

SAGNY
Life

OCTOBER

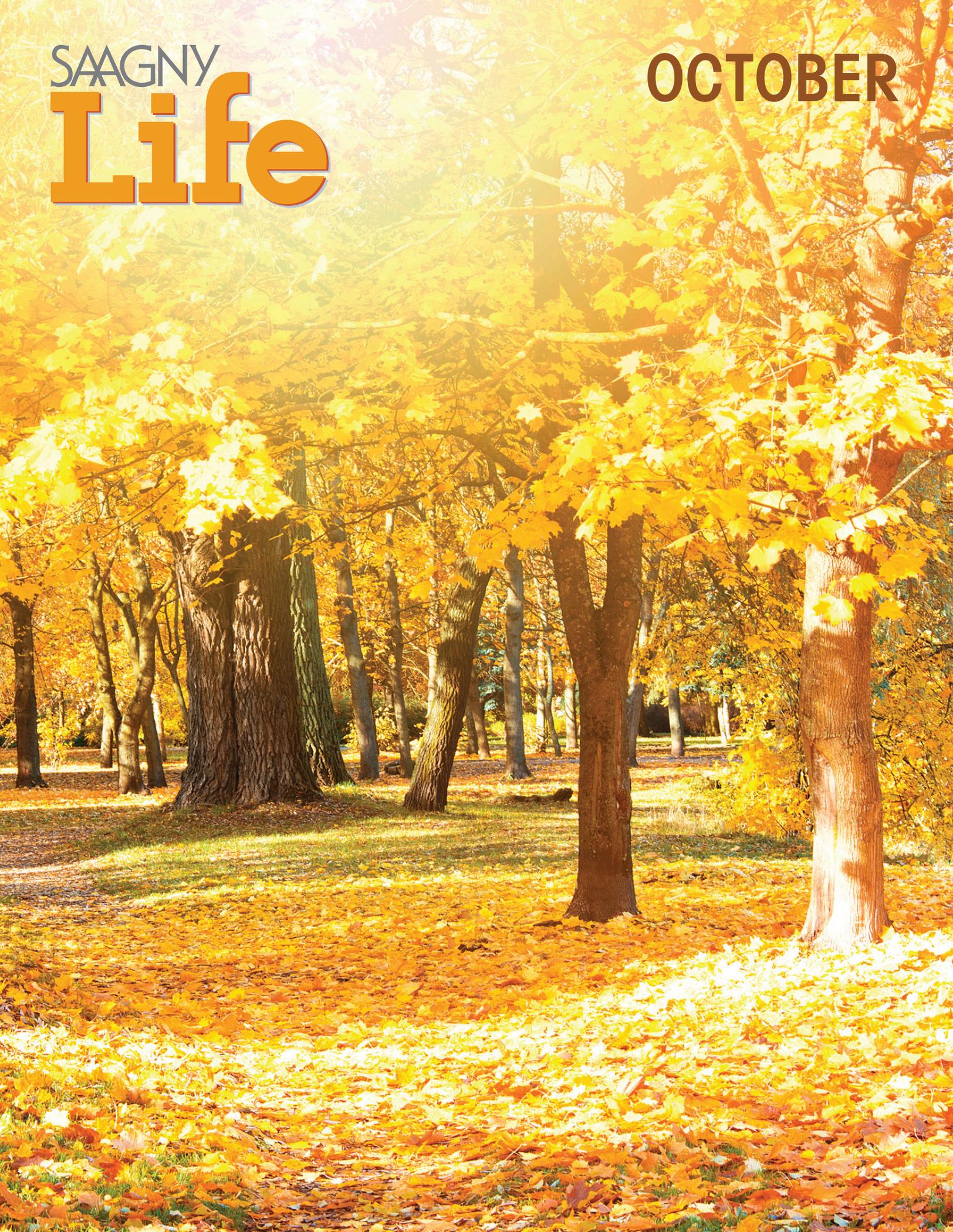


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CONTACT INFORMATION

SAAGNY

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

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

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From the Executive Director



Can you believe we only have a few months left of 2018?? SAAGNY has planned many exciting events in the tri-state area throughout the remainder of 2018, all of the events can be viewed at our website saagny.org. From Promotional Buzz to Meet N'Greets, Wine Tasting to Escape Rooms, Team Building Events to Factory Tours, there is something for everyone. And we are working hard to bring you some new and exciting events for 2019. I hope to see you at one or more of these events!

Thank you to all who joined us for the SAAGNY Fall Show in Teaneck, NJ! It was a great day for all and a terrific way to start off the holiday buying season.

Thank you to all who nominated colleagues and applied for SAAGNY awards. Make sure you cast your vote for your favorites. Winners will be announced live at the SAAGNY Holiday Party and Awards Celebration- Wednesday, December 12, – a fantastic evening of fun, comradery and finding out who the Award Winners are – don't miss it!

