

SAGNY
Life

FEBRUARY



Table Of Contents

| | | | |
|-----------|-----------------------------|-----------|-------------------------------|
| 02 | From The Foundation | 15 | The Passing of Barry Forman |
| 03 | From The Executive Director | 19 | Member News |
| 04 | Farewell From Fred Snyder | 26 | The Passing of Don Chopoorian |
| 05 | Member Spotlight | | |
| 08 | Farewell From Rob Craxford | | |
| 09 | Meet the Foundation | | |

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From the Foundation



Hello Friends,

As we begin the New Year, The Saagny Foundation has new Leadership. We, Chris Bloomer, Jules Scheck Associates - JSA REPS and Lynn Millinger, Sonoma Group, have accepted the positions of Acting Co-Chairs. We look forward to presenting new and informative programs including fundraising programs. Thank you to Past Chair Melissa Cassey for your excellent leadership and we look forward to your continued involvement in the Foundation.

Our thanks also to Gail Deutchman for your initiative and for the successful joint venture with Pampered Chef. The fundraiser was highlighted with a fun evening of demos and a program we are hoping to repeat in the future.

Chris has led the organization of the Foundation Charity Auction scheduled to begin on Thursday, February 11th and running through the end of the day on Monday, February 15th. Thank you to all who participated.

We are continuing on an ongoing basis to seek schools or groups in the Tri-State area who would be available to receive donations of pen and gloves and hats. Please contact Lynn Millinger or Chris Bloomer if you would like to donate to this annual drive or if you know of a group in need – lynn@sdipromo.com or Chris@jsareps.com

All of the best for your continued safety and good health!

Lynn Millinger and Chris Bloomer
Acting Co-Chairs, The SAAGNY Foundation

From the Executive Director



Welcome to 2021 and with 2020 behind us – let's look forward to the return of in-person shows (fingers crossed!) and other exciting events and programs. SAAGNY is continuing its mission to bring suppliers and distributors together albeit virtually – visit saagny.org and the events calendar to see the webinars being offered.

I hope you were able to join us on Wednesday, February 24, for a Virtual Town Hall with SAAGNY President Rachel Levin and the rest of the Board as we discussed all things SAAGNY!

Make 2021 your year to Get Educated! Get Certified! – SAAGNY hosts monthly webinars that will earn you credit towards your CAS or MAS. The Certified Advertising Specialist (CAS) certification is the industry standard for 50+ years—it's the professional designation of the promotional products industry. Individuals who hold their CAS, MAS and MAS+ Certifications are seen as industry leaders—those who have attained a higher standard of professionalism, knowledge and experience.

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

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

Make sure you check out new member features and benefits – SAAGNY Job Board and SAAGNY Coupon Program – Zoom Catalog Coupon Book and PromoHunt!

Any questions – do not hesitate to reach out!

Best,

Donna-Jean

Farewell From Fred Snyder

I learned over the last months that I really like being home and not constantly travelling. Wanting to spend more time with my young grandchildren and not miss watching them grow up. I am also looking forward to helping my wife, Jacqui, with her business as a Geiger sales partner, something I haven't been able to do in the past.

Persistence and a commitment to relationship building have defined my career. I credit much of this success as a recruiter and mentor to my background in sales. I understand what salespeople want, what they need to do, what they'd prefer to avoid, and the heartbreak of losing a big order they thought was theirs.

I started with Geiger in 1994 by answering a job advertisement for a division manager at Martin Meyers Company, a Geiger-owned business in Pennsylvania. I wasn't looking for a career, since prior to Geiger I never stayed in the same place for more than 5 years. The people and sense of community at Geiger and this industry, kept me coming back. I was "having too good a time" to go elsewhere.

When I first started, I had no experience with promotional products, but I knew how to sell. I had to work hard to acquire the necessary knowledge by taking the supplier catalogs home each night and memorizing the information in them. I became well-recognized by the salesforce for product knowledge and research speed. I didn't share this secret – I also had an early copy of ESP!!!

