

SAGNY
Life

**APRIL
2021**

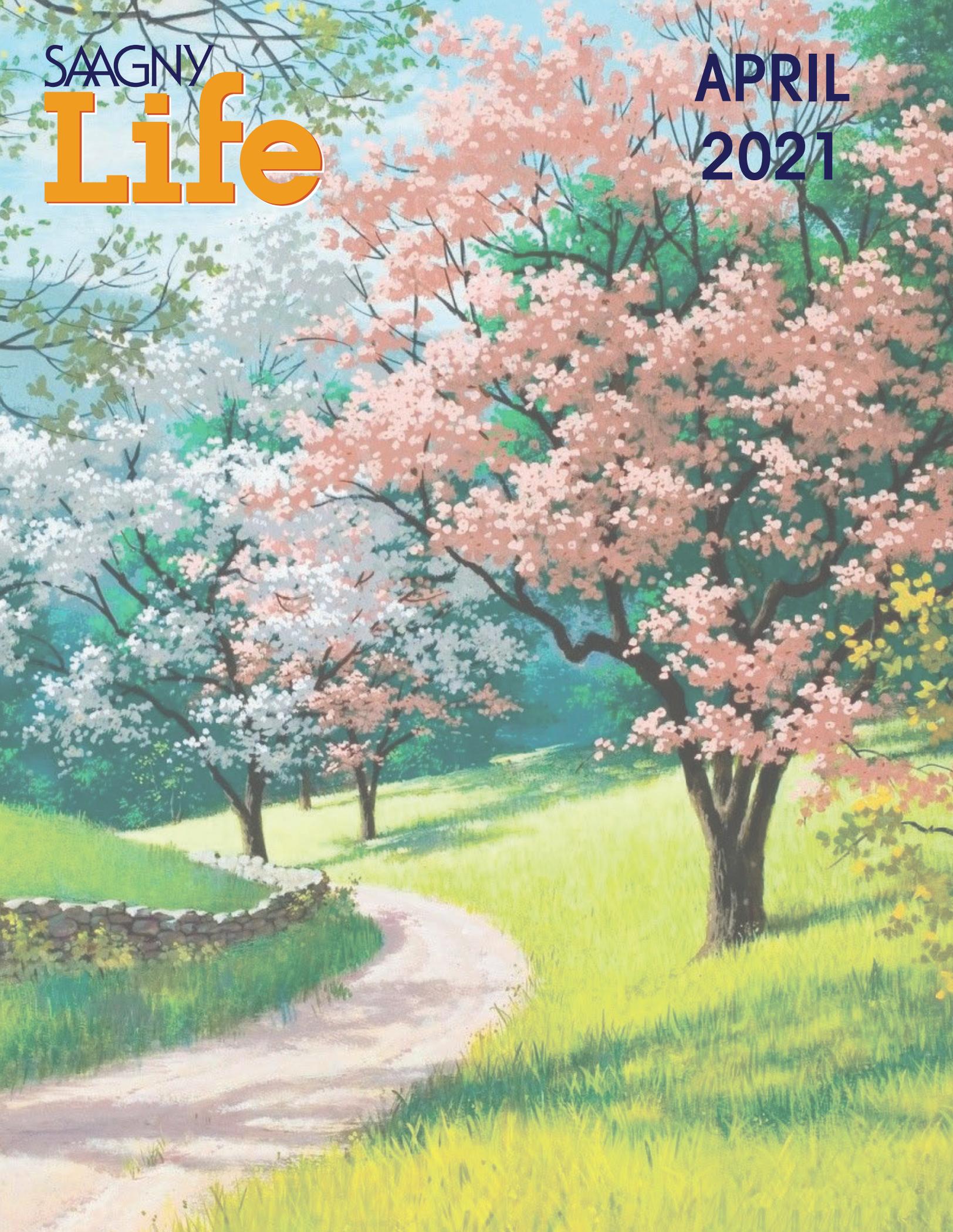


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CONTACT INFORMATION

SAAGNY

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

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

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From the Foundation



In February, the Foundation held its first ever online auction. Chris Bloomer, Foundation Co-Chair, worked with Your Charity Auction and we presented a mixed bag of over 150 items and experiential travel packages. Thank you to the industry donors and to all who participated who helped to make the auction a success raising over \$550. We look forward to hosting many more auctions, including ones with themes in the very near future.

Karen Marden - SanMar
Picnic-Time
Totally Bamboo
Mike Levy- Compass Promos
Joan Lasser-Lasser Ceramics
Donna- Orrefors & Kosta Boda
Mike Newman- Starline
Molly Neises- Maple Ridge
Daniele Luciani- Victorinox
Sara Levinson- Health Compass LLC.

In an effort to offer support and a little calm in these uncertain days, the Foundation presented Space to Breathe and Just Be, an hour of meditation with singing bowls led by Jessica Morris on March 1. The few of us who attended found this event refreshing and relaxing.

