

SAAGNY  
**Life**

**AUGUST 2021**



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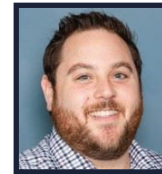
## 2021 SAAGNY Board Of Directors



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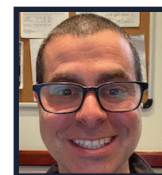
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# From the Foundation



The Foundation is pleased to announce the continuation of our tradition of collecting donations at the SAAGNY Fall Showcase. This year, the Fall Showcase will be held on three different dates at three different venues:

Tuesday, September 14 at the Teaneck Marriot at Glenpointe  
Tuesday, October 5 at the Melville Marriott Long Island  
Thursday, October 7 at the Crowne Plaza Suffern

The Foundation will be collecting donations of pantry items at two food banks, People 2 People and the Center for Food Action, at the shows in Teaneck and Suffern and new caps, hats, socks and gloves for the National Alliance on Mental Illness at the Melville show. Please bring your donations to the Foundation table and take a selfie for our social media sites. See the flyer on the next page. We thank BagMakers for their generous donation of shopping totes imprinted with the Foundation logo and #SAAGNYGIVESBACK.

Look out for our announcement of this program on our Facebook: <https://www.facebook.com/SAAGNYfoundation> and Instagram: <https://www.instagram.com/saagnyfoundation/> pages!

Something new we are planning is a fundraising virtual Walk/Run. Get your walking, running shoes ready and join us! Details on participation in this event will follow.

An ongoing Foundation program is the collection of misprints and overruns of pens, pencils, notebooks and other school items and distributing them. Please email [info@saagny.org](mailto:info@saagny.org) for details.

Unfortunately, the response to our attempt to return to Broadway was unsuccessful. We are examining why our offering of seats for Hugh Jackman in The Music Man didn't receive the response we hoped for and will be moving forward with tickets to other shows, most likely not until 2022.

And just a reminder, there is a link on the SAAGNY website that will take you directly to make a donation to the Foundation: <https://bit.ly/3xfRNLR>.

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

# From the Executive Director



Where did the Summer go – how could it be August already??!!

SAAGNY held three successful in-person networking events this past June, Sip & Schmoozes – NJ, Long Island, and CT. It was great to share a beer and chat with our promo friends in-person. Thank you to all who joined us!

I hope you have registered for SAAGNY's three Fall shows:

Fall Show Teaneck –Tuesday, September 14 for distributors only

Fall Show Long Island – Tuesday, October 5 for distributors and their clients

Fall Show Suffern – Thursday, October 7 for distributors and their clients

All of the information for the above shows can be found at the saagny website along with who is exhibiting, client registration information, and hotel information. As we always do the Night Before the Show – I hope you will join us at the hotel for a Meet N' Greet. Visit [saagny.org](http://saagny.org) to register!

Welcome to our newest Board member, Jeff DePalma, Geiger. Jeff is a returning Board Member - we look forward to working with you!

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 all of the member features and benefits – SAAGNY Job Board, SAAGNY Member Directory, and SAAGNY 2021 Coupon Book!

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](http://www.saagny.org).

## WEBINAR

*Selling Ideas For  
Today's Markets*

September 9

## THE SUBWAY

### SERIES!

Mets vs. Yankees

Citi Field

September 10

## NIGHT BEFORE THE SHOW

Meet N' Greet  
Teaneck Marriott at  
Glenpointe, Teaneck, NJ  
September 13

## SAAGNY FALL SHOW TEANECK

Teaneck Marriott at  
Glenpointe, Teaneck, NJ  
September 14  
*distributors only*

## SAAGNY FALL SHOW LONG ISLAND - October 5

Melville Marriott Melville, NY

## SAAGNY FALL SHOW

SUFFERN - October 7

Crown Plaza Suffern, NY

*Distributors and Their Clients*

# Member Spotlight



Anthony McNally

## **What is your title/role at Vanguard?**

Operations Manager – Promo

## **What do you like best about your company?**

Honestly having been in multiple distributor organizations in the past, this is the first time that I feel like I'm part of something larger. Because we offer our clients print, promo and digital solutions, I feel we are more of a full-service marketing agency. We can honestly help a client with every aspect of a given event.

## **What is new and upcoming with your company?**

We have been heavily focusing on developing shop options, company stores, and inventory related solutions for our clients. Because on top of our corporate offices we also have over 100k sq. ft warehouse which we are able to utilize for our clients.

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

Outside of promotional products my passion for a long time has been public service. For over 10 years I was a volunteer fire fighter and EMT on long island. Trained in such things as technical rescue, fire fighter survival, hazmat technician level 1, and full BLS support. Only recently did I have to resign due to a move, but did so as a captain in the organization.

