know The SAAGNY Foundation Trustees



Sara Levinson
Chair

Why are you on the SAAGNY Foundation Board?

Dr. Martin Luther King Jr brilliantly said: “Life’s most persistent and urgent question is, What are you doing for others?” The SAAGNY Foundation gives us all the opportunity to give back to our community. Personally, I couldn’t pass up the opportunity to contribute to this group that gives me so much!

If you could travel anywhere in the world, where would you go?

I have a very long bucket list, but at the very top would be a trip to Germany. Accompanied by my husband, my kids and my dad I would like to retrace my grandparents’ steps before they were forced to flee the country during World War II.

What is your biggest pet peeve?

I do not appreciate dishonest people. I have always felt that honesty is the best first step to tackle anything that comes your way. So I guess you could say that my biggest pet peeve is when people lie.

What is the skill that you would like to learn?

We live in a world that is constantly moving very quickly. Patience, is a true virtue and a skill I continue to work on.



Chris Bloomer
Vice Chair
Fundraising

Why are you on the SAAGNY Foundation Board?

To help support and give back to the SAAGNY Community by coming up with new and fresh ideas that help tie together with us being the goodwill arm of SAAGNY. It's also a fun challenge to collaborate on these ideas with other members of SAAGNY who are on the board.

If you could travel anywhere in the world, where would you go?

Italy is on the top of my bucket list

What is your biggest pet peeve?

People who try to take advantage of you.

What is the skill that you would like to learn?

How to cook professionally.

Get to Know The SAAGNY Foundation Trustees



Lynn Millinger
Vice Chair
Programing

Why are you on the SAAGNY Foundation Board?

I was a volunteer at the SAAGNY Foundation events at Happiness is Camping and The Hilltop School for several years prior to being asked to join the Board. Therefore, it was a no-brainer. I think it's a good process for anyone who is thinking about getting involved. When these events are back on the Foundation calendar, I hope more people will consider helping out.

If you could travel anywhere in the world, where would you go?

If I could travel anywhere in the world I would go to the Himalayas. As a child I marveled at Sir Edmund Hillary and Tenzig Norgay who are the first humans to reach the summit of Mt. Everest. I remember doing a Paint by Numbers of Hillary, there was a lot of blue and white. I don't want to climb to the summit or even the base camp. I want to go to Nepal and look up and see the mountains where I would see sky anywhere else in the world.

What is your biggest pet peeve?

My pet peeves are all about how other people drive. Not me of course! Other people often drive like they are the only car on the road, stopping in the middle of the block to talk to friends, passing on my right as I try to get over so they can pass me on the left, flashing their high beams when there is a car next to me and I can't get over to the right lane, and my biggest is that I don't think people know that the solid white line at the intersection is where they are supposed to stop. Not on the line, not past the line and halfway into the intersection, at the line!

What is the skill that you would like to learn?

I am interested in learning about bitcoin. Anyone?



Paul Steinberg
Treasurer

Why are you on the SAAGNY Foundation Board?

To serve the SAAGNY community within the industry that I love and has provided myself and my family with so much

If you could travel anywhere in the world, where would you go?

Africa

What is your biggest pet peeve?

People who don't treat others the way they would expect others to treat them.

What is the skill that you would like to learn?

to be fluent in at least one language other than English

Get to Know The SAAGNY Foundation Trustees



Nancy Bercovitz
Secretary

Why are you on the SAAGNY Foundation Board?

Volunteer work is rewarding and there is nothing better than giving back not only to our Association but to those who can benefit from our efforts.

If you could travel anywhere in the world, where would you go?

Australia & New Zealand!

What is your biggest pet peeve?

People who overshare too much information while on their cell phones!

What is the skill that you would like to learn?

Perfect a new foreign language.



Jon Borowka
Trustee

Why are you on the SAAGNY Foundation Board?

To connect with industry professionals and learn from one another

If you could travel anywhere in the world, where would you go?

Kauai, Hawaii. Went on our honeymoon there and it's amazing

What is your biggest pet peeve?

Laziness, nothing comes for free and I truly believe you have to earn everything you have in life.

What is the skill that you would like to learn?

To golf....i mean I go golfing, I would just like to learn how to do it well



Mike Newman
Trustee

Why are you on the SAAGNY Foundation Board?

To get involved in giving back!

If you could travel anywhere in the world, where would you go?

Ireland

What is your biggest pet peeve?

Being in a group text that I can't remove myself from

What is the skill that you would like to learn?

Piano

Get to Know The SAAGNY Foundation Trustees



Chim Olisemeka
Trustee

Why are you on the SAAGNY Foundation Board?

To help make the SAAGNY Foundation partner of non-profits in the Great NY area. To help with growing the foundation through unique events throughout the year.

If you could travel anywhere in the world, where would you go?

Ibiza

What is your biggest pet peeve?

Wearing socks that don't match a big no-no; and not cleaning up after yourself/littering

What is the skill that you would like to learn?

To fly a plane



Ken Rode
Trustee

Why are you on the SAAGNY Foundation Board?

Over the last twenty years in business as a Multi Line Rep I have learned that if you want to see change and make a difference you must do something. Hoping and wishing is never a good strategy for change. The SAAGNY Foundation is the vehicle to help make a difference. The part that I really enjoy are the relationships that have developed with the people that are involved with the SAAGNY Foundation and from the SAAGNY Board. These are some of my closest friends from our industry.

If you could travel anywhere in the world, where would you go?