We are looking forward to the Stay and Play or Stay and Spa at Crystal Springs Resort, May 3 & 4. There are options for everyone who is interested in 1 or 2 day get-away. Come and play golf on Monday at the Crystal Springs Golf Course or Tuesday at the Black Bear. Or stay over and enjoy the world class Crystal Springs Spa. This event is presented to benefit the SAAGNY Foundation programs.

The Foundation is anxiously awaiting the return of live theatre and offering tickets to some of the hottest shows around.

Lynn Millinger and Chris Bloomer
The SAAGNY Foundation Co-Chairs

From the Executive Director



Welcome to Spring – now that the cold and snow of Winter is behind us and vaccines are becoming more available, hopefully we can return to a world we once knew where business is plentiful.

I hope that you are planning to attend the SAAGNY Outdoor Showcase in Suffern, NY. I know the SAAGNY Board and myself are very excited to see everyone - to reconnect and renew those relationships that have grown dormant in this covid world.

SAAGNY is continuing to organize webinars for you to learn at home. Please visit the SAAGNY website as new webinars are being added daily. SAAGNY also has planned Fireside Chats with Industry notables PPAI Interim President Bob McLean and in May ASI President and CEO Tim Andrews. I hope you will join SAAGNY President Rachel Levin as she asks all the questions you want AND need to know.

Please make sure to visit the SAAGNY website today for the most up-to-date industry news, photos, social media links, and much more! Make sure you download the SAAGNY member app from your IOS and Android app store. With this app you access the member directory and events calendar on the go!

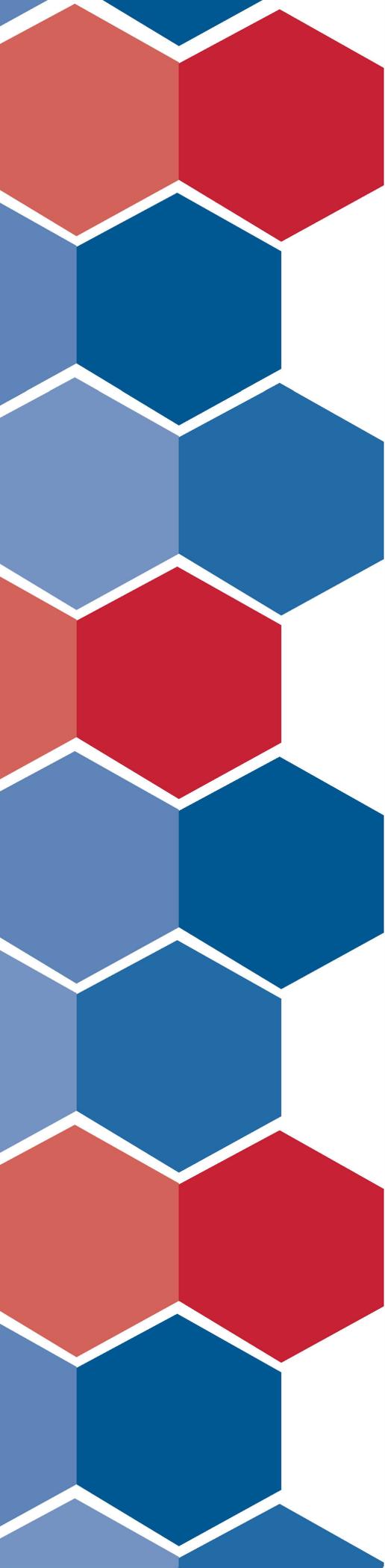
Don't forget to login into your profile and update your contact information so fellow SAAGNY members can find you in our online membership directory which is exclusively for SAAGNY members.

Any questions – do not hesitate to reach out!

SAAGNY is here for you – stay well and safe!

Best,

Donna-Jean



LET SAAGNY HELP CONNECT THE DOTS

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

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

Register today at www.saagny.org.

WEBINAR

The 4 Key Steps to
Creating the Perfect 15-
Second Pitch

April 22

WEBINAR

Get *YOUR* Head
in the Game So You Are
Ready For the
Comeback!

April 27

WEBINAR

The In's and Out's of
Packaging Kitting &
Fulfillment

May 6

FIRESIDE CHAT

with ASI President & CEO
Tim Andrews and
SAAGNY President
Rachel Levin

May 25

Visit saagny.org
to read our
news blog and
view our event
calendar

Member Spotlight



Scott Gordon

What is your title/role at Creative Specialty Promotions?

Vice President, Sales & Marketing

What do you like best about your company?

Having a great deal of autonomy. Also, knowing that we have the ability to do anything for our clients, and having an excellent track record to back it up. Whether it is custom manufacturing swings to be used as part of a retail chain's displays or having fully custom umbrellas delivered in under 2 weeks (when the typical lead time is 60-90 days), we feel confident that we can figure out a way to get the project accomplished and help our clients. Those are the types of projects that sometimes keep me up at night, but they offer an amazing sense of accomplishment.

What is new and upcoming with your company?