I am very proud of recruiting quality people to the team and feel that building relationships is the key success in this wonderful industry. Others have agreed, honoring me with awards like being named to ASI's People to Watch in the 2000s, PPB's 2010 Best Bosses, President of PAPPAs (SACDV at the time) several times, PAPPAs 2014 Humanitarian of the Year and the PAPPAs Hall of Fame. I am very grateful for being a part of founding of RAC and believe so strongly in the outstanding network of regional associations

This industry is so very special. The nature of my position had me active with PAPPAs, SAAGNY and NEPPAs. SAAGNY, in particular, invokes warm feelings of the early days at the Concord, to the excitement of the first End User Event in Manhattan.

One of my first ideas for Geiger in 1994 failed miserably. Gene Geiger called me about it not long after, mentioning that he'd heard that it didn't go well but made me promise to keep the ideas coming. I think that particular speech, more than anything, kept me at Geiger and in the industry for the next 26 years.

Thank you to SAAGNY, it's leaders and membership for all you have given me. You are special!!

Dave Evans in the Supplier Spotlight



What is your title/role at Evans?

Senior Account Manager for the Northeast and Ohio Valley territory

What do you like best about your company?

I love the fact that Evans is a Manufacture of USA made products, cut & sew bags, and masks. The benefit is we are never out of stock and have a variety of stock colors to choose from.

What is new and upcoming with your company?

Evans is entering the world of sublimation. We are launching sublimated masks in early February. Followed by sublimated can coolers, rally towels, and micro fiber cloths
Tell us something about you that most people may not know.
I love to travel with my family and have been to over 20 National parks.

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

It's a dream but I would love to be an astronaut, travel into space and walk on the moon. It would be an incredible rush.

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

I have always enjoyed this quote from John Paul Jones "I have not yet begun to fight!" I also like "People rarely succeed unless they have fun in what they are doing." – Dale Carnegie. The Promotional Product Industry is truly a fun industry and one in which I enjoy working in every day.

What is your passion?

If I have to pick one, I would go with hiking or walking outside. Finding the next hill or mountain to climb. It's a sense of accomplishment reaching the top.

What drives you?

Making people happy by helping and/or solving problems for my clients, friends and family. It's the ultimate joy and keeps me going.

Silvia Vargas in the Distributor Spotlight



What is your title/role at ProPac Marketing?

I am the founder and president of ProPac Marketing

What do you like best about your company?

I love our status as a female owned bilingual company. This has helped me reach out to a diverse array of clients. Given my 20 year background in advertising, the creativity in my industry is energising. With the variety of clients, there is always something new to offer: product, trend, material, or execution style. Even during the pandemic, the collaborative nature of my company, partners and clients makes one feel part of a creative network.

What is new and upcoming with your company?

During the unprecedented times, visiting clients that are still in business has been very difficult. With the cooperation of our vendors we have been approaching our clients by sending virtual samples. We have noticed that the feedback has been positive and leading to orders, so it has been a win win situation. We are planning to keep doing this as long as we continue the positive feedback. In addition, we are doing more self promotions to send to our clients. Between the virtual and the physical samples we think we can create a continuous presence of our services.

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

I write and make rhymes relatively easy and fast. When my daughters were little I used to make up songs and stories for them all the time. I recently wrote a song in Spanish for my nephews in Colombia, they have a rock band called Apolo 7. Right now they are playing the music and hopefully this song will be on the radio and social media soon. One of my on-hold projects is a children's book in English / Spanish. I probably have half the book ready, but finishing it is one of the things I have on my wish list. My youngest daughter constantly tells me, "Mom you have to write a book with all the things that you say."

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

A writer.

Silvia Vargas in the Distributor Spotlight



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

“The person who can say no to me has not been born yet. So until you see my capabilities, don't tell me no.” This personal quote always makes me work harder.

What is your passion?

To travel, to see new places and to try new things.

What drives you?

Good feedback. When somebody is happy from my work, that motivates me to keep going and do better things. This is particularly relevant when I receive referrals from existing clients to new ones!

