

SAGNY
Life

DECEMBER

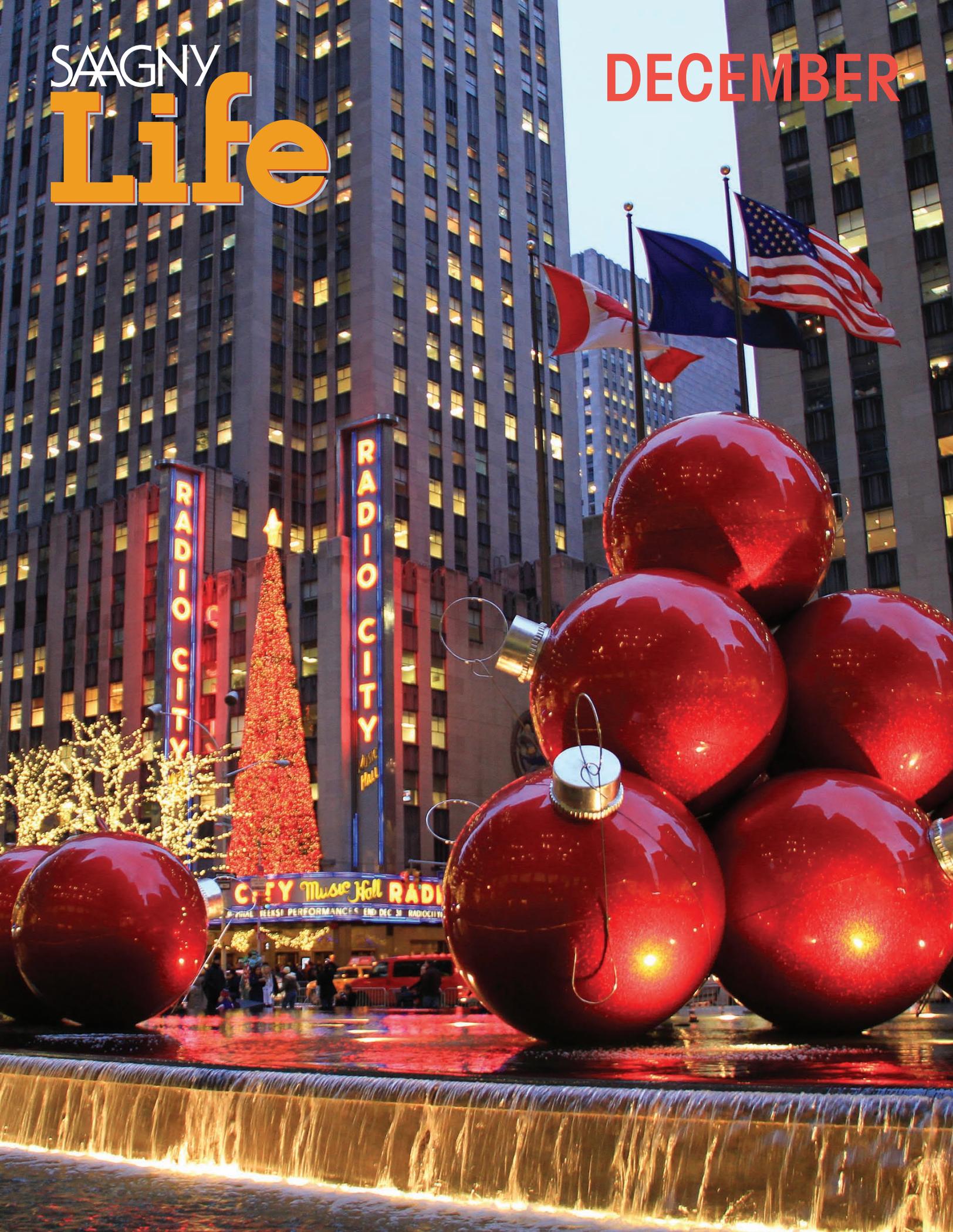


Table Of Contents

- 2 From The Executive Director
- 4 Consumer Study Map
- 5 Winter Showcase
- 6 WS Meet n' Greet
- 7 Saagny Member News
- 12 Save the Showcase Dates
- 14 Credit Card Processing Member Benefit