The SAAGNY Winter Show is being held at the Crown Plaza, Suffern, NY on Thursday, February 7, which will be here before you know it – yes I went there – Winter is Coming!

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 app store. With this app you access the member directory and events calendar on the go! Android app is coming soon!

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!

Best,

Donna-Jean

From the Executive Director



SAAGNY Cordially Invites You to Our

Holiday Party & Award Celebration

Wednesday, December 12 ❄️ 6-10 p.m.

Glen Island Harbour Club ❄️ 299 Weyman Avenue ❄️ New Rochelle, NY

We hope you will join us as we celebrate SAAGNY members' achievements over the past year. If you attended previous years' celebrations, then surely you will not want to miss the beautiful venue, the comradery, networking and the delicious food.

Members - \$50 a person

Non-Members - \$100 a person

Please RSVP by November 15 to donna-jean@SAAGNY.org or (914) 848-7369.

We look forward to an evening of celebration with you!

SAAGNY
SPECIALTY ADVERTISING ASSOCIATION OF GREATER NEW YORK



SAAGNY Award Finalists

SAAGNY Distributor of the Year (Annual Sales Below \$1,000,000)

Clearly Branded
Jellybean Promotions
JP Scar Inc.
Princeton Advertising Specialties
The Promotion Company

SAAGNY Distributor of the Year (Annual Sales Above \$1,000,000)

Axis
Geiger
Glazer Promos
Industrial Contacts Associates
LC Marketing
Stackable Sensations

SAAGNY Distributor Technology Award

Axis
iPROMOTEu
Multi Media Promotions
Stackable Sensations

SAAGNY Humanitarian of the Year

Larry Cohen – Axis
Gail Deutchman – Distinctive Promotions
Ian Miller – I Miller International
Shari Verrone – Stackable Sensations

Voting has begun!

– Check your Inbox.

Winners Announced Live at the SAAGNY Holiday Party and Awards Celebration,
Wednesday, December 12, Glen Island Harbour Club, New Rochelle, NY

Awards supplied by Orrefors Kosta Boda.



SAAGNY Award Finalists

SAAGNY Supplier of the Year (Annual Sales Below \$40,000,000)

Agua
Jarco
Magnets in Print
Sock Club
Tekweld

SAAGNY SUPPLIER of the Year (Annual Sales Above \$40,000,000)

Alphabroder
ETS Express
Hit Promotional Products
Prime Resources
Snugz
Vantage Apparel

SAAGNY SUPPLIER Sales/ Factory Representative of the Year Award

Jon Borowka – Hit Promotional Products
Jon Granek – Prime Resources
Jeff Hinds – ETS Express
Mike Leone – Hit Promotional Products

SAAGNY Customer Service Representative of the Year Award

Ranjan Barsley – Alphabroder
Dave Bennett – Prime Resources
Julienne Claver – Prime Resources
Will Flores – Tekweld
Alisa Gallegos – ETS
Chim Olisemka – Alphabroder
Holley Rogers – Hit Promotional Products

John J. Pagano Multi-line Representative of the Year

Jason Bickoff – Jules Scheck Associates
Josh Brooks – Brooks & Brooks
Walter Brzyski – Team Walter B
Mark Larned – Freedom Line Marketing
Tim Rosica – Rosica Marketing
Jules Scheck – Jules Scheck Associates

SAAGNY Decorator of the Year

C & S Hotstamping
Insane Apparel
One In A Million
Power Imprints

SAAGNY Humanitarian of the Year Award

Larry Cohen – Axis
Gail Deutchman – Distinctive Promotions
Ian Miller – I Miller International
Shari Verrone – Stackable Sensations

SAAGNY Supplier Technology Award

Bic Graphic
ETS Express
Polyconcept NA
SAGE
SanMar
Tomax

Voting has begun– Check your Inbox.

Winners Announced Live at the SAAGNY Holiday Party and Awards Celebration,
Wednesday, December 12, Glen Island Harbour Club, New Rochelle, NY

Awards supplied by Orrefors Kosta Boda.

Upcoming Events



Look What We Have Planned For YOU in 2018!

Thursday, October 25

Don Sanders, Learn How to Sell Five Orders a Day 8:30 a.m. EST

Thursday, November 8

Escape the Midnite Carnival with SAAGNY 6:00 p.m. at Puzzle Break Long Island, Syosset, NYA Great Team-Building Exercise

Thursday, November 29

Cathy Cain-Blank, CC Marketing Communications, How to Create Email Content That Drives New Business 8:30 a.m. EST

Wednesday, December 12

SAAGNY Holiday Party and Awards Celebration, 6:00 p.m. at Glen Island Harbour Club, New Rochelle, NY Award Winners will be Announced Live

Register at saagny.org !



