

SAGNY

Life

OCTOBER



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From The President



SAAGNY just completed our successful Fall Showcase. Great turnout from distributors, were you there? Suppliers, don't be afraid to reach out and tell us what we can do to make sure you exhibit at SAAGNY showcase. I hope it was not the box lunches - we've done away with them and now offer a full buffet breakfast before the show!

SAAGNY has had a full schedule of events throughout 2019. Please offer suggestions on events that you enjoyed and those that you would like to see again and those you would pass on. We are open to your suggestions.

The SAAGNY Foundation has had great success with Flash Sales on Broadway tickets. They are looking into the Music Man with Hugh Jackman for Fall of 2020. Who's interested in securing tickets?

Please join us for the annual holiday party at the Glen Island Harbour Club, New Rochelle, NY on December 11. It's a great evening of drinks and dinner. Bring your office staff and create a great holiday event for them.

Finally, SAAGNY has a great opportunity for our members, especially for those based on Long Island, The SAAGNY Spring Show will be held on April 21, 2020 - our first end user show on Long Island. This addition, makes officially makes SAAGNY a **Four-Season Association!**

Have a great Fourth Quarter and superb Holiday Season.

Paul Sprunk
SAAGNY President

From the Executive Director



Can you believe we only have a few months left of 2019?? SAAGNY has planned many exciting events in the tri-state area throughout the remainder of 2019, all of the events can be viewed at our website saagny.org. From Promotional Buzz to Meet N' Greet, Wine Tasting to Factory Tours, there is something for everyone. And we are working hard to bring you some new and exciting events for 2020. 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 11, – 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, January 30, 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 or 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!

Best,
Donna-Jean

From The Saagny Foundation

The SAAGNY Foundation had a successful collection of new socks, hats and gloves at the Fall Showcase – thank you to all who participated! We will also be collecting at the Annual Holiday Party – new socks, hats, and gloves. These items are being donated to the National Alliance for Mental Illness (NAMI) in Rockland County. NAMI is the nation’s largest grassroots mental health organization dedicated to building better lives for the millions of Americans affected by mental illness. The donations will be given out to residents as holiday gifts. Please remember to bring your donations to the SAAGNY Holiday Party being held, Wednesday, December 11, at the Glen Island Harbour Club.

We need you! The SAAGNY Foundation Board is in need of volunteers. Speaking first hand, I can say I’ve loved being a part of this group and the rewards it’s given me. So “for goodness sake” join us!! Feel free to contact me directly for more information or to answer questions.

We’ve had several successful Broadway Ticket Flash Sales this year. Keep an eye out for new show sales coming in 2020 as well as our Golf Outings!!!

Melissa Casey

Vice Chair, The SAAGNY Foundation



Thursday, January 30

10:30 a.m. - 2:30 p.m.

Crowne Plaza Suffern - Mahwah
3 Executive Boulevard
Suffern, NY

Co-Sponsored With NERA

All Distributor Member Attendees Receive the 2020 SAAGNY Coupon book on USB!

Register at Saagny.org!

SAAGNY Distributor Members attend for free. Nonmember fees do apply.

SAAGNY Winter Showcase Schedule

Breakfast: 8:30 a.m.

Education: 9:15 a.m.

LinkedIn for Promo Product Sales

Bill McCormick



In this 1-hour session conduct buyer mapping, target the LinkedIn free version, run a engagement campaign as well referrals.

Learning Objectives:

- Buying mapping: identifying ideal client prospects by industry, title, geography & more to better find them on LinkedIn
- Using the LinkedIn free version to find prospective clients
- How to conduct a re-engagement campaign on LinkedIn
- How to use warm marketing referrals to gain new clients

participants will learn how to and search for ideal clients on first-degree connection re- as principles of warm market

This presentation is geared toward **both distributor and supplier** salespeople and will be helpful to those just entering the industry as well as more experienced members. It should be noted, however, that they should have a basic working knowledge of LinkedIn. This session will be interactive and include both PowerPoint and live screen demonstrations.

Trade Show: 10:30 a.m.- 2:30 p.m.

TAILORED TREND SETTER



[NEW] 16080 KAPSTON®
San Marco Backpack

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BIC graphic BAGS

Member Spotlight



Gabe DiFranco,
Discount Labels

What is your title/role at Discount Labels?

Regional Sales Manager for NY, NJ and Philadelphia

What do you like best about your company?

