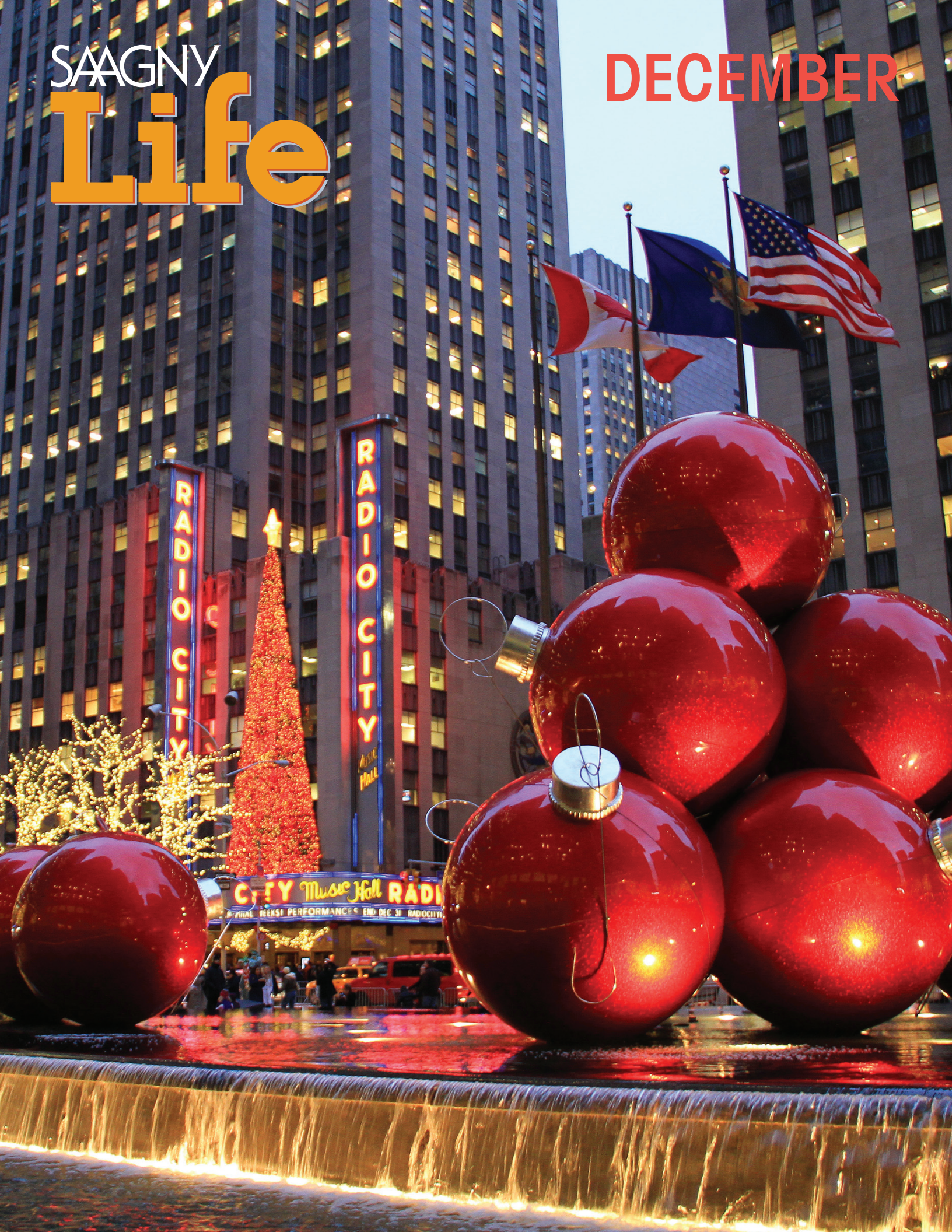
SAAGNY

Life

DECEMBER



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CONTACT INFORMATION

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

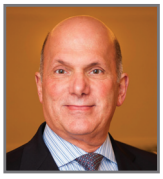
Donna-Jean Plante
Executive Director
Donna-jean@saagny.org

2018 SAAGNY Board Of Directors

PRESIDENT
John R.B. Cudahy, CAS

VICE PRESIDENT
Paul Sprunk
Paul W. Sprunk Associates (MLR)