ACTIVEWEAR
#BrandsDoneBetter



ALTERNATIVE.

Responsibly Fashionable

The Alternative Apparel collection, available at S&S, is committed to sustainability and conservation.

Responsibly fashionable - it's a promise woven deep into the fabric of the Alternative Apparel brand and one that you can feel for yourself. Alternative garments are crafted with sustainable materials, low-impact dyes and water-conserving washes.

Style with a purpose and a promise.



S&S Activewear is a national wholesaler of imprintable apparel, outerwear, bags and hats. Shipping from the West Coast, Midwest, and East Coast - our six fully-stocked distribution centers, get product to you fast and accurately. Choose from thousands of styles that are the perfect blank canvas for your logo or message.



www.ssactivewear.com/responsiblyfashionable

SAVE THE DATES!



Thursday, February 7, 2019

Breakfast: 8:45 a.m.

Pre-show Education: 9:15-10:15 a.m.

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

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

Crowne Plaza Hotel
3 Executive Blvd.
Suffern, NY 10901



A table top showcase for promotional products distributors and their clients

Tuesday, June 25, 2019

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

Lunch: 11:30 a.m. – 1:30 p.m.

Metropolitan Pavilion
125 West 18th Street
New York, NY 10901

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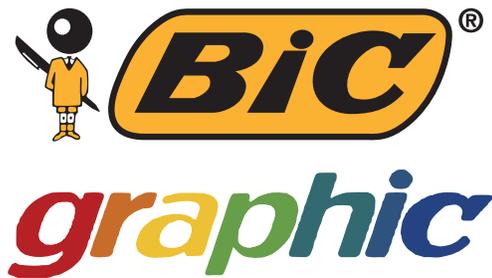
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BIC graphic BAGS

SAAGNY FALL SHOWCASE

Thank YOU to our Sponsors!

Gold Sponsors



Bronze Sponsors



Thank You



Thank you Jules Scheck & Associates for sponsoring the refreshments.

Thank you Prime Resources for donating the show bags.

Thank you Hit Promotional Products for donating the journals.

Thank you BIC Graphic for donating the show pens.

Thank you S&S Activewear for donating the staff shirts.

Thank you Insane Apparel for decorating staff shirts.

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

SAAGNY Social Media Information

SAAGNY

Let's Be Friends! On Social Media



#NEWGIFTCOLLECTION

as low as \$7.99 (C)
LEATHER PATCH FOR DEBOSSING

new LEEMAN™ NEW YORK A Prime Line® Exclusive FOB CT

LEEMAN™ Heathered Knit Beanie
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IT201

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For more information, please contact:

Jon Granek
Regional Sales Manager
jgranek@jetlinepromo.com
Cell: 845.304.5888

Madison Mastro
Mid-Atlantic Regional Sales Manager
mmastro@primeline.com
Cell: 724.972.1351



SAAGNY Members on the Move



Brian Deissroth

Vantage Apparel, Avenel, N.J., has appointed Brian Deissroth as eastern regional sales director. In this role, he will oversee the sales efforts of the company's regional sales team for all eastern accounts.

Deissroth joined the Vantage sales team in March 2018 after spending more than 10 years with a prominent promotional products multi-line firm. He is an active member of the Specialty Advertising Association of Greater New York (SAAGNY), and currently serves as an executive board member of the Philadelphia Area Promotional Products Association (PAPPA).

"I have been very impressed by Brian's professionalism, knowledge of the industry and his insatiable drive," said Ira Neaman, president of Vantage Apparel.

"I'm excited about the opportunity to work closely with our sales force and customer service team to deliver a top-tier customer experience," Deissroth said. "I'm equally as excited to be back working with our Eastern regional distributor partners while creating new and lasting relationships." For more information on Vantage Apparel, visit www.vantageapparel.com.

PRO TOWELS PROMOTES CORTNEY POWELL AND HIRES KATIE SENFT

The Pro Towels family of companies, including Pro Towels, Kanata Blanket Company, Superior and Neet Feet, is pleased to announce the promotion of Cortney Powell to Inside Sales, as well as hiring Katie Senft into a new position on Inside Sales team also.

Cortney Powell will now be working with our national customers from an inside sales position. She will work with these accounts on ideas for new projects, continue to cultivate relationships and sales opportunities with them, and overall ensure a smooth sales and order process for them. Even though this role for Cortney is officially starting now, she has been connecting with customers and building relationships since 2015.

Cortney has been working for Pro Towels since 2015, when she was hired for the position of Customer Service for the Southeast territory. She later went to customer service for all national accounts. Her strong experience with our customers and product line will greatly help her with her new role.