Great company culture and constant additions to our product offerings. Plus it doesn't hurt that our HQ is about 5 miles away from the Kentucky Bourbon Trail! It always makes for a fun and informative visit to our New Albany, IN office. SAAGNY members should keep this in mind if they travel to the area because we love to give our distributors tours of our facility.

What is new and upcoming with your company?

We have a couple exciting new products in print and the tech side of the business as well. We recently started offering a more eco-friendly stone based stock for labels and business cards. It also has an awesome heavy duty feel to it.

On the tech side of business, we now have an app development team who focuses on augmented reality. It can really bring your customer's artwork to the next level by bringing it to life!

For the distributors with a heavy e-commerce focus, they might be interested in learning more about "Punch Out" website integration. It's a design tool that we're able to integrate into your current website, the only real requirement is that you have to have a working shopping cart.

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

In elementary school I sang in a choir that performed at the Drumthwacket (NJ Governor's Mansion) holiday party two years in a row.

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

Before I wound up working in sales, I always thought I wanted to work in advertising and marketing. Luckily I'm working in a field where the two tend to go hand-in-hand!

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

"When it comes to luck, you make your own."
-Bruce Springsteen

What is your passion?

I enjoy cycling and golfing in my free time

What drives you?

Motivation to learn new things and apply what I've learned.

Member Spotlight



Jeff DePalma,
Taylor
Communications

What is your title/role at Taylor Communications?

Director of Promotional Marketing

What do you like best about your company?

The people! There are so many truly creative and inspirational minds here, they drive me to be better!!

What is new and upcoming with your company?

It's an exciting time at Taylor Communications. Our promotional marketing business continues to be red hot – as we continue to invest in the business to grow capabilities. In particular, the development of our robust and flexible rewards and recognition programs resonate with our clients. Continued investment in ideation, marketing, and account management resources have allowed us to truly serve as an extension to our client's teams to ensure we hit their brand and program objectives.

We are also finding that clients increasingly appreciate the other solutions that Taylor Communications can bring to the table in addition to promo. As a leading integrated communications provider – with capabilities stretching from print to digital to distribution and more – we are able to take a holistic approach to helping our clients manage their brand and drive marketing execution efficiencies.

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

I am an identical twin.

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

I would definitely be a professional chef. I love to cook!

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

I don't really have a favorite quote as much as I have a least favorite quote "That's not my job". You'll never hear me say that, and when the people around me do I get very upset

What is your passion?

Marketing!! I've been in this industry for over 10 years on both the supplier and distributor side. No matter what role I was in, or what product I was selling, I always viewed myself as a marketer in more core. Those of you who find yourself analyzing, "why did they choose that tag line", or "why did they go that direction with this campaign", or "don't they care about their brand", know exactly what I am talking about J

What drives you?

A lot of things: Family, Self-Pride, Success, Competition, Ambition

SAAGNY Member News

CHOCOLATE INN | LANCO'S CHRIS BARLOW ELECTED TO SAAGNY FOUNDATION BOARD

Chocolate Inn | Lanco (ASI: 44900; PPAI: 111662) Regional Sales Manager Chris Barlow has been elected a Trustee of the SAAGNY (Specialty Advertising Association of Greater New York) Foundation Board. In this role, he will aid the Foundation's mission to connect with and support the local tri-state communities through charitable activities.

"I am very honored to be elected to the SAAGNY Foundation Board," said Barlow. "Day-to-day, I'm lucky to work with great distributors and suppliers in New York and New Jersey. In this new additional role, I will have the added opportunity to give back to the communities they serve through awesome SAAGNY Foundation events."

Many of the Foundation's efforts focus on fundraising to support children's causes, including a sleepaway camp for children with cancer and a volunteering event at a school for children with variety of learning, social and emotional difficulties. The SAAGNY Foundation also grants college scholarships to members of the SAAGNY community.

"It's important to Chocolate Inn | Lanco to support our customers both in business and in their everyday lives," said David Miller President of Chocolate Inn | Lanco. "We congratulate Chris on being chosen for this important SAAGNY Foundation position which will help better the lives of New York area customers and community members."

Barlow will start his Trustee position January 1, 2020 and will hold the position for the next 3 years.

SAAGNY Member News

CHOCOLATE INN | LANCO ADDS CONTRACT PRINTING SERVICES

Chocolate Inn | Lanco (ASI: 44900; PPAI: 111662) has added contract printing services to its roster of customization capabilities and products for the promotional products industry.