Farewell from Rob Craxford



I'm retiring!!

I've done many hundreds of thousands of miles by air and land originally around the Middle East and West Africa before I was given the chance to come to the USA in 1981 and to travel a lot more with Letts of London, then Payne Publishers and then as a Multi-Line Rep. And became a US citizen!!



You and your predecessor Jonathan and more have made my life so much easier with your ability to herd cats let alone trying to navigate COVID this year with your expertise and sense of humor.

Gail and I are off west to the Phoenix area!



I really hope 2021 turns out to be easier for you and the industry as a whole! It's been an honor to know and work with you all. You made me better!!

Thank you! Rob Craxford

Meet the SAAGNY Foundation



Trustee – Randi Goldberg

Getting involved in the Foundation is a fabulous way to be a go-giver. SAAGNY offers so many benefits to both supplier and distributor members, and the Foundation is one way to help the next generation, as well to make an impact on the community.



Trustee – Joan Lasser

Being on the SAAGNY Foundation board has made me more passionate about giving back, it has taught me about diplomacy and patience. Through the board, I have met other SAAGNY members that want to get off the bench and onto the field, I am enriched by their values, their company and love of volunteerism. Joining the Foundation board has added a dimension to my life and to my love for the promotional products industry.



Trustee – Sara Levinson

Giving back is part of our company's values and I am honored to be part of the Foundation Board. Contributing to social causes can be a lot of fun, and it makes the experience so much sweeter when you volunteer with other members of your community. What an easy way for all of us, at SAAGNY, to work together for a noble cause and get to know each other to build a stronger tomorrow for our industry.



Trustee – Michael Newman

The SAAGNY Foundation makes it easy for you to give back to the community. Our industry is full of kind, good-hearted people which as a group has the ability to make an awesome difference in the world. Getting involved in the foundation will allow you to socialize with members of our industry, while also having fun and doing something good at the same time!



Trustee – Ken Rode

When asked to join the SAAGNY Foundation my immediate answer was Yes! If you have a chance to contribute to a cause that helps people; How can you not help? As a past SAAGNY Board Member I always wanted to help as this is our industry and no one else will help us if we don't help ourselves. The SAAGNY Foundation is the charitable arm of our regional association and we all should be willing to help those less fortunate and in need.

Meet the SAAGNY Foundation



Co-Chair – Lynn Millinger

I've been asked to write something about why members of SAAGNY should consider getting involved with the SAAGNY Foundation. The question I have to ask is Why Not?

If you don't know what the Foundation does, allow me to share this:

The SAAGNY Foundation provides educational scholarships, general assistance, and a means for the promotional products industry to engage the community through charitable endeavors and activities.

One example of the general assistance the Foundation provided was in reaction to the Sandy storm. We collected clothing, cleaning supplies and other vital supplies and these items were distributed to members of SAAGNY who were able to share them with their neighbors who were devastated by the Storm.

Maybe you heard of the Foundation's annual summer programs for some special children? I have participated in both of these events and we are all looking forward to being able to return to both Happiness is Camping and the Hilltop School. Not only do the kids appreciate our annual events, the caregivers, counselors and teachers appreciate the change to their daily programming. Through donations from suppliers, we have been able to leave a goodie bag or toy for each child participating in these events.

And in case you didn't already know, the Foundation awards \$4,000 college scholarships (\$1,000 per year for up to four years) to deserving members of the SAAGNY community. Since the scholarship program's inception in 1999, over \$200,000 has been awarded to the dependent children of SAAGNY members. The Scholarship applications are available now on the SAAGNY website.

So, now that you know, will you join us?



Co-Chair – Chris Bloomer

It's a great do-good feeling getting involved with the SAAGNY Foundation. The group is fun to work with and it's great to collaborate together with other members of SAAGNY on ways to make the Foundation even better.