SECRETARY / TREASURER
Rachel Levin, CAS
Leader Promos (D)



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Staples Promotional Products (D)

DIRECTOR
Cindy Rosen
Zagwear (D)

DIRECTOR
Irwin Kotcher
Merri Moments (D)

DIRECTOR
Catherine Meyer
Cameo Promotions (D)

DIRECTOR
Ken Rode
Cutter & Buck (S)

DIRECTOR
Marcus Sweeney
Hit Promotional Products (S)

From The President

As my tenure as SAAGNY President comes to an end, I want to state how truly proud I am of our many accomplishments. Over the past two years, SAAGNY has experienced growth and success throughout every facet of the association. We are organizing and executing more events than ever, attendance at shows has steadily increased, and membership is at its highest level in over five years. Our partnerships are solidified, and the association is financially sound, ready to take on the future.

These achievements did not come without tremendous efforts, nor do they rest upon the shoulders of one person. It took willed collaboration from every member of the Board of Directors. A special thank you to the SAAGNY Executive Director, Donna-Jean Plante, her fresh perspective and extensive professional history has breathed new life into the association. To the outgoing board members, thank you for the countless hours of your time and dedication. You have all played major roles in the success and development of the association. To the incoming board members, thank you for your initiative and willingness to serve. The future of the association rests in your hands. Finally, and most importantly, I wish to extend a huge thank you to the membership. We are here to serve you, and without your support, the association would not be what it is today.

As I pass the gavel, I want to express my gratitude to SAAGNY and the membership for the opportunity to serve as your president. This endeavor has been a constant learning experience, bettering me for both my personal and professional careers. I look forward to the future success of the association and its members.

Yours truly,

John R.B. Cudahy, CAS
SAAGNY President 2017-2018

From the Executive Director

Well we are at the close of another year and onto new beginnings! SAAGNY is planning many exciting events in the tri-state area throughout 2019, all of the events can be viewed at our website saagny.org and will be printed on the 2019 calendar you can expect to receive in the mail in early 2019. From Promotional Buzz to Meet N' Greets, Wine Tastings to Ax Throwing, Team Building Events to Factory Tours, Showcases to Walking Food Tours there is something for everyone. I hope to see you at one or more of these events!

Make sure you meet your 2019 Board of Directors in this issue – they are working hard for YOU!

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

Don't forget to login into your profile and update your contact information so fellow SAAGNY members can find you in our online membership directory which is exclusively for SAAGNY members.

Make sure you check out new member features and benefits – SAAGNY Job Board, SAAGNY + Promo Hunt, and SAAGNY Coupon Book – coming February 7!

Any questions – do not hesitate to reach out!

Best,

Donna-Jean

S&S
ACTIVEWEAR

Raglan Hoodie

INDEPENDENT TRADING CO.

IND40RP - RAGLAN HOODED PULLOVER

This 2-tone raglan pullover hoodie is available in a variety of great color combinations! Key features include a jersey lined hood, nickel eyelets, flat drawcord and 1x1 ribbing at cuffs and waistband. **Adult sizes:** S- 3XL

INDEPENDENT
TRADING COMPANY

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

SAAGNY

SPECIALTY ADVERTISING ASSOCIATION OF GREATER NEW YORK

Mark Your Calendar!

SAAGNY WINTER SHOWCASE

Thursday, February 7
Crowne Plaza Suffern – Mahwah
Suffern, NY

SAAGNY SUMMER SHOWCASE
A table top showcase for promotional products distributors and their clients

Tuesday, June 25
Metropolitan Pavilion
New York, NY

SAAGNY FALL SHOWCASE

Tuesday, September 17
Teaneck Marriott at Glenpointe
Teaneck, NJ

SAAGNY Member Spotlight

Rich Susi, Taylor Communications

What is your title/role at Taylor Communications?
Account Manager

What do you like best about your company?
The fast paced environment and having the opportunity to work with some very high profile clients. Taylor's aggressive motor for acquisition and growth is also inspiring. It's comforting to know that you work for a company that wants to be the best and puts the resources into achieving their goal.