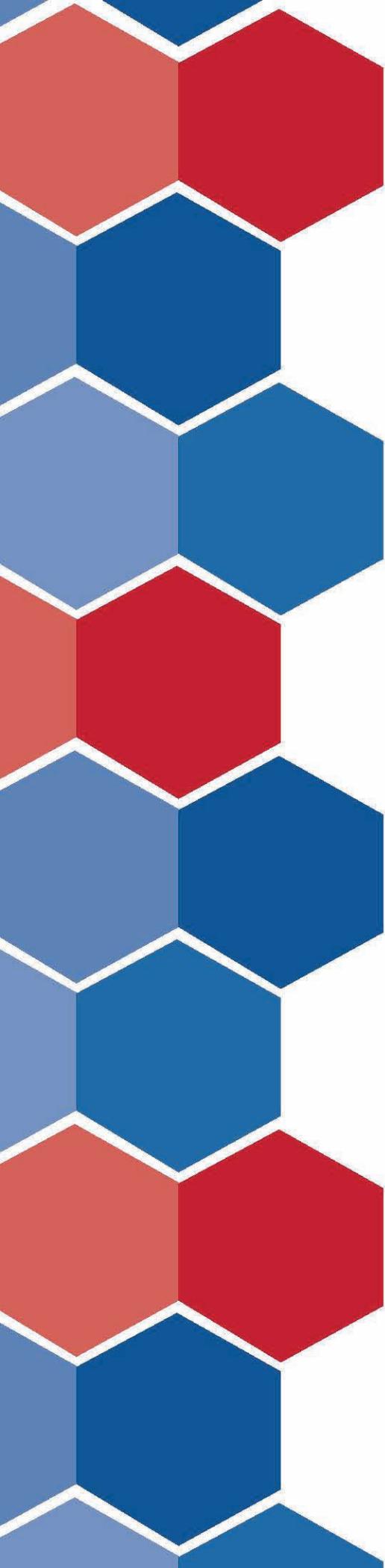
I would love to travel to Africa on a Photo Safari with my wife Marianne.

What is your biggest pet peeve?

Being late. I always arrive early!

What is the skill that you would like to learn?

Sailing. I have crewed on a 33' and 44' sailboat but would love to get my captain's license.



LET SAAGNY HELP CONNECT THE DOTS

IT'S ALL ABOUT CONNECTIONS. Our Events and Programs calendar was created with one goal in mind, providing SAAGNY members valuable opportunities to build relationships and grow their business. We enable this in a variety of ways – through education, advocacy, networking, visibility, and professional development.

There is no single way to utilize SAAGNY – there's only *YOUR* way.

Register today at www.saagny.org.

WEBINAR SERIES

Join SAAGNY for A New State of The Art
Three-Part Webinar

Your Booth is BROKEN: Attack Trade Show
Opportunities like a BOSS

February 2: The Pre-Show Experience is Just
as Important as Being at the Show

February 9: What YOU Should be Doing At
the Show

February 16: Are YOU Making the Most of
YOUR Post-Show Experience

WEBINAR

February 3

*What's New for
2022 With Idol
Memory*

WEBINAR

February 10

Write the Order Right:
How to get YOUR Order
Into Production FAST
*Featuring an all-star CSR
Line Up*

SAVE THE DATE!

SAAGNY Summer Show
May 17 - NYC
for distributors and their clients

SAVE THE DATE!

Promotions East
Harrah's Atlantic City, NJ
October 16-19

Featured Female - Melissa Casey



Personal Questions

- **Personal (family)** I have 4 children – Carly – 20, Quinn – 18, Layla – 16 and Brody – 13 Carly attends the College of New Jersey majoring in Chemistry, Quinn attends Steven’s Institute of Technology majoring in Engineering
- **Location** – I grew up in North Plainfield NJ and live “down the shore” in Manasquan, NJ
- **Years in Business** – 8 years
- **Current Role** – Northeast Regional Sales Manager for Pacesetter Awards
- **Fun Facts about me** – I am the oldest of 5 kids. I raced BMX as a kid and was a cheerleader in High School. I received my Bachelors of Science from Kutztown University, PA for Psychology. My guilty pleasures are reality tv (my current favorite is Sister Wives), Peach Snapple and Howard Stern
- **Pets** - none
- **How did you get started** – I was brought into the Industry by Lisa LeMond (Imagin Brands). She and I went to Elementary School together. We used to walk home from school together.
- **What do you love most about your job/industry** – I love the people most! So many Distributors and Suppliers have become my good friends. It’s also a really fun Industry! I love the trade shows and social events
- **Favorite Product** – Tough One! I would say Victorinox Swiss Army backpacks. I also LOVE Swiss Army Knives. They are way underutilized in the world!
- **My favorite quote is** - “Kind words can be short and easy to speak, but their echoes are truly endless.” Mother Teresa

Featured Female - Melissa Casey



Work-related as a female in a male-dominated world

How do we move forward when everyone is telling us that our idea won't work?

I don't let that discourage me.

How did you reach your level of success, given the sector's gender gap, especially among the leadership?

I would say just being myself. I am pretty much an open book. I honestly don't see a huge gender gap in this Industry. I recently read that some companies are looking to hire Moms that are reentering the work force after being stay at home . I was one and I can tell you no man can multitask as much as a stay at home Mom. Companies are recognizing this. I am a "Go Big or Go Home" person. I take pride in my relationships but I won't be treated poorly or "take crap" from anyone. I think that mentality is a benefit in the greater New York region. If I was a timid person, I would not be able to thrive in my job. The only issue I see with the gender gap is men being paid more than woman. Besides that, I don't see a gap.

How can I differentiate myself?

I differentiate myself by being creative and working hard.

What makes a good leader and what makes a good phenomenal woman leader?

A good leader is kind and caring first and foremost. Works just as hard as his/her lowest employee. Sets a good example. Does not think of him/herself better than anyone below them. Never makes someone feel inferior. Makes everyone feel important.

What are some main challenges that women face in a leadership role?

resentment, jealousy. I honestly see more challenges from woman than men.

How do you create a healthy work/life balance?