Meet the SAAGNY Foundation



Vice Chair – Neil Kirschner

Getting involved with the Foundation is something you do with your heart. With all the rewards you get from doing business in our industry the one reward that doesn't have price tag is giving back to those who aren't as fortunate. It isn't easy to explain the feeling you get when you work with a child who can forget their problems for just a day at Happiness is Camping or working with others at a school for those with a learning disability. We are always looking for new ideas and new ideas come new volunteers. The Foundation are a group of volunteers who care, who give of themselves and do it without accolades, we do it for the satisfaction of knowing we helped.



Secretary – Idelle Schwinder

"We make a living by what we get, but we make a life by what we give." — Winston Churchill

What better way to make a life by what you give than to get involved with the SAAGNY Foundation?

We make a difference...

- in the lives of kids with cancer.
- in the lives of kids with special needs.
- in the lives of those who struggle with mental health issues.
- in all our lives with a recycling program.



Treasurer – Paul Steinberg

Our promotional product industry is a village. Just as there are all sorts within the village there's all sorts within SAAGNY. The SAAGNY Foundation is our way to give back. Within the Foundation we can make a broader difference beyond our business with the same folks we view as 'our village'.



Trustee – Nancy Bercovitz

After having spent 7 years on the NEPPA board I felt I was ready to get involved with SAAGNY and I could not think of a better organization than the Foundation Board which is the goodwill arm of SAAGNY. Although it has been only a month since I came on board, I am so excited to see the ideas we are generating for future fundraising events during these uncertain times. I love the virtual networking opportunities especially with so many of us working from home! If you have ever thought about volunteering for your association there is no better time than now. Please reach out to us and I hope to see many of you soon at either our next virtual event or an in-person event when we can all safely gather again.

NEW VIDEO INTERVIEW SERIES



**HOW LEADING PROMOTIONAL
PRODUCTS SUPPLIERS ARE
TRANSFORMING**

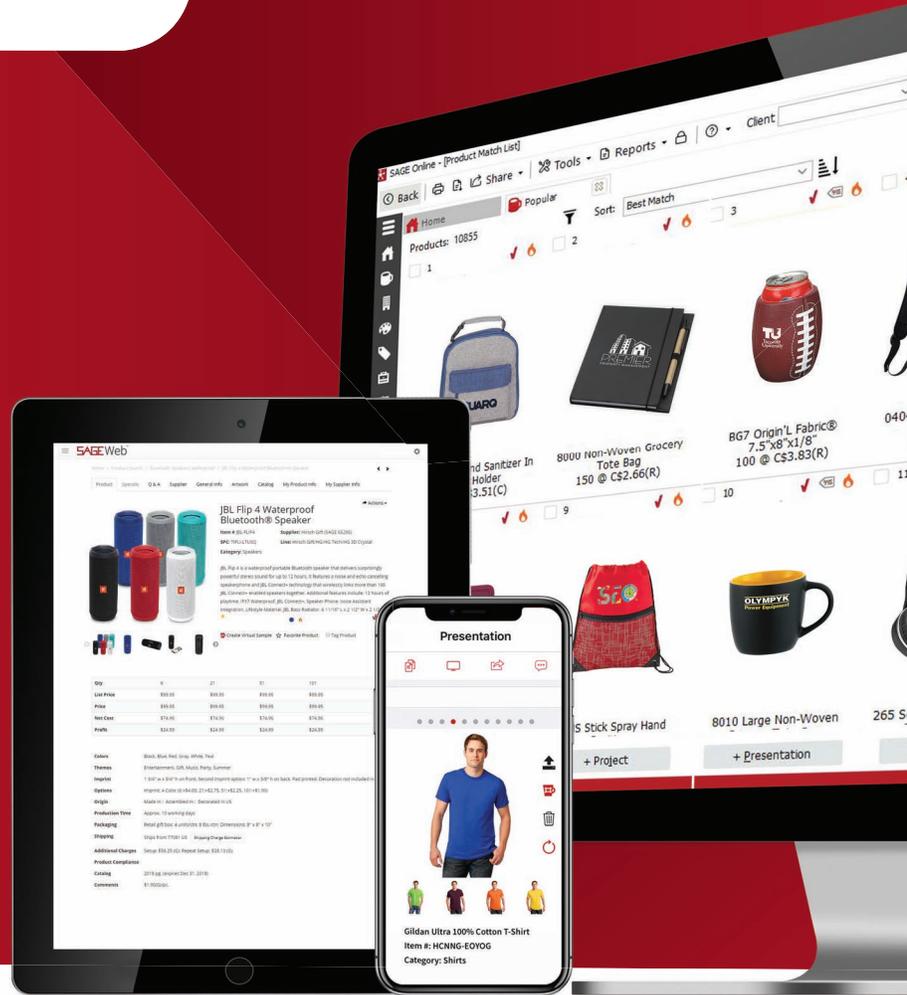
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SAGE Affiliate Program™