We have been keeping up with the COVID-culture - working to create neat and innovative branded merchandise kits for our clients. While everyone has been so disconnected from each other, it is a great feeling being able to provide our clients with a way to have an added connection and touch point to their employees, sales reps, etc.

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

It has been a tradition that my dad and I travel to Europe to pick up new cars at the factory. It is a father-son bonding experience that I look forward to every few years.

And, one embarrassing one: I wear the same style Lands' End slippers that I wore as a 10-year-old. (Yes, I asked my mom and sister to help me with this one since they clearly know me best!)

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

This is a rough one, but at the moment I think that it would have to be the captain of a cruise ship (pre-COVID). Talk about a good life!

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

"The young man knows the rules, but the old man knows the exceptions."
-Oliver Wendell Holmes, Sr.

Member Spotlight



Scott Gordon

What is your passion?

Being the best possible son, brother, friend, colleague - and hopefully one day husband and father.

What drives you?

Excellence and reputation.

I received an email today from an acquaintance and coincidentally part of it read: "I want to really thank you for always checking on me and being so kind. That truly means a lot to me. I wish you the very best day always." To me, a note like that means the world and is everything.

Ever since receiving a Chinese fortune cookie that said, "You are a man of righteousness and integrity," I figured I'd better do my best to live up to it!

Member Spotlight



Sean Dwyer

What is your title/role at Charles River Apparel?

I am the Territory Manager for NJ/Hudson Valley/Albany/Western CT

What do you like best about your company?

Dedication to our Customers! Having been in several different sales and management positions I've never been part of a team who commits as many resources to every single customer like Charles River.

What is new and upcoming with your company?

Lots! A new initiative with our custom design, an exciting comfort/leisure line with our Clifton Collection, and some new focus on workwear. Also continuing to provide top quality apparel that your customers WANT to wear!

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

I like to write music and used to be the frontman of a rock band in HS/college with an extremely cringe worthy name.

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

Struggling stand up comedian.

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

The only thing you ever have is now.
-Eckhart Tolle

What is your passion?

St. Bonaventure Basketball! But also helping build brands! Taking a product or company and giving it an identity; finding its raison d'être.

What drives you?

Trying to be better every day. Whether it's building towards a better Charles River, playing guitar, or attempting to not pull every muscle while playing men's league hockey. Just be better than the day before!

This is Your Chance to be Creative!



SAAGNY is opening up the design of its new Promotions East logo to the community with the winner receiving a \$250 gift card and free overnight stay at Promotions East 2022!

The logo should represent Promotions East and reflect the characteristics that are unique to SAAGNY and the show.

SAAGNY Mission: Advocating for the business development of the promotional products industry through events, networking, and education.

Promotions East: The largest regional trade show in the Northeast being held in Atlantic City in 2022.

- All new! Redesigned, reimagined, refreshed, and revised for YOU - the Promotional Products Professional.
- Networking with promotional product professionals just like YOU.
- Education that will benefit YOU and YOUR company.
- Build relationships that will help YOU grow YOUR business.

Contest Rules:

- *The SAAGNY Board will filter submissions to the top selections then the SAAGNY membership will vote for the final design!*
- *Logo should be submitted in scalable vector format for high-resolution applications and JPG or PNG format for lower-resolution applications. Digital formats only will be accepted.*
- *Logo should allow for use in both color and grayscale applications.*
- *All rights to the selected logo will be retained by the Specialty Advertising Association of Greater New York.*
- *Logo will be featured on our website and social media platforms.*
- *Entrants represent and warrant that their submission(s) is/are their original work, has not been copied from others, and does not violate the intellectual property rights of any other person or entity.*
- *By submitting an entry to the contest, the participant acknowledges that the logo will become property of the SAAGNY.*
- *No limit to number of entries per participant.*
- *E-mail your logo design as a JPEG file to info@saagny.org. Include your full name, telephone number, address, and e-mail address.*

Meet the Promotions East Committee



Michael Reisbaum, Chair

In planning for Promotions East 2022, what are you most excited about?
Beyond a doubt, I'm massively excited to help plan and present a dynamic, innovative and productive multi-day (and NIGHT!) experience for our Industry. The Promotions East 22 Committee is loaded with Leading thinkers and Inspired executers; we've culled together some of the brightest and most progressive minds in our community and we're all laser focused on making a Professionally Meaningful and Social Incredible experience for us all, Suppliers, MLR's, Distributors, and Service Providers alike. By carefully and thoughtfully combining In-Person workshops, education opportunities and traditional booth exhibits with State of the Art Virtual Components, we're anticipating record breaking attendance on multiple platforms. And cocktails. Yeah, we'll need those.

Why should everyone mark their calendar for Promotions East 2022 – October 16-19?

Blah, blah blah, blah PARTIES blah blah blah.