CONTACT INFORMATION

SAAGNY

80 Theodore Fremd Avenue

Rye, NY 10580

Phone: (914) 848-7369

Fax: (914) 365-2541

Donna-Jean Plante

Executive Director

Donna-jean@saagny.org

2017 SAAGNY Board Of Directors



PRESIDENT
John R.B. Cudahy, CAS
Prime Resources (S)



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



SECRETARY / TREASURER
Rachel Levin, CAS
Staples Promotional Products (D)



IMMEDIATE PAST PRESIDENT
Eric Rackoff
Staples Promotional Products (D)



DIRECTOR
Bill Alonge, MAS
On Target Impressions (D)



DIRECTOR
Irwin Kotcher
Merri Moments (D)



DIRECTOR
Catherine Meyer
Cameo Promotions (D)



DIRECTOR
Ken Rode
Cutter & Buck (S)



DIRECTOR
Marcus Sweeney
Prime Resources (S)

From the Executive Director



Welcome to the Holiday Season!

SAAGNY was on the road this month visiting Peerless Umbrella in Newark. Peerless, a third-generation family owned business, started in 1927. Attendees were treated to a very thorough tour from Gene Moscowwitz and a chance to decorate their own umbrella. It was fascinating to learn the process and meet the Peerless staff. Thank you Peerless!

SAAGNY bowlers were out at Bowlmor, Melville, NY. Over 40 attendees bowled, ate, drank, and mingled with new friends and old.

SAAGNY is planning for a great 2018 year and soon our full events calendar will be released. From Promotional Buzz to Meet N'Greets, there will be something for everyone. I hope that you will participate in one or more of these events.

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 login to 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



Consumer Study Map

Advertising Channels



**GET IN!
TOUCH!**
ADVERTISING THAT LIVES ON

	Promotional Products <small>Business Gifts, Giveaways, Incentives, Awards</small>	Broadcast <small>TV, Video, Cinema, Product Placement</small>	Online <small>Desktop Internet, Email, Social Media</small>	Print <small>Magazines, Newspaper, Direct Mail</small>	Mobile <small>Messaging, Applications</small>
Sales Volume	 \$20.8 B⁴	 \$103.4 B³	 \$67.8 B³	 \$84.9 B³	 \$20.7 B³
Market Share	 7%	 34%	 23%	 29%	 7%
Growth Rate	 +4% <small>Since 2014</small>	 +3% <small>Since 2014</small>	 +18% <small>Since 2014</small>	 +1% <small>Since 2014</small>	 +66% <small>Since 2014</small>
Reach	 89%¹	 61%²	 73%²	 49%²	 61%²
Recall	 9 in 10¹	 3 in 10²	 2 in 10²	 2 in 10²	 2 in 10²
Reaction	 83%¹	 17%²	 6%²	 12%²	 17%²

¹ "Mapping Out The Modern Consumer" 2017 Consumer Study (PPAI Research, December 2016).

² MarketingCharts, Advertising Channels with the Largest Purchase Influence on Consumers Study Advertising Channels with the Largest Purchase Influence on Consumers Study: 3rd Annual Edition (May 2016).

³ Dr. Richard Alan Nelson and Rick Ebel, "Promotional Products Spend In 2015 Ranked Sixth Among All Media: PPAI Distributor Sales Volume Report," PPB Magazine, July 2016.

⁴ Relevant Insights, "2015 Annual Distributors' Promotional Products Sales: Detailed Findings And Analysis" 2015 Sales Volume Study (PPAI Research, June 2016).

©2017 Promotional Products Association International. PPAI Research™. All rights reserved.

Register Now!



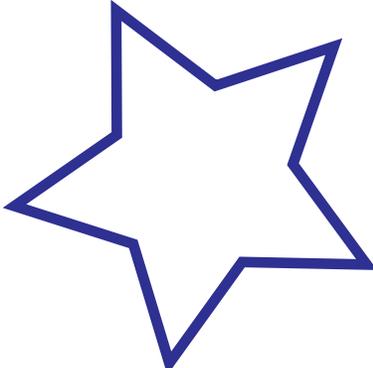
SAAGNY

**WINTER
SHOWCASE**

CO-SPONSORED BY NERA

THURSDAY, FEBRUARY 1, 2017

**CROWNE PLAZA SUFFERN-
MAHWAH
3 EXECUTIVE BLVD.
SUFFERN, NY 10901**



**BREAKFAST AND EDUCATION SESSION
TRADE SHOW
DOOR PRIZE DRAWING**

**8:30 AM - 10:00 AM
10:30 AM - 3:00 PM
2:30 PM**

NEED MORE INFORMATION?