SAAGNY Members on the Move

Katie Senft is new to the Pro Towels family, but not a newcomer to the promotional product industry. Katie has a background working with distributors and suppliers in the industry ranging from prior positions as a sales and design correspondent to a technology service-accounts manager. She has worked in the industry for over 4 years. She also holds a degree in Bachelor's of Science in Psychology and Leadership. Katie, like Cortney, will also work with current and new customers on upcoming projects or sales opportunities.

"Cortney and Katie are going to be integral to our future. Pro Towels hasn't had an inside sales team and this will really bridge the gap in helping us better connect with our client base," Keith Lofton, Vice President of Sales states.

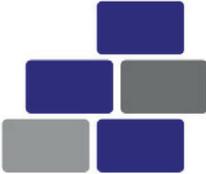
About Pro Towels

Pro Towels is the largest towel supplier to the promotional product industry with locations on both the east and west coast. The company offers in-house screen printing, sublimation and embroidery services to support a broad product line of beach, golf, and sport towels. Additionally, Pro Towels carries bathrobes and other beach accessories to complement its towel line. The Pro Towels family of companies also includes Kanata Blanket Company, a leader in premium blankets, décor and lifestyle products, Neet Feet, a supplier of quality custom logo flip flops and premium footwear, and Superior, a leader in contract decorating for the promotional products industry for over 35 years.

HELP US REBUILD THE FOUNDATION



SAAGNY
SPECIALTY ADVERTISING ASSOCIATION OF GREATER NEW YORK

**Promotional Products
Disaster Recovery
FOUNDATION**
A PPAI & RAC Initiative

Nearly \$53,000 has been distributed by the PPDRF to help 33 applicants get back to business.

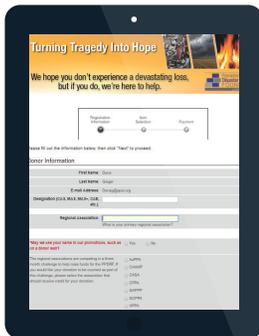
JOIN US IN THIS MISSION

DONATE

The regional association community is committed to helping rebuild this resource. Thank you for helping us in this mission.

DONATE ONLINE

(<http://www.regionalassociation.org/business-recovery-fund/want-to-donate>)



Note: Be sure to select our regional association so your donation will be credited to the efforts of our regional association.

MAIL YOUR CHECK TODAY TO

PPDRF
c/o PPAI Regional Relations
3125 Skyway Circle N
Irving, TX 75038-3526

Donor Name: _____

Regional Association : _____

The Promotional Products Disaster Recovery Foundation (PPDRF) was created by the Promotional Products Association International (PPAI) and the Regional Association Council (RAC) to help promotional products industry members and non-members get back to business in the wake of a federally-declared natural disaster.

PPDRF is recognized by the IRS as a 501(c)(3) non-profit organization. Donations are tax-deductible to the extent allowed by law. No substantial goods, or services are provided by the foundation in return for contributions.

Tim Howe Named PPB 2018 Rising Star

Congratulations Tim Howe, Spectrum Designs, for being named a PPB 2018 Rising Star!

Tim and nineteen other PPB2018 Rising Stars were recognized at the opening dinner of the PPAI North American Leadership Conference at the Mandarin Oriental Hotel in Washington, D.C.

“There’s no better indication of our industry’s bright future than the bold attitudes and ambition of these inspiring individuals,” said PPB Editor Tina Berres Filipski, in her opening remarks about this year’s honorees.

PPB’s Rising Stars is an annual recognition program that has sought out and spotlighted the industry’s young up-and-coming individuals since 2010. Those selected this year were among nearly 90 nominees recommended by their bosses, coworkers, clients or suppliers.

Tim Howe also was the recipient of the SAAGNY 2018 Rising Star Award. Tim also was one of nine industry professionals that earned their Certified Advertising Specialist (CAS) designations this past July. Tim joins an elite group of individuals who have demonstrated their commitment to the promotional products industry and to continuing their education.

Legislative Education and Action Day in New Jersey

SAAGNY and PAPP (Philadelphia Area Promotional Products Association) will be hosting a local Legislative Education and Action Day (L.E.A.D.) on Monday, December 17 in Trenton, where the message of the promotional products industry will be taken to state legislators. During this one-day event, PPAI staff will join with members of SAAGNY and PAPP to speak with state legislators and educate them on New Jersey’s promotional products industry.

L.E.A.D. Local is part of PPAI’s state-level legislative outreach efforts and delivers the promotional products industry’s message to state legislators. It is conducted alongside PPAI’s federal-level outreach and engagement with legislators, government agencies and regulatory groups, and the annual L.E.A.D. in Washington, D.C.