John R. B. Cudahy, MAS

In planning for Promotions East 2022, what are you most excited about?
Throughout my tenure on the SAAGNY Board of Directors, I watched Promotions East evolve multiple times. I am honored to be part of the team re-launching the experience in 2022. The pandemic has transformed the traditional tradeshow and being at the forefront of this change, planning an amazing experience, is very exciting. Leveraging new technologies, new ways to connect, new ways to learn, and creating new ways to experience promotional products.

Why should everyone mark their calendar for Promotions East 2022 – October 16-19?

This will not be the traditional Promotions East. I repeat, this WILL NOT be the traditional Promotions East. The ragtag group of misfit toys planning this event will make it unlike anything you've ever seen before.

Meet the Promotions East Committee



Meg Erber

In planning for Promotions East 2022, what are you most excited about?

I'm most excited about the all-inclusive feel we will have at the new venue! The goal for this tradeshow was to provide an experience instead of just another dog and pony show for suppliers. And because we know that this tradeshow is going to cater to all of our members with a hybrid platform without diluting the in-person experience!

Why should everyone mark their calendar for Promotions East 2022 – October 16-19?

Because this is going to be an experience like no other. We have brought in experts from all over the industry to construct an all-inclusive feel to what you would traditionally just consider another “tradeshow”!



Charity Gibson

In planning for Promotions East 2022, what are you most excited about?

Personally, I'm most excited about that fact that we're working to change the way trade-shows are done. This workgroup is preparing a full experience for attendees and will deliver something that is not the same things as before done differently, but instead new and different things altogether. Virtual/digital components enhanced in-person components . . . Promotions East 2022 will be valuable and most importantly, memorable. Can't wait!

Why should everyone mark their calendar for Promotions East 2022 – October 16-19?

Promotions East 2022 is going to be a few days full of fun and making new memories with your promo friends and family. Mark your calendars, follow SAAGNY on social media to get updates as things progress, and get your party pants picked out people! We're going to have an amazing time. You won't want to miss it!

Randi Goldberg

Meet the Promotions East Committee



Ken Rode

In planning for Promotions East 2022, what are you most excited about?

I am most excited about the NEW format, NEW time of year and the NEW venue the NEW Promotions East for October 2022. As a rep on the Supplier Side the timing will be great to showcase what is new and trending in the market. We will be able to see all our colleagues and friends that we have missed seeing in person.

Why should everyone mark their calendar for Promotions East 2022 – October 16-19?

Make sure that you mark it in your calendar. It will be the best, most exciting and productive show of the year. This will get you set up for Holiday and Year End selling!



Tom Rondi

In planning for Promotions East 2022, what are you most excited about?

The new venue and the education and social events we are planning and of course the opportunity to network.

Why should everyone mark their calendar for Promotions East 2022 – October 16-19?

the must see and must attend show and event of the past 2 years and to look forward to new and innovative show experience.



JP Scarisbrick

In planning for Promotions East 2022, what are you most excited about?

I am excited to see if we can all make this an experience that all Distributors and Suppliers go WOW! Using technology, new layouts, and social media.

Why should everyone mark their calendar for Promotions East 2022 – October 16-19?

They will be experiencing the latest and greatest in Promotional Products and services live on the East Coast. Let's get back to interacting with our peers and seeing things is an all new way.

Meet the Promotions East Committee



Joel Schaffer

It's a blast from the past.

As the silver back gorilla on the committee, I bring history to the table and an understanding as to how to build a new show (been there, done that).

Recently I stumbled upon this audio we at Soundline created to promote the show about 15 years ago.

NOTHING has changed. Listen to this fascinating oldie but goodie. You probably know some of the people. If this does not give you all the reasons to plan to visit the new Promo East show, frankly, nothing will. This new show committee is comprised of enthusiastic creative "yutes" who will no doubt make the most innovative show EVER. As a veteran of industry shows since 1968... I plan to live long enough to get to this one. See you there.

Click below to listen:

Promo East Peer To Peer Promo

NEW VIDEO INTERVIEW SERIES



**HOW LEADING PROMOTIONAL
PRODUCTS SUPPLIERS ARE
TRANSFORMING**

 **ZOOM**catalog

zoomcatalog.com/going-digital

BARKER SPECIALTY CELEBRATES 70 YEARS IN BUSINESS

[Cheshire, CT March 26, 2021] Barker Specialty is pleased to announce they are celebrating 70 years in business! The promotional products company was started in 1951 by Gloria and Herb Barker who had a vision that tangible marketing products would one day become a critical advertising medium. Their thought was that useful products, those that can be seen repeatedly, would be a popular way to carry a branded message.

“I am so proud that my parents’ vision has become a reality and the company they started in their kitchen has become one of the premier promotional products companies in the country with nearly 80 employees. While I am saddened Gloria and Herb are not here to share our 70th anniversary, I am thrilled they were both here for our 65th, and we are committed to continuing the wonderful legacy they created.”, says Gerry Barker, President of Barker Specialty.