I work hard and I do miss things with my kids, but I think my kids seeing me work and staying active has instilled a great work ethic in them. My kids work hard in school, sports and have part time jobs and save their money. I am very proud of that. I spend as much time as I can with my kids but I also take time for myself in addition to work.

How can we stop gender bias?

Equal pay!

Featured Female - Melissa Casey



Have you noticed any differences in the business sector - do some have greater gender diversity/women in leadership?

In our Industry I feel the woman and men in leadership are equals. They respect each other. I don't see much diversity here.

Name one Challenge you overcame and share one of your greatest successes.

Birth and raising 4 kids... raising 4 great kids

SAAGNY Featured Family



The Silverman Family

Beth and Jeff with their two daughters Lauren, 29, and Lea, 25. Lauren lives in Chicago and Lea is in Boston but we love to come together to be with Family. We love to travel to visit family or just go on vacation to relax. We love to go to the vineyards on the North Fork of Long Island and take advantage of the beaches here as well. For the most part, we all currently work from home so change of scenery is good!!

Save the
DATE

OCTOBER 17 – 19, 2022

Harrah's Resort | Atlantic City, New Jersey

romotions
east

EDUCATE • CONNECT • EXPLORE

Member Spotlight



Marisa Mattessich

What is your title/role at Glazer?

Account Director

What do you like best about your company?

Our family like atmosphere and “Yes we can” attitude. Each one of us share the same core values which creates the perfect chemistry. My every day at Glazer Promos doesn’t feel like a day in the office, it feels like home with the family.

What is new and upcoming with your company?

We are always striving to evolve to offer our clients “what’s next”. We have shored up our relationships with the most dependable suppliers in the industry and our offshore partners as well. We are adding to our fulfillment capabilities as the world pivots towards an acceptance of remote offices as the new norm. Our product offerings continue to expand in the retail brand category and we are continually exploring new ways for our clients to marketing consulting services we offer to include event preparation, promotional marketing via social media, pop-up event company stores corporate gifting and reward programs.

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

Well, most people know my obsession with cats so... How about the fact that I was an all-star Windmill Pitcher. I took years of lessons; my nickname is Rocket cause of my strong arm. Pitching taught me to go out there and give it my all, which I apply to my daily routine.

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

A Chef!

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

“There are no traffic jams along the extra mile.” Roger Staubach

What is your passion?

Cooking/Entertaining! I love creating delicious meals for my family & friends.

What drives you?

That is tough, there are plenty drivers, but what drives me the most, is creating a client experience that is second to none. My biggest joy is making people happy.

Member Spotlight



Kevin McLaughlin

What is your title/role at alphabroder?

Outside Sales Representative, Greater New York City Area & Connecticut

What do you like best about your company?

The number one thing I like best about AB/Prime is the great people and fellow team members I work with each and every day. The second thing I like best about AB/Prime is the opportunity for advancement within the company. I started with AB/Prime as Inside Sales Rep in December of 2018. I showed interest and motivation to become an Outside Sales Rep and they supported me with the tools and opportunity to apply for an OSR position last year. My path is just one of many similar paths that other peers have experienced.

What is new and upcoming with your company?

Our IT, Web, and Customer Experience teams are all doing an amazing job with updating our website/ordering processes to enhance the overall customer experience. With that, we hope this year to finally bring the two websites together (alphabroder and Prime Line) to be the true one stop shop for apparel and hard goods. This year we are also celebrating the 20th anniversary of the Devon & Jones brand which was established in 2002.

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

Something that most people do not know about me is that I grew up in this industry. I did an internship with a Promotional Products Distributor while I was in college, and my Dad is a long time industry vet as a multiline sales rep.

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

Working for the PGA or something Golf related. Golf is a hobby and escape for me, so being able to do that for my profession in any capacity would be very enjoyable.

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

"If you're comfortable while you're doin' it, you're probably doin' it wrong."- Ted Lasso.

What is your passion?

Spending time with family and friends, golfing, health and wellness, and Philadelphia sports teams.

What drives you?

To make my family, friends and AB/Prime proud of my hard work and accomplishments.

SAGNY
WINTER
SHOWCASE



Thank you to all of our Sponsors!



PROMOTIONAL
PRODUCTS

The Power of District “1” Shows

February 7, 2022...Woodcliff Lake, NJ – From Maine to Chesapeake and NYC to Harrisburg we had you covered! The Chesapeake Promotional Products Association (CPPA), New England Promotional Products Association (NEPPA), Philadelphia Area Promotional Products Association (PAPPA), and Specialty Advertising Association of Greater New York (SAAGNY) are proud to announce the success of their first annual ***Power of District “1” Shows*** collaboration which was held January 24-27 with over 500 distributor attendees.

CPPA, NEPPA, PAPPA, and SAAGNY, all members of District 1’s regional association community, have worked together to foster communication and cooperation between their associations and their community of members. Each day of the week a different regional hosted a thought-provoking educational component which featured Cliff Quicksell, MAS+. Cliff was able to share his expertise and enthusiasm for the Promotional Product industry with over 200 attendees throughout the week. One distributor remarked, "As always, Cliff brings an amazing level of energy and insight to his topic. Very enjoyable and thought provoking!"

NEPPA began the week hosting its first ever Winter Expo in Rocky Hill, CT. Loren Cayer, CAS, NEPPA President and Show Chair, was very pleased with the turnout, stating, “This first ever show was extremely well supported and a tremendous success. The energy was spectacular, and it was clear people were happy to be back together again rekindling those Distributor/Supplier partnerships and friendships.”

Adding to the show experience, NEPPA Cares held a Winter Warm-up Food Drive and was thrilled to make a generous donation along with several boxes of food and helpful items to the Connecticut Food Bank.

Cayer further noted, “Being part of the ***Power of District “1” Shows*** week was a terrific experience. 2022 stands to be a tremendous year for Regionals and we’re excited to continue our partnership. Uniting to ensure our future is secure will be a priority and in the best interest of current and future members.”