These new services, offered under the name Lanco Contract Printing Services (ASI Decorator: 738101), will provide the most complex and most requested decorating processes, including vibrant multi-colored screen printing, 3D embroidery, specialty inks like glitter, metallic and glow-in-the-dark; heat transfers (including full color sublimation), glitter and rhinestone embellishments, pad printing, and DTG (direct to garment) printing. Those promotional product distributors looking for assistance with the look of their projects will have access to the Lanco Printing's experienced and creative team of graphic designers. Customers can supply their own apparel or take advantage of the company's "One Invoice Solution" where Lanco Printing will purchase the goods to be customized as well as decorate.

All decorating processes will take place in Chocolate Inn | Lanco's 100,000 square foot Ronkonkoma facility, which will help to keep projects on schedule and help ensure print quality. This also allows Lanco Printing to have a quicker turnaround on projects.

"As our contract decorating services expanded and the requests from our distributor client base for such services grew exponentially, we made a decision to add a standalone brand and robust website dedicated exclusively to these services," said David Miller president of Chocolate Inn | Lanco.

CHOCOLATE INN / LANCO ANNOUNCES NEW RELATIONSHIP WITH M&M'S® RETAIL GROUP

Company will represent MYM&M®'s product in the promotional products sector

ASI Top-40 Supplier, Chocolate Inn / Lanco (ASI:44900, SAGE 52303, PPAI 111662) today announced that it has entered into a new relationship with Mars Retail Group (ASI: 68888), to represent the company's MYM&M'S® B2B product line in the promotional products industry.

The relationship unites the promotional products industry's leader in food and specialty candy with the M&M'S® Brand, a market leader in the candy industry since 1941.

SAAGNY Member News

“We are ecstatic to be working closely with Mars Retail Group and their MYM&M’S® B2B team to grow its personalized chocolate business within the promotional products B2B channel,” said Lance Stier, CEO of NC Custom, the parent company of Chocolate Inn / Lanco. “M&M’S® Chocolate Candies are an industry-leading brand and we believe B2B is a huge growth opportunity for Mars Retail Group. We look forward to representing the brand across the United States and Canada, collaborating to bring the best experience of the M&M’S Brand to life through tradeshow, gifting, special events, and business occasions.”

The initial product offering from Chocolate Inn / Lanco will allow customers to choose three colors from a selection of 25, offer an array of packaging options, and provide the ability to customize or personalize M&M’S® Chocolate candies. With the ability to add two personalized logos and two messages per item, customers will be able to add a more personal item to their product portfolio.

Packaging options include: Clear Party Packs, Single Color Party Packs, Full Color Party Packs, Bulk Bags, as well as a variety of gifting items. There is also a slate of future products planned to continue to expand the brand within the category.

“We are happy to bring this new product offering to our distributor partners,” said David Miller, President of Chocolate Inn / Lanco. “Chocolate Inn / Lanco has had much success in the promotional food and specialty segment and can tap into that industry knowledge as we help to represent and build MYM&M’S® presence in the B2B sector.”

Products will be available immediately. For more information, please contact Chocolate Inn / Lanco at 800-526-3437 or customerservice@chocolateinn.net or visit www.chocolateinn.com.

SAAGNY Member News

CHOCOLATE INN | LANCO EXPANDS SALES AND CUSTOMER SERVICE TEAMS

HICKSVILLE, NY - Chocolate Inn | Lanco (ASI: 44900; PPAI: 111662) expands its sales and customer service teams with Andrea Fenner as Mid-Atlantic sales rep and Kerrie Gallichio and Gina Mojeda as Customer Service Representatives. These additions will help maintain the company's tradition of superior customer service while accommodating the increase in overall customer requests.

"Understanding our clients' needs and working to provide the best service and products across all promotional categories are key ingredients to our continued success," said David Miller president of Chocolate Inn| Lanco. "The addition of a promotional apparel industry veteran like Andrea and experienced customer service representatives like Kerrie and Gina will help to maintain this level of service while identifying new opportunities."

Fenner will provide in-person sales support to customers in the Mid-Atlantic states, including Pennsylvania, Delaware, Maryland, Virginia, and Washington DC. She comes to Chocolate Inn | Lanco with more than 20 years in the promotional product industry, holding positions with two leading wholesale apparel suppliers.

"I am excited to join the Chocolate Inn | Lanco team," said Fenner. "From ideation to completed project, my goal is to provide creative solutions to help our clients grow their businesses."

Gallichio and Mojeda will help field customers questions, while also acting as an informational resource for customers when making purchasing decisions.