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

For sure it would be firefighting. I grew to have such a passion for the service, and level of training and skill it took, that an opportunity to do it paid would be a dream. (That's only if my profession as an NHL hockey player didn't pan out).

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

"I swing with everything I've got. I hit big or I miss big. I like to live as big as I can."-Babe Ruth

## **What is your passion?**

Honestly, my passion is life. As the quote says I want to do everything big - family, friends, work ... my passion is to be the best as I can at all aspects. People know I'm genuine and that they will always get everything I have.

# Member Spotlight



**Anthony McNally**

**What drives you?**

What drives me is my passion to succeed. Nothing can stop us from achieving our goals personally or professionally but our selves. With a positive mental outlook and know that nothing is impossible, you can make it happen. So, I wake up every day and make s\*\*t happen.

# Member Spotlight



Mark Charbonneau

## **Role at AAA Innovations:**

Regional Sales Manager covering NYC down to VA.

## **What like best about my company:**

We will take a basic everyday item like an umbrella, cooler, game, or bag, and AAA it up. Hence the addition of “Innovations” to our name. We don’t just have an umbrella; we have umbrellas that tell you when it’s going to rain. We don’t just have a cooler, we have them with lights and speakers.

## **New and upcoming:**

I am personally getting very excited for the addition of our three brands—Coleman Coolers, Cooluli mini fridges, and Go Sports who is a leader in retail games. Our new Red Zone Football Challenge by Go Sports for instance will be in stock by late August and with football season coming, this will be an immediate winner. But the big win will be that all three of these brands puts us in the game for the upcoming holiday gift season.

## **Something about me that people don’t know:**

Years ago I became a volunteer hunter education instructor for the NJ Division of Fish and Wildlife and I am also on the Board of Trustees for New Jerseys Hunters Helping the Hungry Program. Last year our charity provided over 2 million venison meals to those not as fortunate as most in the state of NJ.

## **Choose any other profession:**

I would love to be a professional volunteer as an instructor and coach.

## **Favorite quote:**

“If you can look yourself in the mirror at the end of day and know you were the best YOU that you can be and didn’t hurt anyone, then no matter the outcome of that day...you won the day.” My own personal quote and I say this to my youth football team I coach every year.

## **My passion:**

Win each day!

## **What drives me:**

This is a tough one but I guess the best response I can give is that I am a son to a father who retired an officer in the US Army. Those are big shoes to fill...or guess I should say combat boots.



# SAAGNY

Specialty Advertising Association of Greater New York

## Three SAAGNY Fall Shows – Don't Miss It!



**Register Today! 3 Locations for the SAAGNY Fall Show!**

**Teaneck - Tuesday, September 14** *for distributors only* [Register Here](#)

**Melville - Tuesday, October 5** *for distributors and their clients* [Register Here](#)

**Suffern - Thursday, October 7** *for distributors and their clients* [Register Here](#)

[Click here for More Information About the Fall Shows](#)

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



The SAAGNY Foundation is collecting food items and hats/gloves/socks at each of the three Fall Shows.

**#saagnygivesback**

[Click here to learn more about The SAAGNY Foundation](#)

SAAGNY

50 Tice Blvd Suite 340, Woodcliff Lake, NJ 07677

(914) 848-7369, <https://www.saagny.org/>

[info@saagny.org](mailto:info@saagny.org)

# Sip and Schmooze

SAAGNY Returns to In-Person Events With



*Three Locations where old friends and new ones met in-person!*

The first was held at Cricket Hill Brewery, Fairfield, NJ.



# Sip and Schmooze

The second was held at the Great South Bay Brewery in Bay Shore on Long Island. Fun, food, friends, laughs, and promo - who could ask for more!



The third SAAGNY Sip and Schmooze was held at Brewport in Bridgeport, CT.



It was a terrific night filled with delicious pizza, cold beer, laughs, and fun!

All three were great nights and terrific ways to get together with your promo peeps!

Hope you and your promo colleagues will be at future **SAAGNY** events!

# SAAGNY Sensational Senior



**Avery Marder**

Just a little industry background about me...one of my favorite subjects. I've been in the industry for almost 55 years, and this year I'll turn 75. I have no plans (yet) to "retire", and will have to be dragged out of the company "kicking and screaming", although my wife and partner, Elaine, wants to pull the plug, and make me travel more.

I like what I do for the most part, and it keeps me mentally and physically active.

After working in the advertising agency field from 1965 to 1976, I started my first ad agency with 2 partners.

In 1976, after meeting my wife, she encouraged me to go independent, and the rest is history. We reincorporated in 1982 to what is now TMG, and at this point Elaine and I are the sole owners.

It's been a bumpy ride, but looking back it's been "Fun" for the most part.

Looking forward to getting out and meeting with all the folks from SAAGNY, and beyond.