Did you know you get
10% off
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Keep track of your
client info and history



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catalogs and flyers



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And more!

Everything you need, all in one place.

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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 Barry Forman

Long time SAAGNY member Barry Forman, Kew Gardens, NY, passed away on February 3, 2021. He was fondly remembered by Hugh Ledford. Hugh and Barry were longtime colleagues who became friends. Hugh hired Barry Forman in 1976, for the Brown & Bigelow office in New York, and then both moved to Shedd Brown. Barry also represented Geiger for a short time.

Barry was a member of the Metro Group when Irwin Kotcher first joined about 25 years ago. Irwin noted that he and Barry traveled to trade shows for years, and roomed together in Atlantic City. Barry worked for Merri Moments for about six years before he finally retired. Irwin fondly remembered, "In fact, many in the industry, thought he was my father for a period of time."

Irwin further shared, "Barry had many friends in the industry, and was always happy. Even after he retired, many suppliers and reps, would ask me how he was, and wanted me to send their regards onto him."

He will be deeply missed.

NEW!

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and convenience*

CUSTOMIZABLE, HAND SANITIZER GEL

Show your customers you care!

Now is the time to put safety first.
2 oz. hand sanitizer gel bottles make it easy to keep employees and customers safe when soap and water aren't available.

Customize with your full color logo or text.



PRODUCT DETAILS

- Fresh clean scent
- Push top lid / clear bottle
- 70% ethyl alcohol content
- Kills over 99.9% of many harmful bacteria
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- FDA compliant



SPECIFICATIONS

- IMPRINT COLORS: Standard 4 color process on a white label
- APPROXIMATE SIZE: 4 1/2" H
- SET UP CHARGE: \$60.00(V), no charge on re-orders.
- PACKAGING: 40 bottles/box (3-case minimum = 120 bottles)
- FOB: El Paso, TX 79912
- LEAD TIMES: Ships within 4 days
- ALL larger quantities must call for production time

| | | Case Count | 3 Cases | 5 Cases | 10 Cases | 20 Cases (EQP) |
|-----|----------------------|------------|---------|---------|----------|----------------|
| 3QR | 2 oz. Hand Sanitizer | 40 | \$60.00 | \$57.40 | \$50.40 | \$45.80 |

For more information, please contact:

Jenny Domin - National Sales Manager
jdomin@hospitalitymints.com
630-417-4552

ASI/61820
PPAI/113524
SAGE/55506

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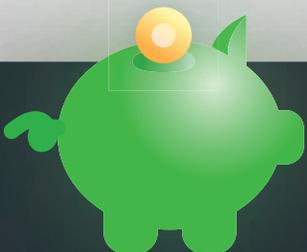
1800 Northwestern Drive, El Paso, TX 79912

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



2021 Supplier 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 – 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!

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!

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

SAAGNY Member News

ERB Industries Announces Acquisition by Delta Plus Group

Leading Global Manufacturer of PPE Expands Presence in US Market

ERB Industries, Inc. d/b/a ERB Safety, d/b/a Fame Fabrics, a leading manufacturer of personal protective equipment and commercial apparel, is pleased to announce that the company has been acquired by Delta Plus Group headquartered in Apt, France. Delta Plus Group is a premier global manufacturer of head-to-toe safety equipment for workers in construction and general industry.