What is new and upcoming with your company?
Taylor is an industry leader in rapid growth and we will invest in more technologies, people, and infrastructure in order to keep fueling that fire in 2019! Taylor continues to explore acquisitions to enhance our capabilities in strategic markets and industries. Taylor will continue to look into acquisitions and is a perfect place for independent distributors as well. We have also heavily invested in building unique programs targeting Human Resources professionals, including a flexible suite of rewards and recognition solutions that can be tailored to fit our client's specific needs. This will continue to be a big priority for us moving into 2019.

Tell us something about you that most people may not know.
I am currently in the process of teaching myself how to play classic and electric guitar. I am a year into my journey. I like to cycle through classic rock artists like Pink Floyd, The Grateful Dead, Led Zeppelin and The Doors. My goal is to perform in front of at least one crowd in my life.

If you could choose any profession other than your current one, what would it be?
Sports Broadcaster, I am a huge sports fan and achieved my degree in Communications from the University of Tampa in 2010. I always wanted to be on the radio and TV calling games and talking sports. The closest I got was calling play-by-play for the University of Tampa's baseball team on our campus radio station. This career path didn't materialize but the skills I developed while in pursuit I still use to this day when working with customers.

What is your favorite quote (movie/literary/personal)?
"The only person that is going to tell you that you can't do things in life are people who have failed." - Chris Jericho

What is your passion?
I have been focused on physical fitness and nutrition since 2011. Routine trips to the gym and maintaining a healthy lifestyle is something I am extremely passionate about and sharing that passion with others who want to follow a similar path is extremely fulfilling.

What drives you?
I want to be considered an asset to any team I am a part of. I want people to look back on their decision to put their trust in me and consider it one of the best decisions they could have ever made. That to me is what I believe leads to success. If you can do this, the rest will fall into place.

SAAGNY Member Spotlight

Brendan Pigott, Ariel Premium

What is your title/role at Ariel Premium?
Northeast Regional Sales Manager

What do you like best about your company?
The support provided by our hardworking inside sales and customer service teams

What is new and upcoming with your company?
Ariel Premium Supply is continuously broadening our offerings by expanding into new product categories and enhancing imprint capabilities.

Tell us something about you that most people may not know.
I'm a second-generation promotional product salesman.

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

What is your favorite quote (movie/literary/personal)?
"You want Philly Philly?" – Nick Foles

What is your passion?
Philadelphia sports and supporting those less fortunate

What drives you?
A Mazda CX-5 (lol)

SAAGNY Member News

INKWELL GLOBAL MARKETING

Inkwell Global Marketing, Manalapan New Jersey, is pleased to announce the opening of its latest office on Long Island, New York. Located at 510 Broadhollow Road, Melville NY, it joins Inkwell's other locations in NYC and Manalapan, New Jersey.

Additionally, Inkwell is excited to welcome the following personnel to our team:

Patricia Pasco
Director of E-commerce

Blair Glass
Sales assistant

Thomas Kearns
Account Executive

For further Information see: inkwellusa.com

Chocolate Inn / Taylor & Grant and Lanco

Chocolate Inn / Taylor & Grant and Lanco is excited to announce the acquisition of Screen Printers Design, Inc. ("SPD" or the "Company"). SPD has been a leader in the local souvenir, specialty screen and embroidery printing businesses for over 40 years. The Company is best known amongst ASI distributors for its quality, pricing and production time in contract decorating.

"I am excited to announce the acquisition of SPD," said Lance Stier, a principal of NC Chocolate, the Parent Company of Chocolate Inn / Taylor & Grant and Lanco. "This marks our first add-on to our Lanco acquisition and the continued expansion of our screen printing and embroidery capabilities." The Company, previously located in Farmingdale, NY has been relocated to Lanco's Ronkonkoma, NY facility. New embroidered and screen print items that are currently being developed by Chocolate Inn/ Lanco and will be featured in its Holiday catalog, along with 30+ other new holiday SKUS, include:

- Premium Toiletry Sets: featuring products developed and formulated by our in-house chemists with holiday themed scents
- Edible & Bag Sets: featuring our best-in-class assortment of freshly manufactured edibles in a premium bag collection
- Edible & Cooler sets: featuring our best-in-class assortment of freshly manufactured edibles in premium cooler collection

SAAGNY Member News

"I am excited to leverage these great capabilities across our platform," added Stier. "We will be introducing new 'kitting' items which combine bags, drinkware, coolers and our award-winning edibles, as we continue to work to deliver a one-stop shop to our distributor customers. We are also excited to assist our distributor customers with their decorating needs."