WWW.SAAGNY.ORG
INFO@SAAGNY.ORG
914.848.7369

SAAGNY WINTER SHOWCASE

JOIN US!

Staying at the Crowne Plaza the night before the SAAGNY Winter Showcase? Live in the area? Then plan to join us for the Meet 'N Greet The Night Before the Show.

We'll supply some hearty appetizers and a chance to mingle and catch up with your industry friends and colleagues.

Wednesday, January 31
8:30 p.m

Koi Lounge
Crowne Plaza Suffern-Mahwah
3 Executive Blvd.
Suffern, NY 10901

Cash Bar

#PrimeGifts



NEW
LED Beanie
JL-4148
AS LOW AS **\$6.99** (C)
Available in Black, Gray
Includes Embroidery
FOB SC



LEEMAN™
NEW YORK
Tuscany™ Thermos & Cups
Coffee Set
LG-9361
AS LOW AS **\$50.99** (C)
Available in Black, Lime-Green,
Navy, Red, Tan



LEEMAN™
NEW YORK
NEW
Tuscany™ Refillable Journal
LG-9375
AS LOW AS **\$10.99** (C)
Available in Black, Gray, Lime-Green,
Navy, Orange, Red, Tan



NEW
Strand™
Bluetooth® Speaker
PL-3952
AS LOW AS **\$10.48** (C)
Available in Blue, Green,
Gray, Red

Please contact your Prime Regional Sales Manager for more information.



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

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

ASI 79530 UPIC PRIME SAGE 53170 PPPC 980411

prime LINE
PRIMELINE.COM

Vantage Apparel Announces New Freight Incentive for Contract Embroidery

Distributors benefit with free inbound shipping when ordering from S&S and shipping to any Vantage decoration facility

AVENEL, N.J. (October 18, 2017): Vantage Apparel, award-winning decorator and industry top source for custom logo apparel, has included S&S Activewear on a program that offers no minimum, free inbound shipping on all brands in the wholesaler catalog to the Vantage facilities located in Santa Ana, California, St. Louis, Missouri, and Avenel, New Jersey.

“The market continues to shift to small orders and faster fulfillment,” commented Vantage President, Ira Neaman. “Our embroidery facilities are strategically located across the US and when ordering products through S&S Activewear, on orders as few as one piece, it makes it easier and more cost effective for customers to get a large variety of brands and products embroidered, and in the hands of their clients, in less time.” For more information, please visit our website vantageapparel.com

Beacon Promotions Hires Nichole Heiderscheidt as Customer Care Representative.



New Ulm, MN, October, 2017 – Beacon Promotions, Inc. has hired Nichole Heiderscheidt as a Customer Care Representative. Nichole will be handling accounts in Alabama, Florida, Georgia, Mississippi, North Carolina and South Carolina.

Nichole is from a small town just west of New Ulm, called Sleepy Eye. Nichole has been busy learning her new job role in an industry that's brand new to her. Away from work, she is busy with her wedding plans and remodeling their new home. Her fiancé, Andrew, is a police officer for the city of Springfield. When she and Andrew are not busy with wedding plans or house projects, they enjoy spending time with family or traveling – often times with their two dogs. They enjoy going to a new place each year.

Nichole says, “My days are busy and they fly by. I really enjoy working with the distributors in my territory. I get a true sense of “southern hospitality” from them and that makes what I do so rewarding.”

Customer Care Manager, Carrie Forstner, says “Nichole has quickly learned about the promotional products industry and is happy to assist our customers”.

SAAGNY Member News

Liqui-Mark Hires Marc Rizzi as Key Account Manager



Liqui-Mark Corp. is pleased to announce Marc Rizzi as Key Account Manager. Marc's role will include business development and account management nationwide.

Beacon Promotions Hires Karen Haala as Customer Care Representative



New Ulm, MN, October, 2017 – Beacon Promotions, Inc. has hired Karen Haala as a Customer Care Representative. Karen will be handling accounts in Iowa, North Dakota, South Dakota and Wisconsin.