For more than 40 years, Delta Plus Group's mission has been to protect people at work. With revenues in excess of \$318M in 2019 and operations in more than 32 countries, the company aims to be among the leaders in the global personal protective equipment market.

"For Delta Plus Group, the addition of ERB Industries in the Group significantly increases our penetration into the US market. This acquisition is the perfect complement to earlier acquisitions in the US. The addition of ERB Industries to our portfolio will strengthen our relevance and value position for customers. We are impressed by the high-quality standards of ERB Industries, and we look forward to working with Sheila Eads and her team to accelerate the development of the combined ERB / Delta Plus offering and to take an exciting new step forward in fulfilling our vision of becoming a leader in the US market for personal protective equipment" said Jérôme Benoit, President and CEO of Delta Plus Group.

For more than 60 years, ERB Industries has been a growth-oriented manufacturer. Under the leadership of Sheila Eads, CEO, the company has grown through designing, creating, and marketing a comprehensive offering of quality-centric products to protect workers throughout The Americas.

"The Delta Plus values of entrepreneurship, family, and curiosity parallels those of ERB Industries. We are very excited to increase the value to our customers by broadening our current product offering through the strength of the Delta Plus brand and to build on the successes of both businesses together for many years to come", says Sheila Eads.

ERB Industries has long-standing local roots and employed hundreds of people residing around the North Atlanta and Woodstock, Georgia communities. When the company moved to Woodstock in 1972, it was one of few manufacturing businesses in Cherokee County providing employees a place to work close to home. Delta Plus Group plans to continue this legacy by residing in the Woodstock community.

SAAGNY Member News

ABOUT DELTA PLUS

For more than 40 years, Delta Plus's mission is to protect people at work. Delta Plus designs, manufactures and distributes a full range of Personal Protective Equipment to equip people from head to toe.

Thanks to its expertise, its R&D investment its 8 production sites, its global location and its services, Delta Plus is a major worldwide player, chosen for its multi-specialized global offer, its variety of innovative and affordable products and its proximity to its partners.

ABOUT ERB INDUSTRIES

ERB Industries through the ERB Safety division is proud of its "Made in the USA" head protection and many other brands such as Girl Power at Work®, Aware Wear® high visibility apparel, One Nation® protective eyewear, Coolerz®, Republic™ Gloves. Proudly offered through its Fame Fabrics division is City Market®, Fame® Chef and Essentials commercial apparel brands.

Maple Ridge Farms "Strikes Gold" by Winning its 21st PPAI Supplier Star Award

Maple Ridge Farms, Inc. struck gold again when it was awarded the 2021 PPAI "Supplier Star Golden Pyramid Award" at the recent PPAI Direct-2-You virtual tradeshow. Maple Ridge Farms has won more Supplier Star Awards than any other food gift company in the history of the industry.

"This is great!" company founder, Tom Riordan, remarked, "To win our 21st Supplier Star Award is incredible. It's exciting to see that the efforts of all our employees are being recognized in such a major way. Our bottom line has always been that distributors should be extremely confident when they send an order to our team. They know their customers will be guaranteed to receive the freshest, most delicious food gifts. Our thanks go out to our loyal customers and dedicated employees who made winning this award possible."

The "Supplier Star Golden Pyramid Award" is the result of a competition in which distributors vote for their most dependable suppliers and one of the most coveted awards bestowed upon suppliers.

Located in Mosinee, WI, Maple Ridge Farms, Inc., (PPAI 114165, UPIC: MAPLE, SAGE 57654) was founded in 1979 and is the leading supplier of gourmet gifts to the promotional products industry. Recognized for outstanding freshness, the line includes a complete variety of candies, handmade chocolates, fresh-roasted nuts, baked goods, smoked meats and naturally aged cheeses; and ice cream, all presented in innovative gift boxes, gift baskets, gourmet towers, desk accessories, wooden crates and collector's boxes. For more information on the company visit www.mapleridgefarms.com

SAAGNY Member News

Towel Specialties Promotes Shawn Kanak to President

Towel Specialties announced the promotion of Shawn Kanak as President. Headquartered in Baltimore, MD, Towel Specialties is the most awarded towel and blanket supplier in the promotional products industry. As both President of Towel Specialties and an integral member of the executive team, Kanak will oversee national sales efforts for all three divisions (Towel Specialties, Cobblestone Mills Blanket Company and Xpress Towels).