IF you are interested in being a part of L.E.A.D. local on Monday, December 17, please reach out to Donna-Jean at donna-jean@saagny.org or (914) 848-7369.

SAAGNY Member Spotlight



Erika Lippman,
AdLipps

What is your title/role at AdLipps?

I'm a "solopreneur" and although I have some contracted employees, I pretty much do every part of each job from sourcing and presentations, to order placement and billing

What do you like best about your company?

I love how creative I get to be working in the promotional products industry. Helping clients think outside the box to create and design unique branded items is a lot of fun. I get really excited when I see beautiful new products and help spread that enthusiasm to my customers.

What is new and upcoming with your company?

I hired a Director of Communications to help with marketing and email newsletters. We are also working on creating quarterly digital catalogs of hot products.

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

I danced in *The Nutcracker* as a child.

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

Fashion editor at a magazine

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

"Why fit in when you were born to stand out?" - Dr. Seuss

What is your passion?

In my free time I enjoy cycling and barre classes. I also love doing crafty projects.

What drives you?

My family. Providing for my children and enabling them to have all the "extras" makes all the late hours, stressful projects and tough customers worth it!

SAAGNY Member Spotlight



Jon Granek,
Prime Resources

What is your title/role at Prime Resources?

Regional Manager for NY/NJ/DE

What do you like best about your company?

Our great team that I have at both of our factories. I couldn't do what I do, without the inside support from the entire team, top to bottom.

What is new and upcoming with your company?

We have a big Q4 push with a holiday catalog. A lot of nice individual items along with many different gift sets for all price points. Also very excited to now have Marmot in our line, as a benefit of our being part of alphabroder.

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

I like to play old records on a retro record edison player I have. Happy to see vinyl making a comeback.

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

Professional Golfer, or Lawyer. Would love to get out of bed and say I'm heading to the office to play a few rounds...and I can piece together an argument for just about anything.

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

I am always quoting movies, and love quite a bit of them. But my favorite quote is from Sun Tzu, "He who knows when he can fight and when he cannot, will be victorious."

What is your passion?

I love to play golf, fish and just be outside. I like to play as many golf courses I can, and collect golf balls with course logos that I play....can't get away from promotional products!

What drives you?

My hunger to succeed, and be the best I can be at what I do. I am also very competitive by nature, which keeps a fire lit under me.

SAAGNY Member News

HERITAGE SPORTSWEAR RELEASES MID-YEAR FLEECE CATALOG

Just in time for Fall fleece buys, Heritage Sportswear releases 2018 Fleece Collection – Mid-Year Arrivals, a Zoom catalog flip book designed to allow decorators to add their logo to the cover and start selling. “We’re giving customers fresh, new fleece this Fall in an easy-to-share flipbook,” says Jim Dunne, VP of Sales.

Heritage partnered with Just Hoods AWDish to offer a fleece letterman jacket, hoodies and crews. Known for cotton-faced fleece that provides the best canvas for decoration, AWDish has a broad selection of popular colors to choose from.

Heritage also made a summer buy on the B7502 Bella + Canvas ladies cropped hoodie, a hot style from their Fast Fashion line. Inventory is available in black, military green, peach, and storm. “We’re very excited about our full line distributorship with Next Level – we have more than a dozen brand new fleece styles in stock and ready to ship today,” Dunne adds.

Shop Heritage Sportswear for fleece this Fall – the hottest styles of the season on the coolest fleece around. Customer Service is available 9 am to 6:00 pm, Monday-Friday at 1-800-537-2222. Heritage Sportswear is one of the largest suppliers of blank apparel and accessories serving the promotional products industry.

HUB PROMOTIONAL GROUP ADDS BCG CREATIONS TO ITS GROWING PORTFOLIO

In a deal finalized on September 14th, 2018, BCG Creations, (www.bcgcreations.com) was acquired by HUB Promotional Group (www.hubpromotionalgroup.com) (HUB) which is now comprised of six A+ rated suppliers:

- HUB Pen Company (www.hubpen.com)
- Beacon (www.beaconpromotions.com)
- Best Promotions (www.bestusa.com)
- Cooler Graphics (www.coolergraphics.com)
- Debco Bag Distributors (www.debco-solutions.com)
- BCG Creations (www.bcgcreations.com)

SAAGNY Member News

Based in Montreal, Quebec with a distribution center in Champlain, New York, BCG has served clients in the promotional products industry since Bill Miller founded the business in 1981. The company is known throughout the industry for its remarkably personal service in not only meeting the needs of its clients but consistently exceeding expectations. Recognized in both Canada and the United States for its expertise in emblematics and custom wood promotional products, BCG adds several new product lines to HUB which include custom lapel pins, keychains, medals, lanyards and ornaments, all supported by industry leading delivery times.