Karen was born and raised in Hanska, MN – a small town southwest of New Ulm. She graduated from New Ulm High School and Rasmussen Business College. Karen has worked in customer care for the past 13 years. Karen and her husband, Larry, live in the country with their two boys, ages ten and one. They live within a 3 mile radius of both sets of parents and the farm/country sites they each grew up on. Karen says “they love being so close to their families and having the benefit of their parents being there to help with their kids. They are very fortunate.”

Outside of work Karen enjoys traveling, fishing and spending time with family and friends when they aren't running to sporting events. Her oldest son is involved in three sports, so her duties also include being a football mom, hockey mom and baseball mom. Her youngest son tags along for now and keeps them plenty busy as well. Her oldest son already has big plans to get the youngest son on the ice soon. Karen says she is excited to join the Beacon Customer Care team and looks forward to the new journey ahead.

Customer Care Manager, Carrie Forstner, says “Karen's previous experience in Customer Care has made the transition an easy one. She works well with customers and has learned about the promotional products industry and our products very quickly.”

SAAGNY Member News



JONATHAN RIEGEL, MAS SELECTED FOR SAAGNY HALL OF FAME

December 4, 2017...Rye, NY – The Specialty Advertising Association of Greater New York (SAAGNY) announced today that Jonathan Riegel, MAS has been selected for induction into the SAAGNY Hall of Fame, the highest honor the association can bestow upon any individual.

Riegel, Executive Director of The Premier Group, has been a long-time member of and volunteer for SAAGNY, including serving on the Board of Directors from 2001-2010. He rose through the ranks, eventually serving as SAAGNY President in 2009 and then chair of the Council of Past Presidents in 2010. During his volunteer career, Jon also chaired the SAAGNY Government and Legal Affairs, Membership Services, Programs and Meetings, the Promotions East Committee and Trade Show, Transportation, Planning, and Show subcommittees. Jon also served as the Regional Association Council (RAC) delegate 2008 -2009 and as Executive Director from 2010-2017.

Brett Schaffer, MAS, SAAGNY Past President noted, “Jon has personified SAAGNY’s mission since his earliest days of volunteerism and has played an influential role in shaping the SAAGNY of today through his involvement with the association, both as a volunteer and Executive Director. In my book, Jon is a one-of-a-kind. He is the guy you want behind your cause. He is the guy you want on your team. He is the guy you want to work with on your board.”

“I have had the honor of working with Jonathan throughout my entire SAAGNY career. His dedication to the association, as a volunteer and an employee, has played an integral role in shaping the association to what it is today. The Hall of Fame distinction was created for members like Jonathan who dedicate so much of their time to the betterment of the association,” commented SAAGNY President John R. B. Cudahy.

Jon will formally be enshrined in the Hall of Fame during a ceremony on Wednesday, December 6, 2017 at Glen Island Harbour Club, 299 Weyman Ave, New Rochelle, NY.

Towel Specialties brings home the gold in SGIA Golden Image Awards

(Baltimore, MD) The Specialty Graphic Imaging Association (SGIA) of Fairfax, VA announced that **Towel Specialties** won the Gold Award for Excellence in Digital Decorating on Textiles.

The winning entry was for beach towels that promoted “Froster Beverages” for Circle K. The full color process design featured vibrant images of the multi-colored, frozen Froster drinks.

In addition, Towel Specialties received an honorable mention in the same category for blankets with a beautiful mountain and lake scene for Hartford Steam Boilers.

“Towel Specialties has won the Gold Award from SGIA nine times,” said Murray Siegel, Marketing Director. “What’s exciting about this year is that we were also recognized for our work on blankets. Prior to 2016, we did not even have any blankets in the line that could be digitally decorated. And, prior to 2015, we were not even digitally decorating any products.”

This is the eighteenth time **Towel Specialties** has won a Gold, Silver or Bronze Award from SGIA.

###

SAAGNY Member News

Halls & Company Acquires Promo Supplier ActNow Media

*Halls & Company announces the acquisition of promotional products supplier:
ActNow Media based in Atlanta, GA.*

BROOKLYN PARK, MINNESOTA (October 17, 2017): Halls & Company, manufacturer of ID Line, is excited to announce the acquisition of Atlanta-based promotional products supplier, ActNow Media.

“It is with great excitement that we announce our acquisition of ActNow Media,” said Janet Adams, president of Halls & Company. “Fred has developed a stellar reputation in the industry as he’s grown his business over the years. We look forward to broadening our line and providing greater opportunities for our customers.”