SAAGNY Member News

ABOUT CHOCOLATE INN / LANCO

With over 50 years of award-winning experience, Chocolate Inn| (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, apparel and soft goods, servicing distributors in the promotional products industry. The Company remains the only food vendor in the promotional products industry that is SQF Level 3 certified - the highest global standard of food safety. The Company operates out of 2 world-class manufacturing facilities and features an industry-leading assortment of printing, packaging and decorating capabilities. As a leading manufacturer, Chocolate Inn| Lanco also features extensive product customization capabilities, including custom shaped mints, custom shaped chocolate, custom formulated lip balm, candles, lotions and more. The Company's newest division, Lanco Printing, is a focused contract decorator for promotional products distributors and offers multi-category kitting solutions. For more information, please see

www.chocolateinn.com

ORBUS ANNOUNCES PARTNERSHIP WITH ALUVISION

Woodridge, IL – September 5, 2019: Orbus Exhibit & Display Group®, one of North America's leading wholesale suppliers and manufacturers of display, exhibit, graphic and event solutions is excited to announce its partnership with Aluvision as a Certified Aluvision Partner (CAP). CAPs for fabric printing are chosen based on their expert knowledge and superior capabilities to produce Silicone Edge Graphics for the Aluvision system, including Omni-55 wall frames, light boxes and hanging signs.

"Orbus is a one-of-a-kind operation, offering a state-of-the-art, G7 certified printing facility that works around the clock to produce quality graphics," said Giles Douglas, President & CEO of Orbus.

"I am proud to partner with Aluvision and to produce graphics for their impressive systems."

SAAGNY Member News

Orbus' Woodridge, IL and Las Vegas, NV display graphic printing operations can produce over 26,000 sq. ft. of display graphics per hour and operates 24 hours per day, six days per week. Orbus not only prints display graphics for its vast range of display lines, but also for many other manufacturer's exhibit frame systems, including the Aluvision frame system.

Orbus announces its partnership with Aluvision.

"We are excited to partner with Orbus to produce graphics for our various frame systems," said Joe Guerrero, Sales Manager Mid-West for Aluvision. "Orbus printing capabilities and quality are an excellent match."

ORBUS INTRODUCES NEW & IMPROVED PRODUCTS

Woodridge, IL – August 15, 2019: Orbus Exhibit & Display Group®, one of North America's leading wholesale suppliers and manufacturers of display, exhibit, graphic and event solutions is excited to announce new product releases and enhancements to its current offerings. New, Q3 product releases include Twist 3 and Twist 4, collapsible, portable display cabinets featuring product spotlights and new Formulate® Backlit backwalls, available in 5', 8' and 10' widths, featuring innovative LED light curtains to create a captivating, illuminated display. Additionally, Orbus made enhancements to its popular Modulate™ series of reconfigurable magnetic, mix & match banners to now feature twist-lock feet and toolless assembly. A complete list of current product offerings as well as complete product details can be found on Orbus' online product catalog: www.theexhibitorshandbook.com.

Modulate™ reconfigurable magnetic banners and kits are versatile and easy to use, now featuring twist-lock feet and toolless assembly.

Orbus' Formulate® Backlit, featuring innovative LED light curtains, available in 5ft, 8ft and 10ft widths.

The Twist collapsible, portable display cabinet, available with three or four shelves, features overhead lighting and a unique twist capability.

SAAGNY Member News

ORBUS INTRODUCES NEW ZOOM™ FLEX BILLBOARD & ZOOM™ FLEX TENT

Woodridge, IL – September 16, 2019: Orbus Exhibit & Display Group®, one of North America's leading wholesale suppliers and manufacturers of display, exhibit, graphic and event solutions is excited to release two new outdoor products, the Zoom™ Flex Billboard and the Zoom™ Flex Tent.

The Zoom Flex Billboard, available with single or double-sided graphics, is a durable, attention-grabbing display that moves with the wind and comes with sturdy base plates for stabilization. The Zoom Flex Tent is a lightweight tent, perfect for quick assembly, featuring four fiberglass legs and a printed, mesh graphic canopy.

Orbus' Zoom Flex Tent, an impressive 10' x 10' tent, perfect for events requiring quick assembly.

Orbus' Zoom Flex Billboard, a durable outdoor sign featuring single or double-sided graphics.

The Zoom Flex Billboard and Zoom Flex Tent add to Orbus' extensive outdoor display offerings, which include flags, signs, tents and bars/counters.