ABOUT Chocolate Inn and Lanco

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

QUINN Welcomes Team Walter B Multi-Line Sales Force Positions QUINN For Growth in Mid-Atlantic

Aspiring to further promote its brand, QUINN is honored to announce its partnership with the TeamWalter B multi-line sales force. Since 2002, TeamWalterB's sales agency has served the Mid-Atlantic and New York metropolitan areas. Featuring a 4-member team with 35+ years of promotional experience, TeamWalterB recognizes the interconnection between manufacturing, marketing, and sales, enabling them to excel in maximizing efforts to advance brand awareness and offer distributors successful promotional solutions.

Expanding its reach and capabilities, QUINN plans to bolster its recognition in the surrounding states and continuously strive to become the leading brand of flags, banners, and trade show displays in the promotional products and ad specialty industry.

Established in 1994, QUINN is rapidly becoming the industry's premier fabric printer and manufacturer of Flags, Banners, Table Covers, Show Displays, Tents, Soft Signage, and Spirit Wearables. Seeking to be one of the most recognized brands of promotional products, QUINN continually strives to adapt and build solid relationships with customers, while producing top quality products at low industry prices.

For more information, please visit https:*//www.quinnflags.com*

SAAGNY Member News

SAGE presents rating awards to 1,374 suppliers based on distributor ratings from SAGE Online, SAGE Web, and SAGE Mobile.

SAGE announces its 2019 supplier rating award winners. Each year, SAGE presents industry suppliers with A+ and A rating awards based on distributor ratings collected in SAGE Online, SAGE Web, and SAGE Mobile, the industry's most popular product research and business management solution.

This year, 1049 suppliers received the top A+ rating, while another 325 suppliers received an A rating. A total of 34 percent of all active suppliers in the SAGE database received an award this year. As part of the Power of Two relationship between SAGE and PPAI, suppliers with SAGE ratings are also considered for eligibility in the industry's annual PPAI Pyramid Supplier Star Awards Competition.

"We treat our Supplier Rating Awards with the utmost respect because they are a testament to each supplier's dedication to product safety and customer service," said SAGE President, David Natinsky, MAS. "This is why we're so proud to recognize our award-winning suppliers for setting the standard of quality and integrity in the promotional products industry."
Awards are based solely on the distributor rating system that is part of SAGE Online, SAGE Web, and SAGE Mobile. The SAGE rating system is widely known within the industry for providing the most accurate and reliable supplier ratings.

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

Distributors using SAGE's industry-leading research and business management tools can make more informed decisions about suppliers by accessing suppliers' current, real-time ratings, including peer distributor comments as well as full award information, including any additional industry awards, for each supplier.

Supplier award winners will have access to a variety of marketing collateral to promote their A+ or A rated status, including logos for their catalogs, websites, and email signatures.

SAAGNY Member News

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, tradeshows, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association as well as Promotional Products Professionals of Canada (PPPC), Canada's non-profit association. For more information, please visit *www.sageworld.com* or call 800.925.7243.

TERRY TOWN ANNOUNCES MOVE TO LARGER FACILITY

Terry Town (asi90913, ppai230911, sage66966), award winning supplier of towels, blankets, robes and spa/home accessories announces it will open its doors to a new, larger, state of the art facility in Southern California on October, 12th. The larger facility will increase Terry Town's decorating capabilities & distribution capacity.

"This new facility will allow us to support & manage our rapid growth by adding increased inventory and additional decorating equipment and technology. We are confident the move will be seamless and we will continue to provide the same exceptional quality & service that our customers are accustomed to" says **Jeff Erdogmus, Operations Director.**

"We want to personally thank all of our distributor partners for their continued support. We are extremely excited and cannot wait to relocate in order to better serve our customers and manage future growth opportunities" states **Matt Bitran, Sales Manager.**

Terry Town offers the highest quality of Towels, Blankets, Robes and spa/home gift items in the promotional product industry. Their unique embellishment capabilities such as award-winning edge to edge sublimation, screen printing and exceptional embroidery can be found at *www.terrytown.com.*

SAAGNY Member News

Allen Color Craft

Stan W. A. Dohan, MAS, MASI, President, COO is pleased to announce the promotion of Judy Richardson to General Manager. Judy has previously served in the position of Collegiate and Retail Brands Manager.