# SAAGNY Featured Female



**Tamara Borello**

## **Get to Know Tamara Borello**

**Chief Operations Officer of ePromos Promotional Products**

### **Family**

My family is split between California, the Northeast and Italy, where my dad and one sister resides

### **Location**

Fortunate to be able to work remote and have chosen to work from my home in Florida in the colder portions of the year and spend time in CT on a lake in the warmer months

### **Years in Business**

35

### **Current Role**

Chief Operations Officer of ePromos Promotional Products

### **Pets**

Rylee who is Whoodle (50% Wheaton Terrier and 50% Poodle)

### **How did you get started?**

A friend in Real Estate asked for assistance in locating imprinted Garland pens for agent gifts. Looking through the Yellow Pages I noticed a section for Advertising Specialties, called the distributor with the biggest display ad, met with the principal and then decided that his business looked like fun, called Garland Pen and sold my friend the pens, and the rest is history.

### **What do you love most about your job/industry?**

The people are what I love most about my job. Been fascinating to see how the industry has morphed over the years and what a global appeal bringing brands to life truly is.

### **Favorite Product**

Truly a toss-up between well packaged surprise and delight kits and a trendy apparel piece



# SAAGNY Featured Female



Tamara Borello

## **Work-related as a female in a male-dominated world**

### **How do we move forward when everyone is telling us that our idea won't work?**

Perseverance and believe in yourself and your ideas.

### **How did you reach your level of success, given the sector's gender gap, especially among the leadership?**

Great fortunate for having tremendous mentors over the years and most of them were men. Be a good listener, add value to an organization, and always deliver over and beyond what is asked of you.

### **How can I differentiate myself?**

Never stop being curious and having the desire to learn.

### **What makes a good leader and what makes a good phenomenal woman leader?**

Have strong emotional intelligence, live your values, always operate with integrity and very importantly, give back and nurture other women.

### **What are some main challenges that women face in a leadership role?**

The hesitation of some to accept a woman as the final decision maker and that strategic business decisions stemming from a woman, have the same weight.

### **How do you create a healthy work/life balance?**

Would be the first to acknowledge that I am very driven and don't always do a great job of balancing work/life. Exercise for me helps to clear my mind in order to look at problem solving opportunities with a fresh perspective.

### **How can we stop gender bias?**

Thankfully, this has improved greatly from where we were. The younger generation coming into the workforce have propelled further positive change towards stopping gender bias and will continue to do so.

### **Have you noticed any differences in the business sector - do some have greater gender diversity/women in leadership?**

It's wonderful to see women leaders emerging in just about every once thought male-oriented industry. No longer is a women's role in business earmarked towards a finite sector, and as

# SAAGNY Featured Female



Tamara Borello

history has shown there have been many a strong woman talking in the ears and providing advice to male leaders.

**Name one Challenge you overcame and share one of your greatest successes.**

**Challenge:** When I first started selling promotional products just about all of my competitors were middle aged men who had either sold for or owned their own companies. I had to quickly become educated in the nuances of this industry so that I could become a 'player' and truly compete for the trust and loyalty of their customers.

**Success:** Been very fortunate for the opportunity very early in my career, to have been on the executive team of some of the most revered companies in the industry and be part of their accelerated growth models, including where I am today.

# SAAGNY Featured Female



Meg Erber

## Family

VJ and I have been together for over 14 years and we have 1 daughter together, Adeline Rose who is 5. Adeline is the youngest of 5 sisters and 1 brother!

## Location

Clarksboro, NJ – about 20 minutes from Philly and an hour from the shore

## Years in Business

I started in this industry in 2004, working for a web-based distributor, gimmees.com – 17 years, wow!

## Current Role

I've been in my current role at S&S Activewear for 5 ½ years

## Family

We have a large, blended family consisting of 7 kids: his, mine and ours. Gab is the oldest of all the kids, she is training and teaching jiu jitsu and yoga in Colorado. My oldest daughter, Courtney finished her associates degree at Full Sail University and has recently switched majors and is now pursuing her passion at cosmetology school. Chloe has become an entrepreneur after finishing school to be an esthetician and Noah is attending Lincoln Tech to become an HVAC technician. My middle child, Kaely will be attending St. Andrews University for Biology, on a sports scholarship for beach volleyball. Ave is a senior in high school and the manager for the wrestling team, we basically never see her. And last but not least, my youngest, Adeline is going into kindergarten, loves art, singing, and jiu jitsu.

## Pets

We have a boxer (Daisy Luna) and a teddy bear dog (Wizard Ozwald)...and we call our dogs by their middle names and nick names, unless they are in trouble, obviously.