Dan Edge, SAAGNY Director, remarked “These regional shows, whether ours or others, are truly the best way to get in front of people right now (speaking from a supplier’s point of view). And I have to imagine from a distributors view, it’s a great way to see and touch products, which is so valuable. With fewer people in offices and doing in person meetings, these smaller shows are a safe and inviting environment to meet.”

SAAGNY President, Rachel Levin, further noted, “Since the beginning term of my position as the President of SAAGNY, it has always been a mission to work closely, collaborate, and connect with our fellow regionals. We all share the same goals which are focused on our members. The first annual **Power of District “1” Shows** is just the beginning where we combine resources, values, and communities that will allow us to connect and share best practices amongst the Northeast geographical region of our industry.”



PAPPA was very pleased to take part in the **Power of District “1” Show** week. Celebrating our 50th Anniversary this year, PAPPA past presidents and members attended a pre-show Cocktail Reception on January 25. According to PAPPA President Staci Whittington, “The show was busy from the “get go” on January 26 with a line of distributors checking in when the doors opened and staying for the whole show.” There were 141 distributors in attendance and several prizes were given away in recognition of the 50th Anniversary. Staci also noted, “PAPPA shifted to a three-hour show model from 10 a.m. to 1 p.m. in 2021 and this has kept the shows busy from beginning to end.”

In the spirit of giving back, PAPPA members also provided a van-full of product and clothing donations to the Mitzvah Circle Foundation to help those in need in the Philadelphia area.



“I was delighted to be part of this great collaboration on two fronts, one as President of CPPA, and second, the traveling speaker at each of the four shows. The excitement of ALL the attendees, suppliers and marketing professionals was so encouraging to see. People are so ready to back to business and it showed by the high-attendance rates and positive engagement. I am so proud of ALL the Executive Directors and fellow presidents who had the foresight to put this great event together. Job Well-Done”, noted Cliff Quicksell, MAS+.



Stay tuned for the dates for the 2023 *Power of District "1" Shows Tour!*





SAAGNY 2021 AWARD RECIPIENTS

COMPANY AWARDS

Supplier of the Year (less than \$40 million In Sales)	Starline
Supplier of the Year (more than \$40 million In Sales)	Tekweld
Distributor of the Year (smaller)	JP Scar
Distributor of the Year (larger)	Stackable Sensations
Supplier Technology Award	PCNA
Distributor Technology Award	HALO
Decorator of the Year	Insane Apparel

INDIVIDUAL AWARDS

John J. Pagano Multiline Rep. of the Year	Josh Brooks, Brooks & Brooks
Customer Service Rep of the Year	Will Flores, Tekweld
Supplier Representative of the Year	John R. B. Cudahy, MAS
Humanitarian of the Year	Gail Deutchman, Distinctive Promotions

DIAMOND AWARDS

Diamond Award – Goodwill/Non-Profit/Fundraising	Beth Silverman, The Vernon Company
Diamond Award – Internal Self Promotion/Employee Incentive Program	Stackable Sensations

40 UNDER 40 RECIPIENTS

Anthony Abatzis	Will Flores	Chim Olisemeka
Chris Barlow	David Goldfarb	Brendan Pigott
Amy Benedict	Scott Gordon	James Przybyszewski
Chris Bloomer	Donald Grant	Robert Russell
Jon Borowka	Jeff Hinds	Amy Serrano
Adam Brown	Tim Howe	Dylan Sullivan
Mike Cardin	Sean Kurtzman	Rich Susi
Dino Ciccarelli	Jenna Larned	Cristina Tarantino
John R. B. Cudahy, MAS	Zach LeBlanc	Brittany Tiringer
Brian Deissroth	Elyssa Maryasis	Nick Valentini
Thomas Deissroth	Marissa Mattessich	Alexis Wahl
Ethan Dowie	Kevin McLaughlin	Keith Zasowski
Sean Dwyer	Anthony McNally	
Chelsea Fishman	Mike Newman	

SAAGNY Member News



Regional Sales Manager- Sean Kurtzman
Pennsylvania, Maryland, Virginia, Long Island

Sean brings with him a breadth of experience from his ten years in the Promotional Industry, having worked in Business Development, as a National Accounts Rep and Regional Sales Manager, among other roles. Sean also currently serves on the SAAGNY Board of Directors. In that time he has built a reputation for developing strong personal and business relationships, while maintaining the work ethic and positive attitude to get things done! That dedication has earned Sean numerous industry-wide recognition, including several prestigious award nominations, including:

- 2021 SAAGNY Top 40 Under 40
- 2018 SAAGNY Inside/Outside Rep of the Year
- Counselor Magazine 2017 “Hot List”, recognizing up-and-coming talent

The JSA family is thrilled to have Sean join our team, and he looks forward to growing with us and all of our clients!

Contact info: 631-241-2627 Sean@jsareps.com

SAAGNY Member News

Stran & Company Expands Management Team Including Appointment of Industry Veteran Steve Paradiso to Key Leadership Role

Stran & Company, Inc. ("Stran" or the "Company") (NASDAQ: STRN) (NASDAQ: STRNW), a leading outsourced marketing solutions provider that leverages its promotional products and loyalty incentive expertise, today announced that promotional product industry veteran Steve Paradiso has been appointed Chief of Staff, bringing over 30 years of experience and success to support the acceleration of Stran's growth strategy. In addition, Stran has appointed Jason Nolley as Chief Technology Officer, Steve Urry as Vice President of Sales and recently promoted Chris Rollins to Chief Financial Officer effective upon the pricing of the Company's initial public offering.

Mr. Paradiso brings to Stran an impressive track record of developing and executing growth strategies within the promotional products industry and will be instrumental in Stran's growth. He will report directly to Andy Shape, Stran's President and CEO.