ORBUS RELEASES 2019-2020 PROMO HANDBOOK CATALOG

Woodridge, IL – August 22, 2019: Orbus Exhibit & Display Group®, one of North America's leading wholesale suppliers and manufacturers of display, exhibit, graphic and event solutions is excited to announce the release of its 2019-2020 version of THE PROMO HANDBOOK™ catalog, its retail priced catalog designed for the Promotional Products Industry.

The Promo Handbook features portable and modular solutions. It also includes new products in various outdoor, fabric, modular exhibit and sign categories including new banner displays, outdoor displays, backlit displays and systems and more, all with retail pricing on a "C". All updated product offerings can be found in The Promo Handbook's digital catalog at <https://www.promohandbook.com> as well as on ESP, SAGE, Distributor Central and ZoomCatalog.

SAAGNY Member News

Orbus released new retractable banners and expanded its current Formulate® Essential Banner line, adding three new sizes. New outdoor displays released in 2019 include popup tents, billboards, signs and accents.

Enhancements were made to the Hopup™ Backlit and Embrace™ Backlit systems along with new Formulate® Master illuminated backwalls and towers.

ABOUT ORBUS

Orbus Exhibit & Display Group is a market-leading, privately owned group of companies that specialize in the manufacture and trade only supply of portable modular and custom modular exhibit and display products, graphics and solutions. Companies and brands within the group include The Exhibitors' Handbook®, The Promo Handbook™, Nimlok®, and SignPro Systems®.

Orbus is a proud member of the ISA, SGIA, ASI, PPAI, UPIC, and SAGE; the company boasts G7 Master IDEAlliance certification and is registered to ISO 9001:2015 for the highest manufacturing quality standards and ISO 14001:2015 for its environmental management system and "green" efforts.

Orbus' supply and manufacturing facilities reside in Woodridge, IL and Las Vegas, NV. For more information, visit www.orbus.com.

TWO NEW PLUG-INS FOR QUICKBOOKS TO BETTER SERVE AD SPECIALTY DISTRIBUTORS

Harriet Gatter, owner of Accounting Support, LLC, announces the launching of OrderMaster Online a software development project to improve the accounting and order-management systems for Ad Specialty Distributors.

"The Ad Specialty business is an ideal small business for creative, people-oriented people", says Harriet, "and our challenge is the complexity of the accounting and order management. My goal is to simplify and streamline these back-office functions."

SAAGNY Member News

For 23 years, Harriet operated just such a business. She knows from experience the many details that are part of processing an order from beginning to end.

She launched her Accounting Support, LLC practice in 2013 with the mission to guide Ad Specialty Distributors through these back-office details. She is a former Accounting Professor, a QuickBooks ProAdvisor and recommends QuickBooks as the long-term and most affordable solution to the industry.

She explained further, "There are a variety of solutions offered to the industry, but in the long-run, I believe QuickBooks has the best chance to survive and thrive. And now, with these Plug-Ins, QuickBooks becomes specifically oriented to the Ad Specialty Distributor Business."

These initial Plug-Ins are the result of Harriet's acquiring the rights to a long-time industry service provider, OrderMaster, which was one of these other back-office solutions that did not keep pace with the changing technology around it.

Harriet acquired the rights, intending to rewrite the software in a more current language. This proved to be too expensive, and thus the idea was born to create these Plug-Ins which may be an even stronger solution. In addition to bringing the best of OrderMaster to QuickBooks it also brings the long-term security of QuickBooks to the Ad Specialty Distributors.

But, not just yet. The project is poised and ready to be developed, but first 50 Ad Specialty Distributors are needed.

The website is www.OrderMasterOnline.com, housing a Demonstration Video that describes the first two Plug-Ins: [1] A Commission calculator and dashboard and [2] An Order tracking dashboard

The Plug-ins will begin to be built as soon as 50 distributors sign-up and make an initial deposit of \$200. The first 50 supporters will be the first to receive the software when available, be part of the beta-testing team, and receive a discounted price.

SAAGNY Member News

“Doing business today requires a reliance on our hardware and software. When either one goes down, our businesses stall. By adding these 2 Plug-ins, and more to come, to QuickBooks, I think QuickBooks can and will be the most affordable and long-term solution to the Ad Specialty Distributor business.”

Learn more about the Plug-Ins and the Pre-Sale Offer at www.OrderMasterOnline.com.
Accounting Support, LLC, HGatter@AccountingSupportLLC.com

QUINN EXPANDS PRODUCTION TEAMS AGAIN

To keep up with the surge in orders, Quinn welcomes three more professionals into the Quinn family of printing Super Heroes dedicated to making full color fabric printing easy for distributors.