All HUB Promotional Group companies share a common foundation, anchored by best-in-class service, quick turnaround times and longstanding partnerships with their respective customer bases. BCG will continue to be led by Bill and Sharon Miller and their entire team will be retained moving forward. The integration is expected to be seamless for both employees and customers of both firms, while expanding the collective capabilities of both companies.

Joe Fleming, CEO of HUB Promotional Group says, “BCG adds a couple of unique product lines differentiated by highly personalized service. I am pleased to welcome Bill and Sharon Miller as well as their staff to our family of companies at HUB. HUB Pen (2017/18 PPAI Gold Supplier) and our partners Beacon, Best Promotions, Cooler Graphics, and Debco, all look forward to working with BCG to take their business to the next level.”

Bill Miller, BCG President, is excited by the opportunity to partner with HUB and grow his business. “Over the course of nearly 40-years, we have built our business based on an unwavering commitment to customer service. People matter to us at BCG and the opportunity to partner with a company like HUB that shares our values is so important. I am thrilled by the opportunity to expand BCG’s reach in the promotional industry, gaining new friends and clients as we continue to deliver on our promise of quality and service and contribute to HUB’s growth in the years ahead.”

ARIEL PREMIUM LAUNCHES NEW BRAND – TAROKO™ BAGS!

Ariel Premium Supply is proud to announce the launch of a new collection of retail-inspired bags – Taroko™ Bags. Available exclusively through Ariel, the opening collection of 5 bags is highlighted by duffels, backpacks and string backpacks. Each is inspired by the natural heathered marble palettes of the Far East that captures the aura of today’s urban elegance. Taroko™ Bags represents a new branding strategy for Ariel with a focus on providing quality bags that are both functional and stylish, all at extremely attractive price points.

SAAGNY Member News

The complete collection can be viewed at

https://s3-us-west-2.amazonaws.com/arielpdf/Flyers/us-br/Taroko_usd.pdf.

Ariel Premium Supply is a leading Top 40 Supplier to the promotional products industry. Established in 1993, Ariel offers a collection of technology, home, health, drinkware, auto and travel products to the corporate marketplace, serving both the U.S. and Canada. Ariel is a Minority Business Enterprise and is an active participant of the PromoStandards Alliance. Additional information may be found at www.ArielPremium.com.

SAGE SHOW 2018 A SHOW STOPPING SUCCESS

SAGE, the leading provider of information, marketing and business management solutions to the promotional products industry, just wrapped up its annual promotional products tradeshow. In addition to distributors, SAGE Show also welcomed over 300 invited clients to the largest end-buyer-friendly show in the area.

SAGE Show 2018 featured a multi-faceted, full-day event devoted to relationship building, education, and networking. SAGE and PPAI joined forces to provide professional education sessions throughout the day, dedicated to exploring cutting edge technology, improving sales and marketing skills, and promoting growth for promotional products businesses.

New and returning distributors and end buyers had the chance to explore over 250 top supplier lines, featuring the latest and most popular promotional items, including wearables, writing instruments, drinkware, sports goods, and much more. "It's extremely rewarding and exciting to bring our industry together each year for SAGE Show," said Eric Natinsky, SAGE CEO. "The open dialogue and positive feedback that we receive each year inspires us to continue delivering the best experiences for promotional products professionals."

SAAGNY Member News

Natinsky continued, “This new technology we’ve built is the first of its kind not only in our industry, but in the trade show industry as a whole. Along with all of the other features in our SAGE Mobile app and SAGE ShowLink lead retrieval app, we’re putting the promotional products industry at the forefront of trade show technology, making trade shows more productive for both the attendees and the exhibitors. We’re excited to bring this technology to all of the other shows that are managed by SAGE Event Services.”

“SAGE Show surpassed our expectations this year. We want to thank all the distributors, suppliers and sponsors that made SAGE Show 2018 possible,” said David Natinsky, MAS, SAGE President. “And we are already looking forward to delivering another amazing experience for SAGE Show 2019.”

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. For more information, please visit www.sageworld.com or call 800.925.7243.



SAAGNY Member News

Spectrum Co-founder Stella Spanakos (in white) is surrounded by Spectrum employees and local officials at the opening of the new manufacturing facility on Friday.

It began in 2011 with a small crew and one piece of equipment in a converted barn behind Stella Spanakos' home. On Friday, Spectrum Designs — the clothing manufacturer that is one of the largest employers of adults with autism in the country — held a ceremony to celebrate the opening of its biggest space yet.

“This day means a lot,” said Stella Spanakos, the co-founder of Spectrum. “It means I wasn't just crazy, out of my mind when I decided to go ahead with this.”