Andy Shape, President and CEO of Stran, commented, "I am excited to welcome these highly experienced and accomplished executives to our management team. These appointments put Stran in an ideal position to support and accelerate our anticipated growth as we continue to gain momentum in the industry. Steve Paradiso is one of the most successful and well-known names in the industry, and his experience along with his strong relationships are already providing great value to the Company. Jason Nolley's technological expertise is poised to support our goal of leveraging technologies to advance our sales pipeline and drive even greater operational efficiency. Steve Urry has helped build multiple successful businesses within the industry, from the ground up, illustrating his unique ability to develop sales organizations and salespeople.

Finally, Chris Rollins has overseen our accounting, financial reporting, internal controls, and corporate finance strategies for over 5 years, during which time we more than doubled revenues. We expect these additions and enhancements to our senior management team will prove very valuable as we focus on executing on our business strategy, including both organic growth and acquisitions, to maximize value for our shareholders.

SAAGNY Member News

Mr. Paradiso most recently served as President and CEO of ePromos, ranked #27 on Advertising Specialty Institute's (ASI) 2021 Top 40 Distributors list. Prior to joining ePromos, he spent nearly six years at Ohio-based ASI Top 40 distributor Touchstone as Chief Operating Officer. Mr. Paradiso joined both organizations when they were generating less than \$15 million in annual revenue and, by the time he left, each was generating over \$70 million per year. In addition, Mr. Paradiso served as the President of Cyrk from 1988 to 2001. At the time, Cyrk was one of the largest promotions companies in the world, achieving almost \$1 billion in annual revenue while serving multi-national clients such as Nike, McDonald's, Pepsi, Marlboro, Beanie Babies and Philip Morris.

As Chief Technology Officer, Mr. Nolley has over 20 years of e-commerce, technology, and web marketing experience. He will be in charge of overseeing and enhancing the Company's technological platforms, as well as integrating and implementing potential new technologies that would support Stran's organic growth strategy. Before joining Stran, he served in various leadership roles for Wildman Business Group's technology team for 7 years, where he led the implementation of new e-commerce, vendor and internal control systems.

Mr. Urry brings 28 years of experience in the print, packaging, and promotional products industry, including 23 years of sales and operational leadership. Prior to joining Stran, Mr. Urry was the Chief Strategy Officer of Visual Linc Partners since 2009, where he was responsible for development of Visual Linc's sales team, as well as oversight of M&A activity. Before that, Mr. Urry founded and built Allied Print Group into a \$16 million revenue company before selling it in 2009.

Mr. Rollins joined Stran in 2015 and previously served as its Vice President of Finance and Administration where he is responsible for overseeing the Company's financials and reporting. Prior to joining Stran, Mr. Rollins served as the Director of Accounting for the Northeast Region of Toshiba Business Solutions from January 2011 until October 2014.

About Stran

Over the past 25 years, Stran has grown to become a leader in the promotional products industry, specializing in complex marketing programs to help recognize the value of promotional products, branded merchandise and loyalty incentive programs as a tool to drive awareness, build brands and impact sales.

SAAGNY Member News

Stran is the chosen partner of many Fortune 500 companies, across a variety of industries, to execute their promotional marketing, loyalty and incentive, sponsorship activation, recruitment, retention, and wellness campaigns. Stran provides world-class customer service and utilizes cutting-edge technology, including efficient ordering and logistics technology to provide order processing, warehousing and fulfillment functions. The Company's mission is to develop long-term relationships with its clients, enabling them to connect with both their customers and employees in order to build lasting brand loyalty. Additional information about the Company is available at: www.stran.com.

ASB Hires Bori Ly as Regional VP of Strategic Operations Support

American Solutions for Business announced that Bori Ly will be joining the team as Regional VP of Strategic Operations Support.

"We're so excited to have Bori join our team," expresses Amy Spychalla, VP of Strategic Operations Support. "With his industry knowledge and strong people skills, Bori will be a solid addition to our team, working with sales associates across the country to develop and present creative solutions to grow their business."

Prior to joining American, Bori served as the National Sales Manager for HPG, where he managed national accounts through face-to-face meetings, and promoted strong relationship building through regional and national trade shows. He also achieved sales goals by hiring and training employees, while coaching them to develop their selling skills and maintain adequate sales pipelines.

Ly adds, "I've always admired the professionalism and family atmosphere of ASB. I'm excited about the potential to grow and collaborate with the best sales professionals."

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.

SAAGNY Member News

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.

American Solutions for Business Announces New Advisory Board Members

American Solutions for Business has announced new board members joining their Vendor Advisory Board, effective January 1, 2022.

This advisory board is an exclusive group of trusted partners who provide valuable feedback and guidance regarding decisions that affect the prosperity of ASB's sales associates, customers and partners. The group advises in an array of areas including events, budgeting, branding, product trends, technology, marketing strategy and more. Members moving forward serve a total of two years.

"This board has been instrumental in contributing to ASB's success," says Dana Zezzo, VP of Marketing, Vendor Relations & Events. "We are incredibly grateful to our board members who have provided guidance and support over the last two years and are excited to welcome our incoming board members to this dynamic group."

Incoming members for 2022-2024 include: Marc Held (Alphabroder/Prime), Dan Taylor (BamBams), Mike Szymczak (Hub Promotional Group), Melissa Ralston (Koozie Group), Beth Marston (Navitor), Jarod Thorndike (SAGE), Kevin Walsh (Showdown Displays), Roni Wright (The Book Company) and Bob Saunders (Wise).

They will join a select portion of the original board members rolling over for their final term ending in 2023, including Steve Osterloh (Ennis), Scott Leonard (Hit Promotional Products), Miles Wadsworth (Logo Mats) and Phil Sperling (Printco).