“Judy has come up through our organization starting out in Customer Service in (insert year…need to check with HR Records). Judy really helped guide our growth and became a Manager in Brands in 2013 when I segmented our ASI/ PPAI; Collegiate; and Outdoor Retail/ Housewares business units. Judy is a can do, solution and team-oriented star in our organization, and terrific in building inter-departmental consensus for the overall best interests of the Allen Company. She is very deserving of this promotion and title.”

The Allen company, founded in 1959 is A third generation family and private business and worldwide leader in branded drinkware and hydration design and custom imprinting.

Towel Specialties promotes Sarah Harris to Inside Sales Director

Towel Specialties announced this week that Sarah Harris has been promoted to the position of Inside Sales Coordinator. She will be responsible for assisting customers primarily in parts of the Southeast and Midwest. Sarah started with Towel Specialties in 2013 in order entry. “We’re very happy that Sarah has accepted this position,” says Shawn Kanak, Vice President of Sales. “She has demonstrated a great ability to work with customers both in the office and at trade shows and we know she will continue to be a huge asset to us.”

Towel Specialties is the parent company of Cobblestone Mills and Xpress Towels.

SAAGNY Member News

AZX/Simplified Sourcing Hires Heidi Urban

AZX & Simplified Sourcing announces Heidi Urban will be their new Director of Business Development.

“We are excited to announce that Heidi Urban has joined our team taking on the role of Director of Business Development,” said Teddy Scott, senior vice president of sales & marketing. “Heidi brings 15+ years of industry experience to AZX & Simplified Sourcing and will be an integral part in our accelerated growth and expansion into new product lines in Canada and the U.S.”.

“I am ecstatic to be joining the fantastic AZX team! Keeping distributors top of mind and building strong relationships, I am eager to bring my passionate dedication to AZX and the overall business development” says Heidi Urban.

PASSING OF DICK ELIAS

It is with deep personal regret that we inform you of the passing of our good friend and colleague of many years, Dick Elias. Dick touched so many throughout his long career. He began his 32-year Promotional Products career with Shaw Barton in 1986 and moved to HALO with the JII acquisition.

He treated everyone as a friend. Dick was an Army veteran and very active in his community. Recently his wife Marge and he celebrated their 50th Wedding Anniversary. Dick leaves a beautiful loving family and a wealth of friends and colleagues all of whom will miss him dearly. Dick, beloved husband, father and grandfather, died on Saturday, November 10, 2018, following a heroic battle with leukemia. Dick grew up in Rockville Centre and lived in Merrick for 42 years. He was an active member of Temple Beth Am Brotherhood and a veteran of the US Army. He was a true salesman who connected with people everywhere he went throughout his life. Dick is survived by his loving wife of 50 years, Marge, his three children, Daniel (Marcia), Jason (Danielle), and Caren (Adam).

Welcome New SAAGNY Members

ERB Industries, Inc. dba ERB Safety and Fame Fabrics (S)

GAME Sportswear LTD (S)

Global Marketing Products (S)

HM Marketing (D)

PromoMatting By Americo (S)

Starline (S)

Agua (S)

TCB Promotions (D)

Meet the 2019 SAAGNY Board of Directors

Paul Sprunk, President

Paul is a multi-line rep, living in Northern NJ. He loves the promotional product industry and all the people involved. Paul is proud to serve on the Board of Directors of SAAGNY Paul's outside interests include travel, golf, wally ball, movies, and concerts.

Rachel Levin, Vice President

Rachel Levin brings 17+ industry experience to the SAAGNY association. She has volunteered in various industry events and programs as well as participating as a volunteer outside of the industry. Rachel joined the board of SAAGNY in October of 2015 and has valued the opportunity to be a part of the evolution and strength of the SAAGNY organization. Rachel is a native of Queens, New York where she resides with her husband and her 4-year-old Shorkie. She loves to travel abroad or even a spontaneous weekend road trip. She is a diehard Yankee fan with an overall love for "The National Pastime". Rachel also has a long-time hobby of skydiving – she received her USPA Fun Jump License with almost 20 jumps logged.