## How did you get started

I had moved home after the Navy/College and I answered an ad via monster.com to sell premium listings for a website designed to be a “Go-To” website for the jersey shore. Oh and if I happened to be in a local business and they needed pens or t-shirts, they did that too. I never sold a single premium listing, but I did have their very first sale and took them to fastest growing distributor and runner up for two years in a row.

# SAAGNY Featured Female



Meg Erber

## **What do you love most about your job/industry?**

It all comes back to the people. As an outside sales rep, I've spent many consecutive days and weeks on the road and usually with other outside sales reps, competitors, colleagues, etc. and they become your family away from family. Your best customers are the ones that become your best friends. This is a relationship industry and you buy from the people you trust. And in a highly commoditized industry, the most significant competitive edge is to be authentic and genuine. When the pandemic hit, we all rallied together to get PPE out to first responders, logistics companies, service industries, and then the masses. Mills/Suppliers repurposed their machinery to make masks, hand sanitizer, and other ppe. Suppliers, Distributors, Service Providers, Mills – we all came together to get PPE out to the world. That...is amazing.

## **Favorite Product**

I wish I could say I have a consistent answer on this. Currently, my favorite T-shirt would have to be a triblend with a vintage print – the B+C 3413 and the American Apparel TR401W are like butta. As far as hoodies – my “Go-To” has been and probably always will be the Independent Trading SS4500 – is a great upsell from a basic brand with prominent retail features and a low price point.

## **Work-related as a female in a male-dominated world**

### **How do we move forward when everyone is telling us that our idea won't work?**

There are so many avenues to answer this question, I've found myself dancing around the question itself. But it's pretty simple. You just find another way. There will always be naysayers and doubters, it's up to you to prove yourself. It's up to you to be unique in your creativity and delivery, but you need to be able to sell your idea with solutions, data, results, case studies, etc. And if everyone is still telling you that your idea won't work, but you believe it does...then those aren't your people. “find another way.”

### **How did you reach your level of success, given the sector's gender gap, especially among the leadership?**

How do you define success? Is success based off a title? A paycheck? The things you own? Or can success be defined by the love and respect that you are given by the people who believe in you. I'm not the richest person nor do I have the most glamorous job title. But I always treat each day with the mindset to be better than I was yesterday. The advice that I would give to someone, would be to invest in yourself, however that may be, and surround

# SAAGNY Featured Female



Meg Erber

yourself with people that that you admire and respect, but also be open to those who have different views than you. This industry is constantly evolving, and if you are aren't open to listen, it will impact your growth personally and professionally.

## **How can I differentiate myself?**

I cannot preach this enough, but the best way to differentiate yourself is to be authentic. Be yourself. Be vulnerable. You will win some and you will learn some.

## **What makes a good leader and what makes a good phenomenal woman leader?**

good leader is someone who isn't afraid to stand up for what what's right, defends those who can't, and leads by example. A good phenomenal woman leader is someone who not only leads by example, but leads with empathy, confidence in what she is doing, listens and takes advice from her peers and plans and executes a vision to make the place better than she left it.

## **What are some main challenges that women face in a leadership role?**

The first three things that come to my mind are the three insecurities I face every day:

1. Do I have Imposter Syndrome – it's easy to second guess your assessments when it links to perfectionism and the social context.
2. Am I advocating on my own behalf – is my ambition being perceived as a positive attribute?
3. Am I trusting my own voice? People always say to fake it 'till you make it. That's great, but that can only get me so far. I need to put trust into my experience, and my research and understanding of the project or role.

## **How do you create a healthy work/life balance?**

The last 18 months have taught us that, we needed to figure it out or one or both will suffer. I have found that I am at my best, when I make time for self-care. I started waking up a few hours earlier to workout, make coffee and have some un-interrupted time to myself. Then in the evening, I shut down my computer and phone at 6pm and don't turn it back on until the kids are in bed. Work time is for work, and during family time – I want them to have 100% of my focus.

## **How can we stop gender bias?**

Empowering women is something that I have always been passionate about, so this is going



# SAAGNY Featured Female



Meg Erber

to be from my perspective. From coaching youth sports to teaching women's self-defense seminars, I wanted to be someone that these girls and women could look up to. I don't do it by waving my "woman flag", I do it by being self-empowered. With the youth sports, it was about building self-confidence and mentoring them through what were the hardest years of my life, and we didn't have social media when I was this age! And yeah, I'm sure I taught them a few soccer drills or jiu jitsu chokes in the process. For the women – it was retraining their fight or flight instincts and giving them the tools to be able to defend themselves in an assault or sexual attack and with that comes confidence and with confidence comes greatness. This empowers them to take what they've built in themselves, out into the world to become leaders. Making these women self-empowered, gives them more opportunities/confident to stand out in a male dominant role/industry.