“I am humbled, honored and excited to have this opportunity. My goal is to ensure that our clients leave every single interaction with a quality impression that lasts, period. This includes a deep analysis of areas where we can develop, implement or improve ways to deliver even more outstanding customer value. Our recent reassignment of resources toward technology enhancements internally, with our websites, and through PromoStandards, will allow us to achieve these goals. Now we can reach further.

“The rapid growth of our Cobblestone Mills blanket line makes our entire business model less seasonal and now lets us maximize revenue opportunities with customers through very organic product cross-selling. Towel Specialties is poised to build on our already rock-solid partnerships to enhance our offering and marry significant growth strategies within each of them.”

Kanak also added “I will continue to be able to shine as much as the terrific players on our team. I am grateful for the opportunity given to me by Eric Weinstein (Towel Specialties owner and CFO), and I recognized that our capabilities are virtually limitless.”

As Towel Specialties' Vice President of Sales since 2001, Kanak successfully led the company and navigated year-over-year growth. Under his leadership, between aggressive product development and the creation of new divisions, the company finds itself in a highly respected position in the marketing. While Towel Specialties has leveraged more national relationships each year, they are also the most awarded Towel and Blanket Supplier in the industry. This week, Towel Specialties won the Counselor Magazine Distributor Choice Gold Award as the ‘Best Towel and Robe Supplier’ for the 15th consecutive year, as well as the ‘Best Blanket Supplier Award’ for the second time. In 2018, Towel Specialties also won the coveted industry’s OVERALL ASI Supplier of the Year Award.

SAAGNY Member News

“Shawn has nearly 30 years of industry experience and ownership has the confidence that we will continue to grow our organization with him at the helm. Our philosophy is simple: we are committed to going the extra mile to deliver a quality impression that lasts. Shawn has instilled that within our entire organization from his first days with us in 2001. We are certain Shawn will continue to bring the same passion and energy to this new role as he has to his prior role and we are confident that he will be instrumental in building for our future,” added Weinstein.

Towel Specialties wins Counselor Magazine Distributor Choice Awards in two categories

For the 15th consecutive year, Towel Specialties was awarded the Counselor Magazine Distributor Choice Award by ASI on January 21st as the “Best Towel and Robe Supplier.” Additionally, at the same event, Towel Specialties/ Cobblestone Mills was also recognized as the ‘Best Blanket Supplier’ for the second time in three years.

“Given everything that our industry went through in 2020,” said Shawn Kanak, the recently promoted president at Towel Specialties, “this meant more to us than ever before. Competing with the pandemic, trying to stay safe, and striving to provide outstanding service to our customers was a challenge, but we’re happy that our efforts were recognized among voters in the industry.”

Towel Specialties has been selected as the ‘Best Towel and Robe Supplier’ every year since 2007. They introduced the Xpress Towels line in 2014 and Cobblestone Mills in 2016. In 2018, Towel Specialties was selected as the ASI Supplier of the Year.



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For Further information and to register please email info@saagny.org or call (914) 848-7369
www.saagny.org



THE SAAGNY FOUNDATION COLLEGE SCHOLARSHIP APPLICATION

The SAAGNY Foundation Scholarship was established to help further the educational goals of SAAGNY member companies' employees, owners, and immediate family (parent/guardian, child, sibling or spouse) who have been employed in the promotional products industry for at least two years. Since its inception, over \$200,000 in scholarships have been awarded. Applicants will be eligible for a scholarship award as full-time (12 credits or more per semester) undergraduate students at any accredited school (Community College, Technical School, Vocational School, 4-year College or University).