What started as a desire of Gloria and Herb’s to share in the joy people receive when getting a gift of a promotional item has turned into a thriving second generation family-owned business. In addition, they wanted to create a work environment where respect for fellow employees and clients was paramount. This mentality extended to the greater community where Barker Specialty has and continues to give job and internship opportunities, donations and volunteers to many worthwhile causes and organizations.

Barker Specialty continues to thrive and stand out as a leader in the promotional products industry. With multiple recognitions including most recently the 2020 PPAI Pyramid Award for Technology, Barker Specialty is committed to growing and adapting to offering the best services for our clients for years to come!



About Barker Specialty

Barker Specialty has been the one-stop source for all promotional and marketing needs for over 70 years. We are a service oriented, innovative promotional marketing agency, specializing in promotional products, logo'd merchandise, apparel, premium gifts, awards, tradeshow displays and signage. Call (800) 227-5377 or visit barkerspecialty.com for more information.

New SAAGNY Members

AB Kohler & Co. (D)

Chaffee Chick Design (D)

Embroidme / Raritan (D)

Grossman Marketing Group (D)

Pomotional Gifts USA (D)

eXtendTech (BS)

Idol Memory (S)

Martini-Vispak (S)

Vu Line Direct (S)

SAGE Affiliate Program™

Did you know you get **10% off**
SAGE products and services?



Build presentations
for your clients



Stay top of mind with
email campaigns



Create virtual samples



Keep track of your
client info and history



Establish a web presence



Create custom
catalogs and flyers



Process payments



And more!

Work smarter with one easy-to-use solution.

www.trySAGE.com



2021 Distributor Tool Box What YOUR SAAGNY Membership Includes

Corporate Membership

All your employees are members! Make sure each is registered so they can take advantage of all that SAAGNY has to offer.

In Person Shows

They will be back! Winter, Spring, Summer, Fall, and Promotions East – free admission!

Virtual Shows

15 shows in 2020 – more to come in 2021 -free admission!

Flexible Online Learning

Live webinars and recorded webinars that will help you grow your business and meet new suppliers – 100+ in 2020!

Coupon Program

Hundreds of supplier submit coupons worth thousands – savings you can use every time you place an order! SAAGNY partnered with PromoHunt and ZoomCatalog to make access even easier!

Newsletter

SAAGNY Life is distributed six times a year – write an article, submit photos, share your news with your industry peers.

Job Board

Looking for employees or a job – check out the SAAGNY Job Board.

Membership Directory and App

Reach out to fellow SAAGNY members - make connections! Update your profile so others know who you are!

Mentoring Program

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

Meaningful Volunteer Opportunities

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

Key Contacts in Your Backyard

Share ideas and build relationships with your industry partners!

Discounts

SAGE, Zoom Catalog, and more!

PromoPulse

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

Professional Office Staff to Assist YOU and YOUR Business Needs

The Passing of Richard Stromberg



Industry veteran, Richard Stromberg, CAS, Chairman of StrombergBrand Umbrellas, has passed away at the age of 78.

The Stromberg family has announced with great sadness that Richard Stromberg passed away on March 17, 2021.

Known for his boundless positive energy and enthusiasm, even in recent years while coping with the increasing challenges presented by Multiple Sclerosis, Mr. Stromberg worked every day until his passing. Continuous development of the business and its product line was his focus, as well as directing creative projects and providing his years of wisdom to the StrombergBrand team.

Mr. Stromberg began his career at his family's retail/wholesale umbrella business, which was founded by his father, Jaye Stromberg, in 1942. He worked his way up from what he fondly described as "chief broom pusher" to assuming ownership in 1967. From then on, he made it his life's work to learn more than just about anyone about umbrella production. He wanted to know every detail about stitching, fabric, frames, components, and more -- traveling around the world from France to Italy, the UK, Germany, China, Taiwan, and South Korea to meet and work with top manufacturers.

After offering his products in the premium market, Mr. Stromberg entered the promotional products industry and exhibited at his first trade show in 1968, in New York City. He was interviewed on his 50th anniversary in the industry and said: "Before I signed up for that show, I didn't even know what 'ad specialty' was! A neighboring exhibitor filled me in on many details of the industry. I grew to love the business and the people in it." He was a lifelong supporter and active participant of industry groups and associations, having served on various committees over the years, and earned his CAS designation in the 1970s.

Helen Stromberg, Mr. Stromberg's wife, who has been with the company since 1981, continues in the position of President. Their daughter, Jennifer Stromberg, assumed the role of company Vice President in 2020, ensuring a strategic third generation management transition.

"Richard has left us with a business that is thriving and with a wonderful team in place to continue operating in his legacy. Those of us who knew him were constantly uplifted by his favorite sayings, which were always ones of optimism: 'Think positive,' 'Where there's life there's hope,' and of course, 'Carpe Diem.' We have many things to thank him for, but most importantly, his constant encouragement to push forward, work hard, and believe in ourselves."