## **Name one Challenge you overcame and share one of your greatest successes.**

**One Challenge I overcame:** It's known that the military is a very male dominated career path. My first duty station was the USS Dwight D. Eisenhower, CVN 69 after my rate training. My rating would put me in the Electrical Division of the Engineering Department, so needless to say, I was 1 of 3 females in my entire division of over 300 men. It was expected that I would take on an admin role and skip out on all of the hard work. I didn't understand that idea because I'd never been the one to just step aside and take the easy route or let someone do it for me. I went on every trouble call and service request that came into the IC Shop. I learned some really hard lessons, about putting switches into "TEST" mode before turning off the windbirds while jets are landing on the ship...Yikes. I also was given the opportunity to partake in replacing a pitsword in the bow of an aircraft carrier, in the Persian Gulf, in the summer. It involved grit, grime, 140 degree heat and everything I learned in Interior Communications "A" School to put into that, and there are not many people on this earth that can say they have that in their repertoire. I wanted to be respected equally in a male dominant job by men and women alike, so I went out there and did the job I was trained to do and by holding my own, I earned their respect. And to this day, I still call these men my brothers.

**One of my greatest success stories (aside from my children):** has yet to be finished. In addition to being a member of the amazing S&S Activewear sales team, I am also an industry podcast host on the Industry Insider which opened an opportunity for me to become a Do-Gooder on the PromoCares board. The PromoCares board recently kicked off a crowd-sourced cause marketing campaign that has social impact all over it. We are using promo to raise awareness to mental illness and by doing so are asking our industry friends to invest

# SAAGNY Featured Female



**Meg Erber**

in themselves (or their employees) and donate to sleep in for a good cause on Nov 8th, which just so happens to be the day after Day Light Savings and we would otherwise lose an hour of sleep. So, we made a fun way to raise money and give back to the hardworking people of our industry. If nothing else, these last 18 months have taught us, is that rest is so important to our mental health, and finding time to recharge is a must.

[Promocares.org/sleepin4good](https://Promocares.org/sleepin4good)



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- \* Direct Your Funds In Business Development And Other Right Areas

# SAAGNY Member News

## CHOCOLATE INN | LANCO LAUNCHES NEW WEB SITE AND REBRAND

**ASI Top-40 supplier** Chocolate Inn | Lanco (ASI: 44900; SAGE: 52303; PPAI: 111662; PPPC: 920802), has joined its different subsidiaries together under the new corporate name, NC Custom. The new name comes with a unified website, and salesforce, to drive sales of the company's 3,000+ product offering to thousands of distributor partners every day.

The name NC Custom pays homage to Chocolate Inn | Lanco's parent company, Nassau Candy, manufacturer and wholesale supplier of confectionery, gourmet food, and private label/customized travel and resort products. Under the rebrand, NC Custom will become the company name for the brands Chocolate Inn, Lanco and the newly-acquired brand ACE USA, supplier of premium custom outdoor apparel and hard goods. The brands will remain as the names for NC Custom's dedicated product lines:

**Lanco:** budget-friendly hard and soft goods including wellness and health and beauty items

**Chocolate Inn:** personalized food and everyday gifting items

**ACE:** premium National Park and resort-inspired apparel and hard goods collection (which will be introduced in a limited rollout in Q4 with a plan for a full rollout in 2022 at PPAI).

Each brand is now integrated into one, streamlined web site, [www.nccustom.com](http://www.nccustom.com). The current Chocolate Inn and Lanco sites will also redirect to the new site.

"We've found our customers wanted a one-stop-shop where they can purchase and combine items from all our brands, which was the inspiration for the new web site," said Lance Stier, CEO of NC Custom, the promotional products arm of Nassau Candy, the parent company of the Chocolate Inn, Lanco, and ACE brands. "We brought together all of these items under a common design element, as we have done with success in the retail markets. This new design along with improved searchability and enhanced sales tools for our distributors, all to help round out the customer experience and drive sales."

# SAAGNY Member News

Updates included in the new web site launch include:

- Integrated site with all brands searchable
- Auto detection of country location (USA or Canada)
- A responsive design that adjusts to any device (desktop, mobile etc.)
- Digital Connect Services
- Downloadable sales tools in US, Canada, and client-friendly formats
- New blog and case studies section
- Sustainability section
- Theme and collections section featuring custom collections across all companies

“As we continue to grow and acquire new and exciting brands to offer our customers, it only made sense to refresh the company name and look for a more integrated branding experience,” said David Miller, President of NC Custom. “While the name might have changed, one thing will remain – our dedication to offering all customers concierge-level service.”