Michael Reisbaum, Secretary/Treasurer

Michael Reisbaum is a 25+ year Promo Products Veteran, with experience as a Distributor, Decorator, and Supplier. Most recently as Director of National Accounts at Top 40 Supplier Blue Generation, Reisbaum was a SAAGNY Board Member between 2007-2015. "I'm thrilled to have been asked to come back onto the SAAGNY Board, I've got some distance from being a Director for the last few years, so I'm re-energized with some terrific new ideas and focus that will help push SAAGNY and the industry forward."

With years of experience working at Distributors small and large, as well as start-up Suppliers and giant industry movers, Reisbaum brings a unique perspective to the SAAGNY Board and has worked at creating a personal Brand that advocates successful project completion with transparency and profitability for all. "The Promo landscape is changing faster and more seismically than ever, SAAGNY has to adapt with it. We've got to be nimble and innovative, seeking out value and meaningful content and programs for ALL our members. I want to be a part of that!"

Meet the 2019 SAAGNY Board of Directors

John R. B. Cudahy, CAS, Immediate Past President

John R. B. Cudahy, CAS, is a 14-year industry veteran. John just finished a two-year term as the SAAGNY President. He has been an active volunteer in SAAGNY since 2007. In addition to his regional volunteer service, Cudahy has also dedicated his time to multiple PPAI Work Groups as well as the Promokitchen Mentor Program. He is a firm believer in giving back to the industry that has provided him with so much. Graduating from the University of Buffalo in 2004, Cudahy entered the promotional products industry. Spending his entire career on the supplier side, he worked his way from a customer service representative, to a regional sales manager, key accounts manager, and national account manager. His dedication to his career, and the industry as a whole, has led him to be honored multiple times by both SAAGNY and PPAI. Cudahy historically spends his free time traveling the world with his wife Mandy. To date visiting 18 different countries across 6 continents. However, they recently decided to take on a new challenge. The Cudahy's welcomed their first child, a beautiful baby girl, in August 2018. They do intend on traveling again, as the new baby girl has her own passport!

Christian Brandt, Director

Christian Brandt has over 17 years industry experience supporting distributors and suppliers. Christian recently joined The Magnet Group as the New York/New Jersey Sales Manager. Before joining The Magnet Group, Brandt was the Director of the East Coast Sales Team at the Vantage Apparel. An experienced and highly-accomplished sales professional in the promotional products industry, Christian had previously worked for PolyconceptNA for over seven years.

Before Vantage Apparel and PolyconceptNA, Christian was the Executive Director of Distributors Services at the Advertising Specialty Institute for over ten years. Christian managed the services for Distributor Membership, ASI Catalog Services, and ASI Credit Connect. Brandt received several awards from leading distributors and SAAGNY. Most recently Christian was honored twice as the 2016 and 2017 SAAGNY Supplier Salesperson of the Year. "I am looking forward to using my banking and industry experience to support the SAAGNY membership"- says Brandt.

Trish Glazer, Director

Trish established Glazer Promos in 2001 with the single mission of bringing her 10 years of advertising and marketing experience to creating a complete Promotional Product Agency experience. Her focus has been on creating a full-service experience for our clients and a fun, open team-oriented work experience for my staff. After placing in the "Best Places To Work" in our industry in 2016 I know my team is meeting our goals. While Trish is "on" 24/7, traveling is her meditation. Both quick jaunts and extended working vacations too far off destinations refuels her soul, her creativity, and her focus to succeed. Her 2 sons are her rocks and give her the drive to stay relevant and current. Trish's office family gives her the strength and desire to do better every day.

Meet the 2019 SAAGNY Board of Directors

Irwin Kotcher, Director

My wife began Merri Moments in 1983. After spending 13 years in the advertising world, I joined her, and helped grow our company. As a distributor, I have always tried to draw upon my roots, and work with clients to determine the best type of product to help market and promote their business.

Being a SAAGNY member, has not only provided me with a greater opportunity for product knowledge, but has also helped me to further increase the relationships with both suppliers, multi-line reps, and distributors.

Along with my wife, and 2 sons, we are all very much a sports family. While the overall New York professional sports scene is not too bright these days, we all still love to watch and go to games.