The Passing of Richard Stromberg



Mr. Stromberg is survived by his wife, four daughters, five grandchildren, and countless lifelong and industry friends. In addition to his family, friends and work, his passions included reading, history, art, jazz music, astronomy, etymology, billiards, his country home, traveling to warm places, and murder mysteries.

Those that would like to reach out to the family to offer condolences or share memories of Richard are welcome to do so at <http://www.legacy.com/Link.asp?l=LS000198135740X>. The family requests that in lieu of flowers, donations may be made to the National Multiple Sclerosis Society in his memory.

SAAGNY 2021 Coupon Program

Primeline	Free Setup	\$44
SnugZ	Free Setup	\$36
Sweda	\$40 Off	\$40
Tekweld	Free Setup	\$40

Breakeven with Membership Cost

Bag Makers	Free Setup	\$40
Chocolate Inn	Free Setup	\$40
Lanco	Free Setup	\$40
AAkron Line	\$25 Off	\$25
Towel Specialties	Free Setup	\$60
Peerless Umbrella	Free Setup	\$45

Coupons from
90+ Suppliers

Total Value
\$3,000



Now Automatic with  **PromoHunt**

Install [Free Browser Extension](#) at [PromoHunt.com](#)



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In Person Shows

They will be back! Winter, Spring, Summer, Fall and Promotions East – discounted registration.

Virtual Shows

15 shows in 2020 – more to come in 2021 – no cost to suppliers in 2020!

Coupon Program

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

Flexible Online Learning

30-60-minute webinars geared towards distributors to showcase your products, processes, and more! No charge! SAAGNY partners with other regional associations to expand your reach.

Let's Make A Deal

15-minute quick and dirty way to start a Distributor's day highlighting 3 products, 2 solutions, 1 discount – no charge to participate.

Experience Driven Learning

– Including Virtual Field Trips and Demos – offer SAAGNY distributor members a virtual tour of your plant or process.

Newsletter

SAAGNY Life is distributed six times a year – write an article, submit photos, share your news with your industry peers.

Sponsorship Opportunities

Opportunities to expand your reach through the SAAGNY website, newsletter, and shows – email info@saagny.org for more information.

Job Board

Looking for employees or a job – check out the SAAGNY Job Board.

Membership Directory and App

Reach out to fellow SAAGNY members – make connections! Update your profile so others know who you are!

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PromoPulse

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

Professional Office Staff to Assist YOU and YOUR Business Needs

The New Generation at Blue Generation

Introducing **LookBook 2021**, featuring complete uniform merchandising examples to help distributors jumpstart sales.

from Tried & True



to New & Blue

Beautiful new photography showcases how to coordinate Blue Generation product to create a complete uniform for employees across a range of industries. The stylized looks feature Blue Generation favorites organized into themes that represent the Servicewear, High-Visibility, Athleisure, Back to Blue, Ladies' Studio and Totally Color Coordinated collections. Additionally, the catalog showcases Blue Generation's popular sublimation line and 2021 new products, including masks and gaiters that coordinate with Blue Generation's most popular shirts.

The digital catalog also integrates links to products on Blue Generation's website and videos from the company's YouTube series, "Bluetique," hosted by David Zipes, Blue Generation's senior vice president of production and strategic planning.

"We are excited to unveil our Lookbook that showcases the next generation of Blue Generation with its fun, new sales inspiration," Eric Rubin, president of Blue Generation, said. "The new concept will nicely complement our complete annual catalog while giving our customers ideas on how to mix and match Blue Generation apparel to fulfill all their apparel needs."

The digital versions can be viewed on our website www.bluegeneration.com, or Zoom catalog. To request a printed copy, email info@BlueGeneration.com.

www.BlueGeneration.com | [email:info@BlueGeneration.com](mailto:info@BlueGeneration.com) | 888.336.4687

ASI 40653 | PPAI 174655 | SAGE 62742 | UPIC Blue0006

SAAGNY Member News

AIM Smarter, LLC To Host Diversity, Equity, and Inclusion in the Workplace Virtual Event

Philadelphia, PA (March 31, 2021)– AIM Smarter, LLC, Philadelphia PA, will continue its industry-wide series of diversity, equity, and inclusion events with a facilitated discussion regarding workplace culture and the fostering of relationships through diversity comprehension. AIM's facilitator Roy Gluckman, an internationally renowned diversity expert, will guide the conversation to help promote insightful and cooperative workplace development that can be adapted to any organization. The event will take place virtually at 12PM EDT on Tuesday, April 13.

The event series, the first of its kind in the industry, was established to give access to all those who wish to attend. The April 13th event and all events in AIM's year-long series are free to attend and open to all industry members.

As part of their industry-wide diversity initiative, AIM has also created a universally accessible website with various diversity resources to help foster success throughout the industry. The site, available at www.aimsmarter.com/about/diversity, is an expanding source of thoughtful guidance from multiple mediums and collective sources.

Registration for the April 13th event can be found on AIM's diversity page (www.aimsmarter.com/about/diversity).