Members rolling off the board after having served from 2019-2021 include: Mike D'Ottoviano (ASI), Adam McNeill (CE Printed Products), Charles Duggan (Goldstar), Mark Mallory (ID Images), Stuart McLelland (Phenix Direct), Rob Newell (SanMar) and Megan Zezzo (S&S Activewear).

SAAGNY Member News

Stran & Company Announces Definitive Agreement to Acquire GAP Promo, a Leading Full-Service Promotional Products Agency

GAP Promo generated over \$7 million of sales in 2020 and acquisition expected to be highly accretive
Acquisition expands Stran's reach within the beverage and consumer packaged goods industries

Stran & Company, Inc. ("Stran" or the "Company") (NASDAQ: STRN) (NASDAQ: STRNW), a leading outsourced marketing solutions provider that leverages its promotional products and loyalty incentive expertise, today announced that it has signed a definitive agreement to acquire GAP Promotions, LLC ("GAP Promo") in an asset purchase transaction. The acquisition is expected to close during the first quarter of 2022, and is subject to customary closing conditions.

Headquartered in Gloucester, Massachusetts, GAP Promo is a full-service promotions agency that designs, sources, and develops custom brand solutions for many of the world's leading beverage and consumer packaged goods companies. GAP Promo achieved sales of \$7.4 million in 2020 and has been profitable since inception in 2006.

GAP Promo's expertise in point of sale, display, racks and more bolsters Stran's business in the beverage and consumer packaged goods sectors. Stran's product sourcing and development, technology, logistics and fulfillment expertise provides GAP Promo's customers with a broader array of new services and capabilities. The combined knowledge and capabilities are expected to generate growth opportunities across both organizations' existing clients, as well as help attract new clients. Gayle Piraino, founder and President of GAP Promo, will continue with the Company to lead the new GAP Promo business. Stran will also retain all of GAP Promo's current employees.

SAAGNY Member News

Andy Shape, President and CEO of Stran, commented, “We have long admired the work of GAP Promo, as their design and execution of branded merchandise programs and innovative custom displays is top quality. Gayle and her team have built a tremendous business through their singular focus on providing customers with brand-relevant experiences. Additionally, their client portfolio consists of top-tier beverage and consumer packaged goods companies, which we believe will be highly complementary to our existing business. We are excited to build upon their success and believe that through our combined offerings we can provide an even more compelling and comprehensive service offering for our customers. Importantly, we expect this transaction to be highly accretive, given GAP Promo’s track record of profitability and the anticipated economies of scale.”

Gayle Piraino, founder & President of GAP Promo, stated, “We are thrilled to join the Stran family. We believe that Stran’s focus on providing comprehensive solutions for their customers will help our team to become even more valuable to our current customers. Our two teams are well aligned to continue the growth of our beverage and consumer packaged goods business.”

Additional details of the transaction are included in the Company’s Form 8-K filed today with the Securities and Exchange Commission, which is available at: www.sec.gov.

About GAP Promo

GAP Promo is a full-service promotions agency helping some of the world's leading companies increase brand recognition and grow their sales. GAP Promo designs, sources, and develops top-quality branded merchandise programs and innovative custom displays. GAP Promo is a certified women-owned business. Additional information about the Company is available at: <https://www.gappromo.com/>

About Stran

Over the past 25 years, Stran has grown to become a leader in the promotional products industry, specializing in complex marketing programs to help recognize the value of promotional products, branded merchandise and loyalty incentive programs as a tool to drive awareness, build brands and impact sales.

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Stran provides world-class customer service and utilizes cutting-edge technology, including efficient ordering and logistics technology to provide order processing, warehousing and fulfillment functions. The Company's mission is to develop long-term relationships with its clients, enabling them to connect with both their customers and employees in order to build lasting brand loyalty. Additional information about the Company is available at: www.stran.com.

Forward Looking Statements

This press release contains "forward-looking statements" that are subject to substantial risks and uncertainties. All statements, other than statements of historical fact, contained in this press release are forward-looking statements. Forward-looking statements contained in this press release may be identified by the use of words such as "anticipate," "believe," "contemplate," "could," "estimate," "expect," "intend," "seek," "may," "might," "plan," "potential," "predict," "project," "target," "aim," "should," "will" "would," or the negative of these words or other similar expressions, although not all forward-looking statements contain these words. Forward-looking statements are based on the Company's current expectations and are subject to inherent uncertainties, risks and assumptions that are difficult to predict. Further, certain forward-looking statements are based on assumptions as to future events that may not prove to be accurate. These and other risks and uncertainties are described more fully in the section titled "Risk Factors" in the final prospectus related to the public offering filed with the SEC and other reports filed with the SEC thereafter. Forward-looking statements contained in this announcement are made as of this date, and the Company undertakes no duty to update such information except as required under applicable law.

NC CUSTOM EXPANDS LANCO'S USA MANUFACTURING CAPABILITIES

NC Custom, a leading top 40 promotional products supplier, (ASI: 44900; SAGE: 52303; PPAI: 111662; PPPC: 920802) announced today it has made a sizable investment into the domestic filling, manufacturing and labeling resources directed towards the rapidly growing health, beauty, and wellness category. The end result will reduce production time, extend capabilities, grow capacity by over 50% and drive greater plant efficiencies. This initiative falls into NC Custom's strategic plan to focus on USA manufacturing to offset the timing, uncertainty and capacity challenges that the marketplace is currently facing from overseas sources.

SAAGNY Member News

“In this unstable supply chain environment, it's so important to have a trusted USA manufacturer as your one-stop source,” said David Miller, President of NC Custom. “Due to the strength of the Lanco products in the health and beauty category and as a leader in the manufacturing of these items in the promotional marketplace, we felt it was critical to strengthen our infrastructure and resources to support the needs of the industry in having a reliable, USA-made supply chain source.”