Sean Kurtzman, Director

Sean joined the team at Midnite Snax five years ago. He is passionate about the needs and goals of his clients and specializes in delivering quality products to enhance and elevate experiences. Sean found his passion for sales and truly enjoys his role in the Promotional Products industry. Sean has continued to maintain and grow relationships with both Distributors and Suppliers. At Midnite Snax, Sean has been working tirelessly to grow business and generate new relationships with clients throughout the country.

Cindy Rosen, Director

Cindy Rosen has been in the industry for over fifteen years working in a senior sales role on the Distributor side. Her background in promotional marketing includes solutions for her clients on custom branded merchandise and apparel, packaging, print, and fulfillment services. Cindy has been on the SAAGNY Board for one year and is also representing SAAGNY as our RAC (Regional Association Council) delegate in 2019.

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BiC graphic WRITING INSTRUMENTS

SAAGNY Social Media Information

SAAGNY

Let's Be Friends! On Social Media

/SAAGNY1 /SAAGNY /SAAGNY /SAAGNY

#LIGHT-UP-YOUR-LOGO

Leeman™ Light-Up-Your-Logo Power Bank
LG-9412

16 oz. Light-Up-Your-Logo Double-Wall Tumbler
MG369

Light-Up-Your-Logo Duo USB Wall Charger
IT130

Light-Up-Your-Logo Cable Set
IT140

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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

ACCREDITED QCA SINCE 2009

On Demand Webinars

Did you know that SAAGNY records our monthly webinars and you can access them at the time that is best for you?

2018 Webinars can be found here

https://www.gotostage.com/channel/75c5509f083f4f2a80381a5aac727e41?login=corporate

Never miss a thing!

Old SAAGNY Presidents Don't Die – They Just Fade Away

SAAGNY's oldest living Past President, Howard Silverman is this month's featured Past President. Howard was President of SAAGNY 1963-1964.

What was going on in the world in 1963-1964?

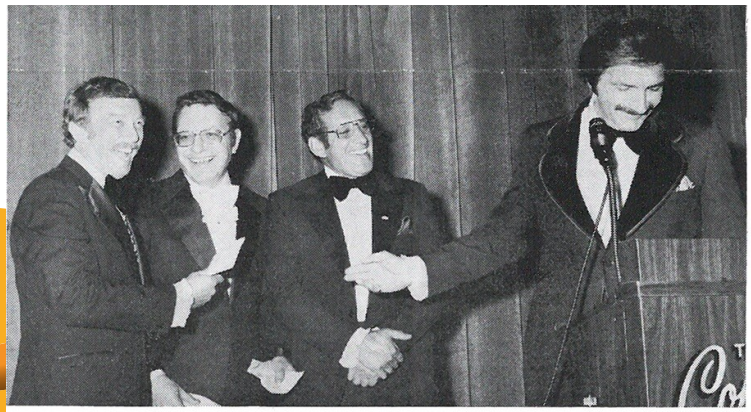
Zip codes implemented, Martin Luther King, Jr. delivers his "I have a dream" speech, President John F Kennedy assassinated, the Civil Rights Act of 1964 is signed into law, The Beatles hold the top five positions in the Billboard Top 40 singles in America, Elizabeth Taylor marries Richard Burton for the first time, U.S. Surgeon General reports that smoking may lead to lung cancer,

SAAGNY which was started in 1955 was only eight years old. The 1950's were banner years for the advertising industry, with marketers spending $124 million in a post-war U.S. that was flush with cash and optimism. Through the 1960s and 70s, the promotional products industry grew as larger businesses realized its potential.

Howard Silverman was discharged from the army in 1955 and secured a sales training program with Newark NJ firm Whitehead & Hoag (W&H). W&H established in 1870, was considered the founder of the Specialty Industry. W&H would become the largest manufacturer of buttons in the world. The success of the button idea was astonishing, and buttons swept the country in an avalanche. There were no machines at the time to place the pin and paper in the back of the buttons. W&H solved this problem by offering extra spending money to the families living around the factory to do it. Every night after school the children would walk over to the factory and pick up a box full of buttons, pins and back papers.

W&H only sold through offices throughout the country what they manufactured. They were the first company to print on celluloid which was used to make celluloid buttons and other printed products. They also manufactured bronze medallions, coins, and emblematic jewelry.