The new building on 366 Main St. in Port Washington will be a larger space, allowing Spectrum to increase production while also reducing noise and providing amenities for workers. Many of the workers were on hand for the ceremony, with one cutting the ribbon to officially open the new facility.

“The future is bright for Spectrum Designs and this tremendous milestone will help to further impact the lives of so many and build a legacy,” said co-founder and CEO Patrick Bardsley.

Reflecting on Spectrum's journey after the ceremony, Spanakos said she had discussed the idea with her husband. His death in 2010 finally spurred her to take action. “I had an option: I could either wallow in self-pity, or I could be the change I wanted to see in the world and make something happen,” she said. “And I chose the latter.” She founded the project with her friend Nicole Sugrue and Bardsley, who had worked with Spanakos' son. Originally the Nicholas Center for Autism — named for Spanakos' son — the group looked for a way to provide adults with autism for a way to make a living. Spanakos looked for something that was recession-proof and settled on making shirts.

“It was repetitive, it was start-to-finish, and it would be a great fit,” she said.

After a few months of experimenting, the operation moved out of Spanakos' barn and into 416 Main St. in Port Washington, making 75 T-shirts a day. When that space proved too small, Spectrum moved their manufacturing to the Community Chest of Port Washington's building, where they stayed for two years. But with business continuing to grow, Spanakos said the business needed its own space, prompting the move to 366 Main St. Clients for Spectrum include Google, Facebook, Comedy Central and Nieman Marcus. They also provide clothing to a number of local governments, including the Town of North Hempstead. “These were the best shirts we've ever had,” said Town of North Hempstead Supervisor Judi Bosworth.

SAAGNY Member News

Other local officials in attendance were Town Councilwoman Dina De Giorgio, Town Clerk Wayne Wink, Nassau County Legislator Delia DeRiggi-Whitton (D-Glen Cove), and state Sen. Elaine Phillips (R-Flower Hill), who offered praise to the company's mission. "This is really bringing the community together and embracing all individuals," she said. "I am so proud to be a part of it, this is exactly where our tax dollars [should go]." The other officials each took their turn to commend Spectrum and its leaders for their work in Port Washington. And Spanakos thanked the officials for their help in growing Spectrum.

"It truly takes a village," she said.

Welcome New SAAGNY Members

Agua - Supplier

Apex Advertising - Distributor

BILD Enterprises LLC-Supplier

CI Group – Distributor

Creating Brand Legacy-Supplier

Mak Group/Tomahawk Garments–Supplier

Mowry Promotional Products-Distributor

Optimum Promotional Products - Distributor

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PPAI Government Relations Update

Ways And Means To Release Tax Reform 2.0

The House Ways and Means Committee is set to release its new tax proposal during the second week of September, with the committee holding a hearing on the bill Thursday, September 13. The new tax legislation aims to supplement 2017's Tax Cuts and Jobs Act, which left many businesses looking for guidance on the new law's applications. One of the proposals in the new legislation is to make the changes to tax rates for individuals and small businesses permanent. Under the Tax Cuts and Jobs Act, many of the provisions for individual tax cuts are set to expire in 2025. Another proposal in the new tax legislation would allow entrepreneurs to deduct a higher amount of their startup costs. Other proposals in the new tax legislation would make limits on the State and Local Tax Deduction (SALT) permanent and eliminate the age limit on IRA contributions. After the Ways and Means Committee hearing, the House of Representatives plans to vote on the new tax legislation before the end of September.

PPAI, Other Trade Associations Send Letter To United States Trade Representative

PPAI has joined 21 other trade associations to participate in the public commenting period related to the Section 301 tariff proposals. The commenting period expired September 6 and allowed interested parties to respond to the third tranche of import tariffs under the United States Trade Representative's (USTR) Section 301 investigation. The commenting period also requested feedback regarding the proposed rate increase from 10 to 25 percent. The letter noted the U.S. already imposes tariffs on the items outlined in the tariff list, including baseball hats, backpacks and a wide variety of other consumer products. The letter also pointed out how the tariff increases would raise prices for American consumers and threaten U.S. jobs in the process. PPAI is on the record opposing any tariff proposals. Due to the rise in consumer prices that results when tariffs are applied to products, tariffs are effectively a tax on consumers. PPAI LAW has a series of pre-populated letters that can be sent to local members of Congress. [Click here](#) to inform your elected officials about the negative impact tariffs would have on the promotional products industry.