Carrie Mosley joins the bustling Graphic Artist team, using her collaborative style and mix of Art, Marketing and Service experience to bring life into our client’s artwork and free virtual mock-ups. When asked what Super Hero power she’d like to use at Quinn, she said she’d like to be an invisible fly on the wall so she could observe all departments to know how everything works, so she could do the best job possible.

Joe Small begins his Quinn adventure as a Product Coordinator after being referred by another happy Quinn co-worker. His 12 years in the Telecommunications Industry taught Joe how to be flexible and adaptable, the mark of a true Super Hero.

Sarah Mayberry steps into the Administrative Team role as a new Communicator after seven years serving clients in a deadline-driven environment. Her former managers raved about her teamwork, quick-study abilities and her desire to go above and beyond. Her super hero power: to protect.

Quinn, one of the industry’s largest full color fabric printers, is the top rated Flag, Banner and Display supplier in the promotional products market. For more information about these new Quinn hires, contact Human Resources Administrator Samantha Kirby at samantha@quinnflags.com.

#QUINNfortheWin

SAAGNY Member News

PICA MARKETING GROUP JOINS AMERICAN SOLUTIONS FOR BUSINESS

American Solutions for Business is excited to announce that PICA Marketing Group has joined the company. Founders of the Dearborn, Michigan-based PICA Marketing Group, Stephanie and Paul Zafarana, along with Kathy Kennedy, Nicki Witek, Wendi Balten officially came on board in late August.

“We joined American Solutions for Business to bring a new set of solutions to our current customer base, from easy to use customer stores to a new, unique offering of office supplies, financial supplies and many direct decorated items to reduce the amount of inventory needed for many of our partner programs,” explained Paul Zafarana, MAS. “This brings both a technical arsenal of goods and services but also an even larger team of backend support, nearly 400 folks to make our customers’ lives easier! We are very excited about this partnership!”

Stephanie brings an organizational and financial planning background to the team, while Paul focuses on creative marketing solutions.

“We couldn’t be more pleased to have Paul, Stephanie and the whole team on board,” said Larry Zavadil, Founder & CEO of ASB. “Not only are they smart, successful and motivated, but they are also incredibly kind and down-to-earth...a perfect fit for American.”

ABOUT AMERICAN SOLUTIONS FOR BUSINESS

American was founded in 1981 in Glenwood, Minnesota and has evolved into a leading distributor, providing our customers with print, promotional products, marketing collateral, fulfillment and more. Despite our growth in technology, resources and sales, we maintain our grassroots attitude by operating as the only large employee-owned distributorship in the industry. This results in a team of personally-invested employees that care for our customers’ branding, spend and creative reach to help achieve their goals.

For The Trade Only



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SIGNS DECALS BANNERS LETTERING YARD SIGNS



FLAGS BILLBOARDS VEHICLE GRAPHICS WRAPS

Welcome New Members!

A to B Promos	(D)
Allcasion	(S)
Atmos Green	(S)
Design for Social Good	(S)
DG3 North America	(D)
Dival Notebook	(S)
Flagpin Products	(S)
Insight Live	(D)
Jim McLaughlin	(MLR)
Pinpoint Promotions	(D)
Robustelli Merchandise	(D)
Royalty Promo	(D)
S&R Screen Printing	(S)
Sharprint.com	(S)
Sterlion Creations	(D)
Tollen Office	(D)

Upcoming SAAGNY Events

Visit Saagny.org to register!

Thursday, October 24

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

Tuesday, November 5

Bury the Hatchet/Brooklyn, NY

Thursday, November 21

Webinar – Andy Evans, Company Stores

Wednesday, December 11

Holiday Party and Awards Celebration/Glen Island Harbour Club

From the Desk of Past President



Harvey Feinberg

Born in the Bronx, NY
Grew up in Bayside, Queens, NY
Graduated Bayside High School
Attended New York Institute of Technology, Business Administration
Attended CAS in 1972

Married Andrea Beck in 1970
2 sons, Jason and Daniel
2 Grandchildren, Drew and Alexandra

Entered the Promotional Products Industry in 1970 (Specialty Advertising Industry)
Became the President of Finesse Promotions, LTD in 1974

Became a member of SAAGNY in the mid 70's
Served on the board during the merger of AMASS and SAAGNY
During the 80's served as SAAGNY's Treasure, Secretary, Vice President, President Elect and President.