Lanco's industry-leading domestic hand sanitizer product line ranges from USA-made 0.5 ounce to 16-ounce hand sanitizer, available in a wide range of bottles and lids. The range of product sizes are perfect for single individual use, businesses, offices and travel.

Lanco also manufactures an extensive assortment of USA-made lip balm with over 15 different unique flavors, available in both regular, and UVA and UVB protection varieties along with a wide array of sticks and shapes.

“We believe there is going to be a long-term initiative to elevate cleanliness among the workplace and in our communities, and sanitizer is a great long-term investment,” said Lance Stier, CEO of NC Custom. “Furthermore, we believe that lip balm and other filling and batch-making categories have tremendous long-term growth potential as we focus on health and wellness.”

NC Custom's leadership in the domestic manufacturing categories has resulted in its new Scent-sational product line incorporating themed scents and packaging across the edible and health categories.

ABOUT NC CUSTOM

With over 50 years of combined award-winning experience, NC Custom (ASI: 44900; SAGE: 52303; PPAI: 111662; PPPC: 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, premium apparel and soft goods, servicing distributors in the promotional products industry. NC Custom 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, NC Custom also features extensive product customization capabilities, including

SAAGNY Member News

custom shaped mints, custom shaped chocolate, custom formulated lip balm, candles, lotions, and more.

For more information, please see www.nccustom.com.

alphabroder | Prime Line® launches Under Armour & Columbia Drinkware

Prime Line®@, the hard goods division of alphabroder, the leading supplier of branded apparel and accessories in North America, is pleased to announce the addition of two new retail brands to its already wide assortment of drinkware products: Under Armour Drinkware and Columbia Drinkware. This new offering, which is already live and in-stock at www.primeline.com, includes eight unique pieces.

“These unique, Prime Line exclusive pieces, give us over 200 drinkware items.” Said Andrea Routzahn, Chief Merchant. Routzahn went on to say, “we know these retail brand names will serve to enhance any customer’s pitching process. Additionally, they pair well with our existing apparel line on the alphabroder side of our business.”

Eric Levin, Executive Vice President, Decoration Operations, said: “Our Columbia drinkware has been so well received we have added new products and expanded our reach with the additional FOB point at our West Coast facility in Fresno, California. Offering East Coast (in Harrisburg) and West Coast options along with 4-color process imprinting (Vibtratec) makes the line a great option for those looking for quality branded drinkware.

About alphabroder | Prime Line

alphabroder supplies branded apparel and accessories to screenprinters, embroiderers, promotional products distributors, athletic dealers and other businesses. alphabroder is the union of ten companies combining decades of experience in the promotional 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.

SAAGNY

2022 Showcases



Tuesday, May 17, 2022

Metropolitan Pavilion, NYC

This event is for promotional products distributors and their clients.



October 16-19, 2022

Harrah's Atlantic City

SAAGNY Featured Family



The Sullivan Family

The Insane Apparel family is excited to share that on Friday, December 17, 2021

Dylan and Kate Sullivan welcomed their son William Joseph. William weighed 3 lbs 10 oz. and measured 15.75" long.

Though he arrived earlier than expected, William is now happily at home with his overjoyed parents, growing stronger by the day.

Sensation Senior – Bob Schwarz



Back in the late 1960's and early 1970's I was a stockbroker on Wall Street, got married in 1972 and was just making ends meet. My father-in-law was in the costume jewelry business selling findings to jewelry manufacturers and split rings, chain etc. to the Specialty Advertising industry. Since we had discussed my future, he was trying to see how he could help increase my income. I had mentioned an interest in advertising and so he introduced me to Murray Gold, one of the principals of Hit Sales in New York, a big user of his products. In 1973, I met with Murray and Bob Lederer, the Sales manager, and was hired in their sales department.

I learned a lot about the industry, saw and even participated in the manufacturing of product and attended industry shows as a supplier. I was hooked on the industry, but felt that the better earning potential was on the distributor side.

After a year or two, I went to work for a NYC distributor and began to do well. Those were different days when one could canvas buildings looking for customers and like the industry today, referrals began to come in. After a few years I was doing quite well, so I spoke to my boss and asked for a raise or a better split of the commissions. He came back to me with an offer of 10% of the profits. That sounded good, but having a financial background I asked what the profits were. The response: "Oh we never show a profit." So, 10% of nothing was nothing.

At that point I decided that it was time to go off on my own and the rest is history. I started out in a tiny office on my own, then hired a few sales people and moved to larger quarters and finally to a large office with an assistant and staff. Closed that office in 1990 and downsized to what we are today.

That was such a totally different time. We saw the invention of the Fax machine that helped improve communications both domestically and internationally, eventually the internet and of course computers. Initially orders were typed then mailed with physical art work to the suppliers. Production was two to three weeks, if we were lucky. Multi color printing was expensive and mostly spot colors only. With the advent of Fed Ex, the world opened up and with the internet we were able to cut down on production times and digital printing changed and expedited the process even more.

Sensation Senior – Bob Schwarz



I was introduced to SAAGNY (or it's forerunner) when I went to the distributor side of the industry. Attended many education sessions which were very useful and became a member of the association when I started my own company. I attended meetings, worked on committees, and eventually joined the board. Subsequently I chaired Promotions East and eventually became President. SAAGNY was very helpful from day one with their excellent education programs and the opportunity to rub elbows with other distributors and suppliers which all helped to develop lasting relationships.



2022 Distributor 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 are back!
Winter, Summer, and Promotions East – free admission!

Promo Sales Pitch

We bring the Suppliers to you with recorded videos - Over 40 to watch and share!

Flexible Online Learning

Live webinars and recorded webinars that will help you grow your business and meet new suppliers – 60+ in 2021!

Coupon Program

Hundreds of suppliers 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 Circles

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

Meaningful Volunteer Opportunities

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

Key Community Contacts in Your Backyard

Share ideas and build relationships with your industry partners!