As a company founded by Distributors for Distributors, AIM is one-of-a-kind and truly unique in its space within the industry. Members receive unrivaled pricing benefits, technology solutions, professional development tools, and more - all the while maintaining full control of their company, brand and customers.

For more information, please visit: www.AIMSmarter.com

SAAGNY Member News



Fairytale Brownies wants to share some #brownielove with your favorite healthcare workers!

In honor of Nurses Week, Hospital Week and ALL awesome healthcare workers, Fairytale Brownies is asking distributors to share the #brownielove by submitting their favorite healthcare worker stories and photos for a chance to win a BIG brownie gift for both the healthcare workers and the nominator (the distributor company). Simply send your story submission to contest@brownies.com by noon EST April 30. The top three stories will receive their gifts in time for Nurses Week and Hospital Week. (the winners do not need to be nurses.)

Please keep stories under 300 words. Photos encouraged too; they may be used in promotional materials.

PCNA Launches New Website Designed To Simplify Customer Experience

Today Polyconcept North America (PCNA) launched a new full-service website, the centerpiece of a company-wide rebranding designed to make its best-in-class experience even better for distributors.

“Today is truly an exciting day,” Polyconcept CEO Neil Ringel says. “The new website and overall rebranding represent another milestone on our continuous journey to provide distributors with the very best experience in the promotional products industry.

“Our promise is this,” Ringel continues. “To provide an easy, reliable service experience and perfectly decorated products delivered on time, every time.”

While the new website still can be found at www.pcna.com, it’s got a fresh look and feel with a variety of functional enhancements that will allow distributors to do their jobs more quickly and effectively. Highlights include:

SAAGNY Member News

- **Quick, accurate product quotes:** Distributors can now configure a line-item quote with product, quantity and decoration, get an accurate cost, and place an order on the spot.
- **Better product search:** Distributors can search by brand, product, quantity, SKU or price range, returning results that allow them to find more of what they need faster.
- **Easy-to-create virtuals:** Initial deployment of a new visualization tool that uses refined decoration data to instantaneously produce lifelike virtuals.
- **A faster, more modern platform:** The site features quick access to expert service through live chat and a responsive design that's optimized for both desktop and mobile users.

In addition to the new website, PCNA has simplified how distributors place orders, introducing a single process for its large family of brands. The change underscores the company's

commitment to creating an easier, more reliable customer experience. Other recent service initiatives include Perfectly Packaged, which provides decorative packaging and unlimited drop shipments, and an enhanced large-order quoting process that promises a response in as little as an hour. The company also has invested an additional \$10 million in inventory to ensure deep in-stock positions for its most popular items, so distributors can be assured their favorite products are readily available.

Ringel emphasizes that the new website and rebranding are important steps on a continuous journey. He says distributors can look forward to additional enhancements to the PCNA service and product offering in the weeks and months to come, including a simplified decoration program, expansion of Perfectly Packaged to include more gift options, and new retail brand partners for both hardgoods and apparel.

"Our commitment to distributors has never been stronger," Ringel says. "They deserve a reliable partner who makes their job easier. Because what we do together is more than just deliver promotional products. Together we inspire pride."

Learn more about the new ways PCNA is supporting distributors at www.pcna.com.

SAAGNY Member News

About PCNA PCNA is a wholly owned subsidiary of Polyconcept, the world's leading promotional products supplier. With headquarters near Pittsburgh, Pa., PCNA offers outstanding products from industry-leading brands Leed's, Bullet, Trimark, JournalBooks and ETS Express. To learn more, go to www.pcna.com.

Quinn Expands Busy Product Development Team

To keep up with our rapidly growing product lines, Quinn welcomes a new professional into its family of Superheroes dedicated to making full color fabric printing made easy for distributors.

Matthew Wickenheiser comes to Quinn after having worked in the gaming, printing, and apparel industries. His experience in graphic design, branding, and process improvement, make him a great fit for Quinn! When asked what super power Matthew would like to possess, he stated, "The ability to morph into any role-to put on someone else's "hat" and immediately acquire their knowledge and experience, in order to get the job done the best way possible."

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 our customers, while producing top quality products at low industry prices.

For more information about new Quinn hires, contact Human Resources Administrator Samantha Kirby at samantha@quinnflags.com.

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#QUINNfortheWin

SAGE® ANNOUNCES NEW FEATURES AND UPDATES AT SAGE CONFERENCE VIRTUAL

SAGE announces SAGE Online 17 with over 185 new features and enhancements, updates to SAGE Web, and new SAGE Websites at SAGE Conference Virtual.

Addison, TX (March 29, 2021) – Last week at SAGE Conference Virtual, SAGE's popular annual users' conference, SAGE debuted several new features and updates to their products and services.

SAAGNY Member News

Eric Natinsky, SAGE CEO, unveiled SAGE Online 17, the latest version of the company's flagship research and business management solution. Other releases include highly anticipated advancements and capabilities for SAGE Web, SAGE's web-based service for Macs and any other device with a web browser, and fresh, new, modular SAGE Websites.