During my year as President we initiated the SAAGNY Hall of Fame Program.
SAAGNY began allocating funds to various charities including the Gift of Life, which later lead to the SAAGNY Foundation of which I was the inaugural President.

In 1998 I sold my business and worked for the purchaser for a short time. After leaving, I redirected my energy and knowledge towards working with successful businesses, highly compensated employees and high net-worth individuals. My new company, Generation Wealth Advisors, LLC (GWA) which I have now headed for the past 12 years applies life insurance principles to create alternative wealth as well as legacy planning.

In the past year GWA introduced a health insurance program to SAAGNY and other associations which has reduced cost by as much as 20%.

I served as president of local Rotary Club and was honored for service as a Paul Harris Fellow.
I served on the board of the Long Island Arthritis foundation for 20 years.
Currently serve on the Estate and Trust committee for the American Heart Association.

As for enjoyment, when I am not spending time with my family, I enjoy tennis and a little golf.
My wife and I enjoy traveling. Our goal is to exhaust her bucket list.

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YOUR **FOUR SEASONS** ASSOCIATION

2020 Showcases



Thursday, January 30, 2020

Crown Plaza Hotel, Suffern NY

This event is for promotional products distributors only.



Tuesday, April 21, 2020

Melville Marriott, Melville, NY

This event is for promotional products distributors and their clients.



Tuesday, June 16, 2020

Metropolitan Pavilion, NYC

This event is for promotional products distributors and their clients.



Tuesday, September 15, 2020

Teaneck Marriott at Glenpointe, Teaneck, NJ

This event is for promotional products distributors only.

SAAGNY Cordially Invites You to Our

Holiday Party & Award Celebration

Wednesday, December 11 ❄️ 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 - \$60 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!

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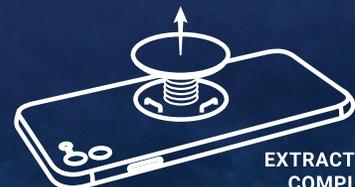
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Mary Jo DeFranco, Metrographics

Wireless Ear Buds donated by BIC Graphic

SAAGNY Award Finalists

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

Agua
Pacesetter Awards
Peerless Umbrella
Symbio
Tekweld

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

Alphabroder/Prime
Chocolate Inn/Lanco
ETS Express
Hit Promotional Products
Polyconcept NA
Vantage Apparel

SAAGNY SUPPLIER Sales/Factory Representative of the Year Award

Chris Barlow – Chocolate Inn/Lanco
Jon Borowka – Hit Promotional Products
Karen Marden - SanMar
Mike Newman – Starline
Brittany Tiringier - Tekweld

SAAGNY Customer Service Representative of the Year Award

Will Flores – Tekweld
Holley Rogers – Hit Promotional Products
Ken Wenzel - Leeds

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

SAAGNY Decorator of the Year

Insane Apparel
One In A Million
Power Imprints

SAAGNY Supplier Technology Award

Bic Graphic
ETS Express
Polyconcept NA
SanMar
Tekweld

SAAGNY Humanitarian of the Year Award

Larry Cohen – Axis
Gail Deutchman – Distinctive Promotions

*Voting has begun– Check Your Inbox for your email link.
Winners Announced Live at the SAAGNY Holiday Party and Awards Celebration,
Wednesday, December 11, Glen Island Harbour Club, New Rochelle, NY
Awards supplied by Pacesetter Awards.*

SAAGNY Award Finalists

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

All Types Advertising
Clearly Branded
Cray Cray Promos
Octagon Graphics
JP Scar Inc.

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

Axis
Barker Specialty
Brown & Bigelow
Stackable Sensations
The Waldorf Company

SAAGNY Distributor Technology Award

Axis
Geiger
Stackable Sensations
Zagwear

SAAGNY Humanitarian of the Year

Larry Cohen – Axis
Gail Deutchman – Distinctive Promotions

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Awards supplied by Pacesetter Awards

The Allen Company Celebrates 60 Years

Raising A Glass To 60 Years

By Danielle Renda

Clinking glasses and saying “cheers” is synonymous with celebrations. Some of life’s most treasured memories are revealed in these moments, from personal markers, like graduations and marriages, to professional achievements, like landing major clients or reaching significant goals. And at the center of all these landmarks—and more—is glassware personalized by The Allen Company, which celebrates its own benchmark of 60 years in business this month.

The Blanchester, Ohio-based supplier has been personalizing drinkware—from mugs and glassware, to ceramic tile, acrylic and stainless steel—since 1959, when Bill Allen, uncle of the current owner, Allen Dohan, founded the company.