Discounts

SAGE, Zoom Catalog, FedEx, 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



2022 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 are back!
Winter, Summer, and Promotions East – discounted registration.

Promo Sales Pitch

We bring You to the Distributors - Currently Sharing over 40 recorded videos to expand your reach!

Coupon Program

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

Flexible Online Learning

Participate in 30-60-minute webinars geared towards distributors to showcase your products, processes, and more!
No charge!
SAAGNY's Partnership with other regional associations expands your reach.

Experience Driven Learning

–Including Factory Tours and Demos – offer SAAGNY distributor members a 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 Circles

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

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Share ideas and build relationships with your industry partners!

PromoPulse

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

Meaningful Volunteer Opportunities

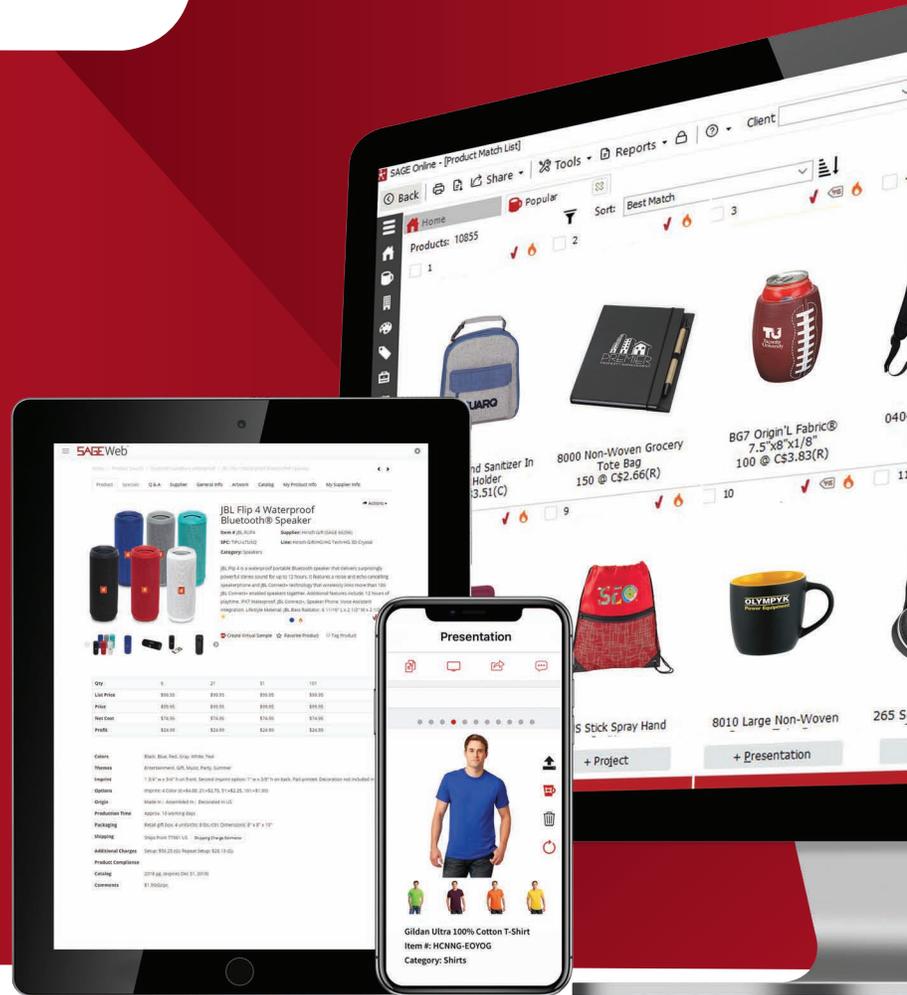
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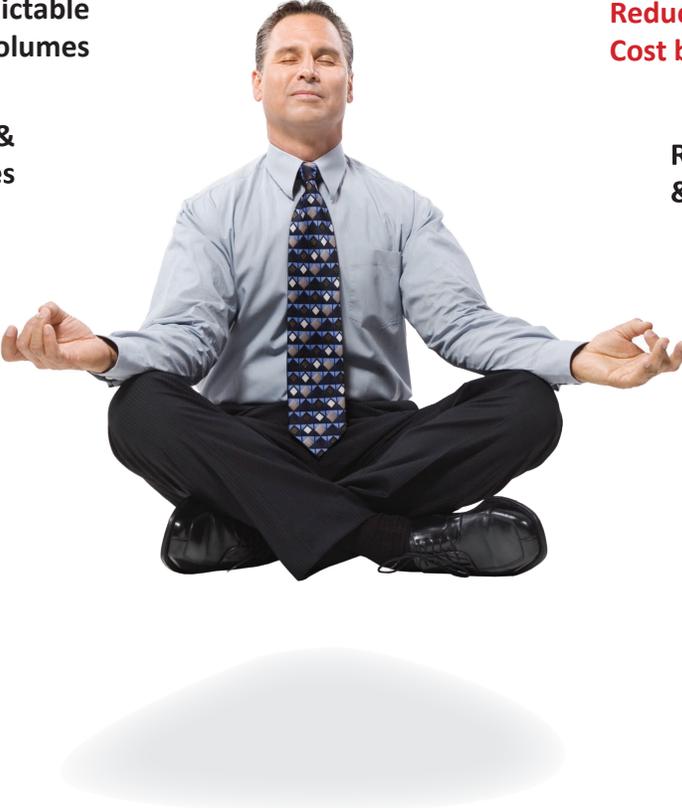
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Today managing growth and increasing the bottom line in the Promotional Industry is a tough act. The challenges are many: Unrelenting business pressure accelerated by shifting market dynamics – greater competition, shrinking margins, faster turnarounds 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!

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