ActNow Media was founded by Fred Leamer more than 19 years ago in Atlanta, GA. Leamer began the company with his innovative Write ‘n Roll paper mouse pad, and has since expanded to include various mouse pads, counter mats, and wrist rests. A 5-star ASI supplier, ActNow Media was featured in the May 2016 Advantages magazine, and continues to be an innovating, industry leading supplier.

“After 20 great years, I’m proud to say ActNow is left in the great hands of Eric Johnson ‘The Badge Man’ and the rest of the ID Line Team,” Fred Leamer of ActNow Media said. “I was able to start and grow this company thanks to the support of an amazing woman, my wife, and it feels like a fitting transition to hand off to an equally amazing woman owned business.”

Halls & Company was founded in New Hope, MN in 1971, by Christine Johnson. After substantial growth, it was later relocated to a larger facility in Brooklyn Park, MN to better facilitate its continued growth in the promotional products industry.

“Fred’s innovative products and outstanding customers will be a great addition to Halls & Company,” said Eric Johnson, MAS, vice president of sales and development at Halls & Company. “We plan on growing and expanding his line to offer more products to the industry.”

About Halls & Company:

A third generation company founded in 1971, ID Line by Halls & Company is best known for its wide selection of badges and tags available through its industry leading, comprehensive online badge-release program. The company also manufactures luggage and event tags, lapel pins, magnets, Re-Stick-Its and a wide variety of vinyl giveaways that are printed in full color using their proprietary technology. For eleven consecutive years, ID Line has been a finalist in the Counselor Distributor Choice Awards in the Button & Badge category and it has been a finalist in the Promo Marketing Supplier Excellence Awards in the Button & Badge category from 2011 to 2016. Additionally, the company is currently rated as a 5-Star Supplier by ASI subscribers and has received the A+ rating from SAGE subscribers.

*SAVE THE DATES
UPCOMING SAAGNY SHOWS!*



SAAGNY Summer Showcase
Tuesday, May 22, 2018
Metropolitan Pavilion • New York City

More Information at
www.saagny.org/summershow



SAAGNY Fall Showcase
Wednesday, September 26, 2018
Teaneck Marriott at Glenpointe • Teaneck, NJ

More Information at
www.saagny.org/fallshow



June 11-13, 2018
Atlantic City, NJ
www.expoeast.org



ACTIVEWEAR
#BrandsDoneBetter



COLUMBIA IS HERE

The industry leader of outdoor apparel and jackets is now available at S&S Activewear

162019
STEEN'S
1/4 ZIP

137211
BENTON
SPRINGS
FULL-ZIP

S&S Activewear is a national wholesaler of imprintable apparel, outerwear, bags and hats. Shipping from the West Coast, Midwest, and East Coast - four 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. We are set to open our fifth location in Fort Worth, TX - December '17.



www.ssactivewear.com

Credit Card Processing Member Benefit

SAAGNY

SPECIALTY ADVERTISING ASSOCIATION OF GREATER NEW YORK

CREDIT CARD PROCESSING MEMBER BENEFIT

SAAGNY has partnered with the Xenex Payment Systems to offer another great reason to be a SAAGNY Member!

Reduce your credit card processing rates today.

No statement fees.

No application fees.

No contract.

Free credit card reader for your cell phone.

Accept payments on your phone anywhere!

- Free analysis of current merchant services statement to show monthly and annual savings
- Virtual Terminals and eCommerce credit card processing solutions
- Mobile application to accept credit cards on your smart phones at tradeshow
- 24/7 Customer Service and Technical Support
- Month to Month agreements for all SAAGNY Members – No Cancellation Fees
- Next Day Funding
- E-Checks
- Under 3% for American Express

For over two decades, Xenex Payment Systems has been providing state of the art merchant services solutions to a broad cross section of businesses. They are experienced in delivering solutions for retail, POS, eCommerce, or mobile processing. Their corporate office is located in Cedarhurst, New York with sales channel offices throughout North America.

Xenex's goal is to build a positive experience with each interaction with our customers. Their highly trained technical support professionals are available 24/7 to assist merchants whenever they need assistance.

To take advantage of this exclusive offer contact

Brett Kotcher

(888) 918-4409 (office)

(516) 359-9301 (cell)

bkotcher@xenexpayments.com