## **ABOUT NC CUSTOM**

With over 50 years of combined award-winning experience, NC Custom (ASI: 44900; SAGE: 52303; PPAI: 111662; PPPC: 920802), is a top-40 ASI Supplier, and the leading diversified manufacturer of 3,000 plus items, ranging across confectionery, mints, chocolate, hard goods, health and beauty, wellness, premium apparel and soft goods, servicing distributors in the promotional products industry. Chocolate Inn, a subsidiary of NC Custom, remains the only food vendor in the promotional products industry that is SQF certified - the highest global standard of food safety. The Company operates out of 2 world-class manufacturing facilities and features an industry-leading assortment of printing, packaging and decorating capabilities. As a leading hard goods and health and beauty manufacturer, Lanco, a subsidiary of NC Custom, also features extensive product customization capabilities, including custom formulated lip balm, sanitizer, candles, lotions and more. For more information, please see [www.nccustom.com](http://www.nccustom.com).

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# SAAGNY Member News

## JournalBooks Celebrates 50th Anniversary

### A Family Business Founded On A Commitment To Customer Solutions

Fifty years is a long time by most any measure. For JournalBooks, it's a measure of the company's uncompromising commitment to quality, service and innovation in the promotional products industry. Established as Timeplanner Calendars by Jerome O'Boyle in 1971, JournalBooks is proudly marking its golden anniversary this year, celebrating five decades of made-to-order paper products. Today, its made to order journals and planners are a key part of an industry-best product offering for PCNA, which acquired JournalBooks in 2007. Distributors can order popular inline JournalBooks products through PCNA, or create unique solutions directly from the 80,000-square-foot JournalBooks facility in Charlotte, NC. Distributors can also include JournalBooks products in Perfectly Packaged™, a popular PCNA service offering decorative packaging and unlimited drop shipments. JournalBooks President Tim O'Boyle – Jerome's son – says the focus 50 years later is the same as it was on Day 1: customer solutions.

“At JournalBooks today, we still believe that our wide array of U.S.-made paper products helps build brands and deliver an end-customer's message,” O'Boyle says. “We have always been a solutions-driven company, and since launching our JournalBooks line in the mid-'90s, it has given us a much wider platform to create unique custom products for our customers.”

Over the years, Jerome O'Boyle's six sons – Jim, Tom, Larry, Joe, Tim and Patrick – built on the tradition of creating custom paper products, pioneering the category of custom journals and notebooks. That commitment to innovative solutions has won JournalBooks numerous industry awards – and, more importantly, many loyal customers.

“We certainly want to take this opportunity to express our appreciation to all the customers who've made this milestone possible,” O'Boyle says, adding that several special offers are planned to celebrate the anniversary. “Along with our amazing employees, of course, our customers are the ones who've made 50 years possible.”

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## About PCNA

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## LABEL WORKS NOW OFFERING PACKAGING SOLUTIONS

**“Helping your Brand make an impact and be remembered with Labels and Packaging”**

Label Works is introducing packaging solutions to accelerate your Brand impact. With over 30 years of experience creating labels for brands, we have been able to assist reseller partners in adding value for their clients. We want to pass along our expertise and wisdom to our distributors in their quest of building labels & packaging sales and providing solutions to their clients. “We consistently see the market need and demand for labels and packaging together as complementary product solutions in many current and emerging vertical markets. This is a powerful combination, and we're excited to more formally communicate this to our reseller partners.”, says Rick Haman, General Manager at Label Works.

Labels and Packaging are the dynamic duo that will give your brand and product a cohesive presentation and create an impactful lasting impression. We will save you time by making sure your label and package are consistent and complement each other well. Michael Mulvihill, General Manager of Folder Works, says, “The advantage of using our solutions is we are both located in North Mankato, MN allowing us to work closely together to get the labels and packaging solution your customers are wanting.” We focus on the entire customer experience from concept to completion and will be your label and packaging partner to assure your products and brand are getting the attention they deserve.

## About Label Works:

Your Label Printing Powerhouse. We are a custom label printing company located in south central Minnesota, and our specialty is creating a wide variety of high quality labels quickly, efficiently, and beautifully! When you peruse our website, you'll see that Label Works can create labels for just about anything under

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Stickers, decals, water bottle labels, window decals, bumper stickers are just a small sample of our capabilities. Our freeform™ technology, allows us to utilize digital printing and laser die cutting to create labels of any size and shape. For more information, visit us at [www.labelworks.com](http://www.labelworks.com)

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## **Maple Ridge Farms Donates \$7,000 to Habitat for Humanity of Wausau**

Maple Ridge Farms presented a check for \$7,000 to Habitat for Humanity of Wausau. The donation was the result of the company's "Give Back" program for 2020. In that program, Maple Ridge Farms donates a percentage of the profits from a specially selected line of gifts.

Presenting the check were Shana Gardner, one of the main architects of the program, Jodie Schillinger, Executive Vice President, and Tom Riordan, the company's president.