After being schooled in manufacturing of their products and sales training, Howard was transferred to the New York office. After several years W&H was purchased by Bastian Brothers of Rochester, NY, which had similar product lines. Bastian Brothers of Rochester N.Y. (founded in 1895) was a long-time competitor of W&H. Bastian, being a union company, could not complete with W&H's prices and like many other agents and jobbers would subcontract out some of their work and buy parts from W&H.



Awards distributed to 3 chairmen of successful Trade Show. SAAGNY Installation Nite — June 12, '75 at Concord Hotel. L. to R. Ch. Howard Silverman, CAS; Stanley Chanson, CAS; Pres. Bill Corso, CAS; Past Pres. Don Chopoorian, CAS.

Old SAAGNY Presidents Don't Die – They Just Fade Away

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After two years the Vice President of both companies established his own distributor company and Howard was appointed Sales Manager and opened up an office in New York. After two year the principal of the company left to become an executive of a company in Chicago and Howard retained ownership of the company.

In 1964, because of his experience in the manufacturing of buttons Howard was appointed exclusive sales agent of the Green Duck Company based in Chicago and took over their New York office. The Green Duck Company was the premier manufacturer of the lithographed buttons and related products. This led me to contacts and substantial sales of campaign buttons for LBJ, Nixon, and Carter. Green Duck Company began as a producer of promotional items like buttons, pins, military metals, emblems, metal signs, foam scrappers, and ball tap knobs just to name a few. It later moved into producing beer ball tap marker knobs for various breweries across the country. Green Duck Tap Knobs were some of the very first ball tap knob designs produced that actually stuck.

In 1960, Howard became a member of the Advertising Club of the Tri-State Area and served on various committees.

Howard was elected president in 1963 and immediately changed the name to the Specialty Advertising Association of Greater New York to legitimize the group as a member of the established Advertising Community. The name and acronym SAAGNY are still in use today.

After Howard's year as President he served as treasurer for three years, because frankly, "no one wanted the office." In 1975, as one of the Trade Show Chairs, he was instrumental in moving the ten-year-old SAAGNY Trade Show to the Concord Hotel in Kiamesha Lake in upstate New York. This trade show provided many years of profitability for SAAGNY and was held at the Concord through 1996 when it was moved to Atlantic City, NJ.

In 1978 as Chair of the Constitution Committee Howard was instrumental in merging the AMASS (Association of Metropolitan Ad Specialty Suppliers) and SAAGNY. In 1989 Howard was inducted into the SAAGNY Hall of Fame as one of the first five inductees.

PromoCares is a 100% volunteer initiative that exists to lift up and recognize companies in the Promotional Marketing industry who use their businesses as superpowers– for social good. We help suppliers, distributors, decorators, service providers and end buyers alike become a bridge for positive social impact. We do this through best practice sharing, online and in-person collaboration efforts and helping organizations with their give-back work by marketing their efforts and telling their stories.

Members of the Promotional Marketing industry interested in connecting product with purpose will benefit from the efforts of the PromoCares community via the product search features specific to social good now living in SAGE, Distributor Central, PromoHunt and commonsku.

Overwhelming statistical evidence suggests new entrants to the workplace are seeking Companies with a social good commitment within their businesses, and those entrants consistently choose to work for (and with) businesses intent on making a difference in the communities they live and work in.

Learn more at www.PromoCares.org. The website features a search engine of "give back" products with purpose, inspirational stories of the good being done through our industry partners engaged with PromoCares, and links to the resources to make it easy for you to find products with purpose.

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Also - listen in to more inspiring stories on their Podcasts on PromoCares Radio -

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Is Your Company Working to Promote a Worthwhile Cause? We'd love to hear about it. Send your story to: paul@mippa.org and we may feature it in an upcoming newsletter.

SAAGNY

SPECIALTY ADVERTISING ASSOCIATION OF GREATER NEW YORK

They say a company's greatest asset is its employees but the same can be said for associations - its members are its greatest asset!

Thank you to all

- who attended our events and programs
- who participated in our webinars
- volunteered on our Task Force, Committees, and Board of Directors
- sent me notes about their great ideas that I was able to share with you all
- who attended and exhibited at our trade shows –

we would not be SAAGNY without you!

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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.

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