Allen found himself in the promotional products industry when Osborne-Kemper-Thomas, Inc., a direct house best known for its calendars, where he worked as vice president of manufacturing, discontinued its glass and ceramics division. He saw an opportunity and purchased the company’s lehr, which is a temperature-controlled kiln used in glassmaking, its equipment and machinery. And because Osborne-Kemper-Thomas was already in promotional products, the company had enough business to give to Allen. “Within six months, he was making a profit,” says Dohan. “Then he gradually built up the promotional products part of the business.” Allen retired in 1980, after leading the business through more than 20 successful years of growth and expansion.

The Allen Company Celebrates 60 Years

The Allen Co. started expanding outward by establishing partnerships. In 1971, a major partnership was established with Georges Briard, an American designer known for his glassware and signature dishware in the '50s, '60s and '70s. Together, the two companies entered retail, producing items sold in luxury boutiques and the gift sections of department stores, including Saks Fifth Avenue, Marshall Field's and Hudson's. But when the companies parted ways 10 years later, The Allen Co. was left at a crossroads. "The glassware retail portion was half of our business," says Dohan, who became president and CEO of the company in 1977.

That's when The Allen Co. started importing full containers of English ironstone, Dohan says, which was manufactured by a company in Stoke-on-Trent, a city in England known as a major hub of glassware machinery in Great Britain. The ironstone was used to craft mugs, and by the late '80s, the supplier had introduced exclusive marbled mugs to the promo market followed by color bleeding, blending of iridescent color, disappearing ink and color-on-color decorating in the '90s. "We were the only ones with marbled coffee mugs for a few years until an inferior product came to market," says Dohan. "We brought container after container to the United States." Today, one of the company's most popular imprinting methods for glassware is satin etch, a process of imprinting that creates a frost-type color effect on the glass. The company has won 45 international awards in design, receiving the most recognition for its blending technique.

Along with matchless design came patented innovations, and in 1997 the company introduced its spinner mug that featured a custom bead fitted onto a watch pin and placed into the handle of a coffee mug for personalization and movement, offering a stress-relieving component. "The very first order of spinner mugs was between 4,000 to 5,000 mugs, which went to all the season ticketholders of the Cincinnati Reds," says Dohan. "We were extremely worried, because we had to produce the order and hadn't finished testing the mugs. We held our breath—and everything worked out perfectly, so we knew we were on our way." Today, the company has more than 300 different spinner beads, from a globe and computer to a dollar sign and apple.

The Allen Company Celebrates 60 Years

After the development of products and customizations, the company switched gears to focus on exclusives, and succeeded deliberately in doing so. Today, The Allen Co. is the exclusive decorator of brands including Bevanda, Blender Bottle, Cyclone Cup, Dopper, EcoVessel, HIP, KONG H2O, LifeFactory, Offero glassware and ceramics, Penguin Cold, Proforma Shaker, Stoj, Takeya, Thermoflash, Thermos and Under Armour.

The crux of much of The Allen Co.'s accomplishments are rooted in the business relationships—and friendships—formed throughout the years. When Dohan took over as president of the company, he formed a small group of suppliers, who were essentially competitors, but all sold vastly different products, from watches, small tools and pens, to grooming products, bags and towels. Together, the group traveled to near and far places for more than 20 years, but they always made sure to spend their mornings, Dohan says, working and sharing ideas, problems, success stories, failures, products and financial information. "This helped all of us tremendously over the years to succeed."

It's all of these moving parts—and memories solidified in the clinking together of glasses—that have brought The Allen Co. to celebrate 60 years in business this month, continuing a legacy its founder laid down decades ago. "It's a sense of accomplishment, and some of it is passing the reigns to the next generation," says Dohan, referring to son Stan, who has been the company's president since 2014, and his younger son, Preston, who has served as vice president and art director since 2004. "The time has really flown by, I will say that."

First published in PPB September 2019. Used with permission.

A celebration will be held commemorating the anniversary at the company's Blanchester, Ohio, headquarters on September 26, with company tours open to community members.

Danielle Renda is associate editor of PPB.



In 2018, The Allen Company was one of three suppliers recognized as PPAI Promotional Products Pioneers during The PPAI Expo. Allen Dohan, far right, accepts the award.



The Dohan family includes Allen Dohan (far right) and his sons, Preston (far left) and Stan, daughter Cindy Heffner and Allen's wife Lucinda.



The Allen Company team gets ready for the start of The PPAI Expo 2018 in Las Vegas.

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