Chris Frost, Executive Director of Habitat for Humanity of Wausau, explained how thrilled they were to receive the contribution: "Maple Ridge Farm's generosity in donating \$7,000 to Habitat for Humanity of Wausau's home build program will help low-income families in our area living in substandard conditions to obtain safe and affordable shelter. It will have a life-changing impact on our partner families and will help Habitat achieve its vision of a world where everyone has a decent place to live."

Jodie Schillinger stated, "Affordable housing and employment are very intertwined. Affordable housing can significantly impact employment opportunities, and in turn has the potential to create sustainability for a family and one's career path. We are thrilled to partner with Habitat for Humanity."

Riordan added, "We were able to increase our donation to Habitat for Humanity of Wausau by 40% this year because of the great success of the program." Riordan also acknowledged and thanked all of the distributors who worked to make the program a success.

For a complete list of charities supported by Maple Ridge Farms, visit the Community Outreach section of their website: <https://mapleridge.com/about-us/community-outreach>

# SAAGNY Member News

Located in Mosinee, WI, Maple Ridge Farms, Inc., (PPAI 114165, UPIC: MAPLE, SAGE 57654, ASI686800) 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, hand-made chocolates, fresh-roasted nuts, baked goods, smoked meats and naturally aged cheeses presented in innovative gift boxes, gift baskets, gourmet towers, desk accessories, classic wooden vehicles and wooden collector's boxes. For more information on the company visit [www.MapleRidgeFarms.com](http://www.MapleRidgeFarms.com)

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## MAPLE RIDGE FARMS FOCUSES ON TEAM GROWTH

Maple Ridge Farms is excited to announce an expansion of its full-time team. Joining it are Krista Polka, Sales; Mikelti Metropulos, Sales; Cheri Dassow, Customer Service; and Julia Schultz, Creative Services.

Before joining the Maple Ridge Farms team, Polka developed her skills as a nanny and taught at an after-school program. Additionally, she is currently pursuing her Master's degree in Human Resources Management & Organizational Leadership. Of the opportunity to join the team, Polka said, "[It] was presented and was brand new to me. The timing felt right, so I decided to take the leap!" She particularly enjoys the chance to be creative every day and share the excitement that Maple Ridge Farms gifts bring.

Metropulos joined as a seasonal team member with a history of advanced training and knowledge in sales, including experience selling automobiles and fine jewelry. She enjoys working with so many individuals across the promotional products industry and looks forward to continuing to grow and become even more active within the industry and the culture of Maple Ridge Farms.

Dassow also first joined as a seasonal team member, continuing a career in customer service. She believes in providing outstanding customer service and enjoys communicating with and helping distributor partners find success with gourmet food gifts. She holds an Associate degree in Marketing and is eager to continuing her education by pursuing industry certification and gaining more knowledge to provide even more exceptional service.

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Schultz comes to Maple Ridge Farms with a degree and freelance history in graphic design. She's grateful for the flexibility of the position, explaining, "I couldn't stand doing the same thing all day every day, and here I never know what I'm walking into, from processing art on orders to creating videos from scratch to catalog design." She is excited for the opportunity to advance designing in a supportive, appreciative environment.

Of the team expansion, Maple Ridge Farms executive vice president Jodie Schillinger said, "To grow our current team while onboarding and empowering new team members creates a stellar, sustainable future for our community, our customers, and our Maple Ridge Farms team."

Located in Mosinee, WI, Maple Ridge Farms, Inc., (PPAI 114165, UPIC: MAPLE, SAGE 57654, ASI 68680) 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, hand-made chocolates, fresh-roasted nuts, baked goods, smoked meats and naturally aged cheeses presented in innovative gift boxes, gift baskets, gourmet towers, desk accessories, classic wooden vehicles and wooden collector's boxes. For more information on the company visit [www.MapleRidge.com](http://www.MapleRidge.com)

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## **PCNA LAUNCHES CAMELBAK® TRITAN™ RENEW DRINKWARE STYLES Supplier To Offer Bottles Made From 50% Recycled Material**

PCNA is excited to announce the launch of four CamelBak Tritan Renew water bottles. The new Tritan Renew styles are made from 50% recycled material, supporting the company's focus on bringing more sustainable styles to the promotional products market.

Liz Haesler, Chief Merchandising Officer for PCNA says, "We are extremely fortunate that we have a brand partner like CamelBak who is continuously looking to improve their eco footprint. We have had huge success with our CamelBak drinkware line and know this shift toward sustainable styles will only continue to drive demand," continues Haesler. "These new pieces have the same style and durability that our customers love about CamelBak which is why we've made a conscious shift to only offer the Tritan Renew styles as part of our CamelBak plastic bottle collection."