"Our goal at SAGE has always been to build powerful solutions for the industry that are also easy to use," said Eric Natinsky, SAGE CEO. "We are continuously streamlining our products and processes to make them even more efficient, and with the updates in this release, we know our customers will be able to save time and be more productive."

SAGE Online 17 reveals a refreshed overall look and feel and a number of new, user-driven additions within each module, each designed to maximize ease-of-use. The product search area upgrades include new search criteria such as the ability to search for Canadian friendly suppliers, filter product results by decoration availability, and more. Users will also see increased functionality within the presentations area, allowing them to choose a template when creating a presentation and drag presentation items to orders, email campaigns, or print publications.

The new SAGE Online 17 also incorporates popular customer-requested features such as an increased page count for custom printed catalogs created in the Print Studio. Users can add a clients' text messaging preferences in the CRM module, and send invoices that include payment links through SAGE Order Management. Other exciting additions include new scheduling options in the Email Campaigns area, the ability to add products from presentations to an email campaign, and more.

Substantial upgrades have also been made to the immensely popular Project Management area where distributors can easily view and manage all projects, track their status, and improve their team's organization. With added workflow steps, additional client customization options, and new organization options, distributors can further tailor the tool to their specific needs.

SAAGNY Member News

Eagerly awaited updates to SAGE Web, SAGE's web-based research tool, will also be released over the next few months. SAGE Web will soon include added features like Project Management, SAGE Chat, Print Studio, and Email Campaigns, as well as enhancements to the presentations area, giving Mac users and others using web browsers the same core functionality that exists in the Windows-based SAGE Online.

Also arriving in March, the brand-new SAGE Websites signal a new era with fresh, contemporary design and more customization options than ever before. In addition to modern features like video backgrounds and mega-menu support, the latest SAGE Websites are built with modules, allowing distributors to turn on and off, reconfigure, and reposition each module to create the website they've always wanted. Other exciting enhancements include filter options to drill down search results, the addition of the SAGE Virtual Design Studio in the admin area to easily add logos to product images, and carts can now be pushed to SAGE Order Management, streamlining the ordering process.

"We're excited for this release because a lot of the new features and updates were specifically designed in response to our customers' feedback," Eric Natinsky, SAGE CEO, commented. "We always do our best to listen and when we have an opportunity like this, to implement their ideas to help them be more successful."

SAGE Online 17 is available now. Subscribers will receive an "update available" prompt upon logging into SAGE Online as soon as the new version is available to them. The new SAGE Websites will be available within the next week. The SAGE Web updates will be rolling out over the next few months, starting in April. Distributors can expect to receive automatic, unintrusive software updates throughout the duration of the release. There is no additional charge for any of these updates.

SAGE customers who could not attend the SAGE Conference can view recordings of the sessions in SAGEmember.com.

SAAGNY Member News

SAGE encourages distributors who are not already SAGE subscribers to take advantage of its complimentary 30-day Total Access subscription. Visit their website to get started with SAGE Total Access, which includes SAGE Online, SAGE Web, and SAGE Mobile.

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, tradeshow, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association 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.

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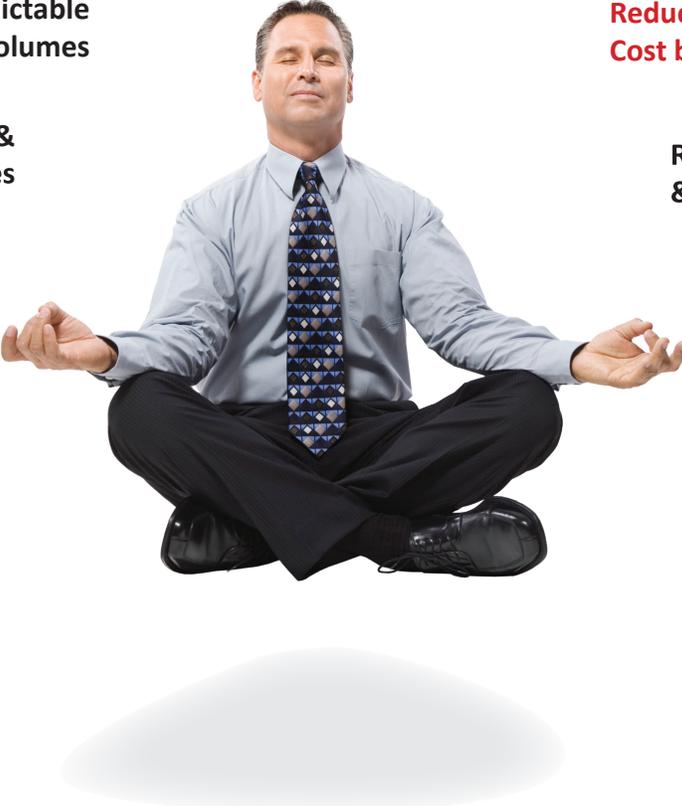
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