Scholarship awards are reviewed by independent judges and based on overall merit with points assigned to:

- **Academics and Grade point average**
- **One academic letter of recommendation**
- **One non-academic letter of recommendation**
- **Essay**
- **Extracurricular activities**
- **Charitable activities and community service**
- **Awards and achievements**
- **Outside jobs and projects**

Scholarships will be awarded without discrimination as to financial need, race, sex, or religion and are awarded in the amount of \$1,000 annually for up to four consecutive years (total \$4,000.) All applications are kept confidential and submitted to the Selection Committee for review and action. Scholarships will be in the form of a check payable to the student each school year, provided the student maintains a 3.0 or better grade point average, the industry employee remains employed by a SAAGNY member company, and the student meets all other conditions annually. If the student fails for any reason to maintain the required grade average, no payment will be made for the subsequent year and the eligibility period will not be extended. However, future payments will be made if the student improves his/her cumulative GPA to the required 3.0. If the student fails to maintain his/her status as a full-time student, the scholarship may be deferred until such time as he/she returns to school full-time. The student will remain eligible for up to four scholarship payments, provided all other criteria are met.

The 2021 scholarship will be awarded by approximately June 1, 2021.

Application deadline is Friday, April 2, 2021 – No extensions will be granted

Visit <https://www.saagny.org/The-SAAGNY-Foundation> for a copy of the application

The Passing of Don Chopoorian

It with deep sadness that we let you know that SAAGNY Past President Don Chopoorian passed away this summer. He was SAAGNY President 1973=1975.

Donald Deran Chopoorian, 82, passed away Aug. 1 at his home in Mt. Arlington. The ultimate optimist, Don loved his wife Rita, family, friends and career.

Born in Jersey City to parents Deran and Anna, Don grew up with his sister Jeanette in North Bergen, attending Weehawken High School. He loved sports, especially basketball, performed in the marching band and founded his high school musical group, the Skylarks. Don also worked summers on the Seaside Heights boardwalk.

After attending Rutgers University for two years, Don went into the family business started by his father Deran in 1939, making and selling religious statues and articles. He also married his high school sweetheart Rita (Scarpetta) on Nov. 1, 1958, and they would be together for more than 62 years, raising two children.

While working for his father, Don expanded a small sideline of the business – imprinted advertising specialties – selling calendars, pens and other giveaways to local shops.

Once, after he called on a national carpet business, his father told him they didn't sell to big companies. Don whispered to himself, "Someday, I will."

He soon did. A natural salesman, Don started selling to large companies, including A-P-A Transport, Hudson City Savings and State Farm Insurance. His family company, Supreme Specialty Advertising (son Donald worked with him for some years), served many national, regional and local clients before closing in 2019.

Don gained his industry's respect and served as board member and president of SAAGNY, an industry trade group. He counted his many clients as friends.

"Most products are similar or often the same," he often said. "But if people like you, they'll buy from you."

Don lived a big life, entertaining friends and travelling often with Rita. He loved rolling the dice in many casinos, visiting the Meadowlands Racetrack and playing cards. He enjoyed food – especially bagels and pizza – rooted for the Yankees and Giants, was a talented piano player and a devoted racquetball player and swimmer.

The Passing of Don Chopoorian

His favorite song was the fitting, "Celebration" by Kool & The Gang.

Deeply religious, Don attended daily Mass for much of his life and supported various Catholic churches and Holy Cross Armenian Church of Union City.

Family meant the most to him. "Poppy" loved taking his granddaughters for ice cream and was so proud when they succeeded in life. Each day, he'd say, "Good morning, girls" and "Good night, girls" to a picture of the four of them.

Though he struggled with health in his final years, Don never lost his optimistic outlook and love of life.

Don is survived by his beloved wife Rita, son Donald, daughter Lisa and son-in-law Jack DeVries, sister Jeanette Der Hagopian, and granddaughters Jessica, Alyson, Lara and Anya. Funeral services are private.

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