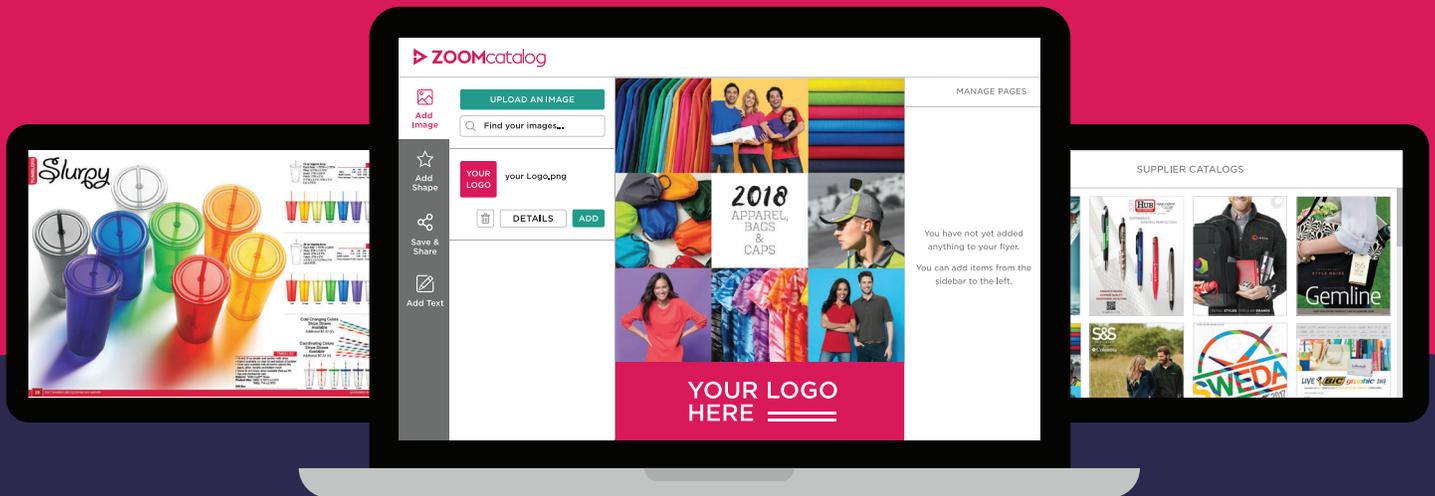
PPAI Government Relations Update

USPS Proposes Changes To Marketing Mail Requirements

The United States Postal Service (USPS) has issued a notice of proposed rulemaking regarding new mailing limitations for marketing mail. The proposed change would limit marketing mail to content that is paper-based or printed matter. No products of any type would be allowed, regardless of the item's value. If approved, this new rule would eliminate magnets, buttons and a variety of other items often included in marketing mailers. Any object that cannot be sent as a letter size or flat piece would not qualify for mailing via USPS marketing mail and sending would require using another method such as Parcel Select or Priority Mail. A wide variety of organizations including small businesses and nonprofits would be deeply harmed by this proposed limitation to the USPS mailing standards. Please reach out to the USPS manager for product classification at ProductClassification@usps.gov , and use the subject line "USPS Marketing Mail Content Eligibility" to share your concerns about this proposed rule. To use a pre-written letter via the PPAI Law website, please [click here](#) .

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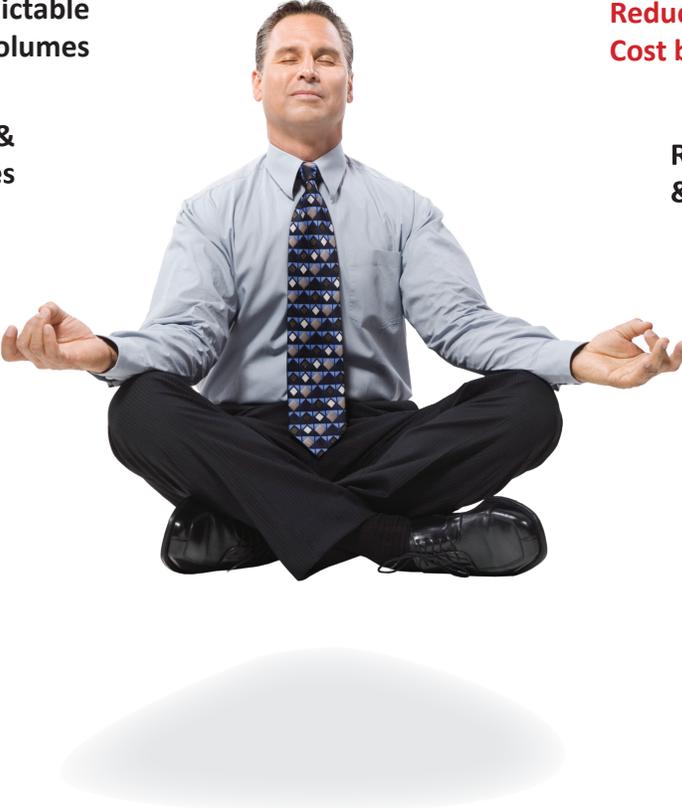
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