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“We have seen the shift that PCNA has made toward sustainability, so we couldn’t think of a better company to offer our Tritan Renew styles,” says Phil Notheis, Director of Product Management for CamelBak. “The call to climate action asks for continued innovation and unique sustainable solutions. We will continue to evolve our most sustainable products, knowing we can always do better,” continues Notheis. “Introducing a 50% recycled material in our best-selling bottles while maintaining durable integrity is something we are thrilled to bring to the promotional products marketplace.”

PCNA will be replacing their Chute and Eddy®+ styles with new Tritan Renew pieces. The Tritan Renew styles are highly durable, dishwasher safe and free of BPA, BPS and BPF chemicals. All four styles will be sold in the U.S. and Canada and are available now at [PCNA.com](http://PCNA.com).

## About PCNA

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## About CamelBak

Founded in 1989, CamelBak invented the hands-free hydration category and is the global leader in personal hydration gear. CamelBak is achieving its mission to continually reinvent and forever change the way people hydrate and perform by offering a mix of award-winning products that include everything from technical hydration packs to reusable bottles. For more information, go to [www.camelbak.com](http://www.camelbak.com).

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## **PCNA PARTNERS WITH THREE NEW DRINKWARE BRANDS**

### **Company Continues To Lead Industry In Assortment and Availability of Drinkware Styles**

PCNA announced today that they’ve expanded their product offering with the addition three new brands

# SAAGNY Member News

across their drinkware category. The supplier now offers products from: HidrateSpark, Stojo and Bottle-Keeper®. These popular brands join an already industry-leading lineup of drinkware including styles from CamelBak®, Arctic Zone® and Welly®.

“Each one of these new brands bring something new to our drinkware product category,” says Liz Haesler, Chief Merchandising Officer for PCNA. “Our team has been closely monitoring trends in drinkware and these newest brand launches are the result of months long research to ensure we’re offering the best selection of in-demand styles to our customers,” continues Haesler.

When asked about PCNA’s newest drinkware brand partners, Mindy Hoffmann, PCNA Global Category Director says, “We’re thrilled to bring these drinkware brands to promo. HidrateSpark is a smart water bottle that uses an app on your smartphone to set and track your ideal water consumption throughout the day based on a number of individual factors. It’s a great option for someone who is working to develop healthier habits,” Hoffmann says.

“The next addition to our drinkware lineup is Stojo, a company dedicated to designing earth-conscious products that bring more to life than what they take away. We offer three of their collapsible drinkware styles that are the perfect companion for coffee, tea or smoothies on the go,” continues Hoffmann. “Finally, I’m excited to introduce our third new drinkware brand: BottleKeeper®. BottleKeeper® is for our beer-loving customers. It’s a stainless-steel bottle lined with neoprene that holds your beer bottle, keeps it cold, protects it from dropping and reseals it with a top that also functions as a bottle opener.” All three brands are in stock and available now at [PCNA.com](http://PCNA.com).

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## **About HidrateSpark**

HidrateSpark was started in 2014 out of a passion to help people develop healthy habits. HidrateSpark

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works by tracking an individuals' water consumption via the Hidrate app through Bluetooth. The app factors in such personal details as age, weight, height and sex in order to calculate someone's daily optimal hydration level and adjusts throughout the day based on activity level. For more information, visit [hydratespark.com](http://hydratespark.com).

## About Stoj

Stoj has made it their mission to end disposable culture. They're doing so by creating reusable and collapsible cups, bottles and food storage containers. Stoj was designed by dads on a mission to make the world a better place for their children and that starts with cutting back on the number of disposable cups we use. Every year, 1 Stoj cup saves 23 lbs of greenhouse gas emissions, 281 gallons of water and 16 lbs of solid waste. To learn more, visit [stoj.co](http://stoj.co).

## About BottleKeeper®

Built for those who hate warm beer but love warm hands, BottleKeeper® is the all-in-one cold beer

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## PCNA PARTNERS WITH SUSTAINABLE CLOTHING BRAND TENTREE Company Plants Ten Trees For Every Item Sold

PCNA is expanding their family of brands with the addition of their newest retail partner, tentree, an earth-first sustainable apparel brand that not only creates pieces from sustainable materials but also plants ten trees for every item sold. This partnership supports the company's focus on bringing more sustainable items to the promotional products market.

When asked about the partnership, Kate Boyce, Vice President of PCNA Apparel says, "We are ecstatic to bring tentree to promo with the launch of 16 styles, all made from eco-friendly materials. tentree is a company dedicated to making a more sustainable future for all and one very important way they are doing that is by planting ten trees for every item sold. We are incredibly excited to share their mission with our distributor partners and cannot wait to see the impact we can make together," continues Boyce. "We love that anyone who receives a tentree style can track the trees planted from the sale of that item

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by registering their tree code at [tentree.com](https://tentree.com). What an amazing way to see just how easy it can be to make a difference.”

“Through our partnerships with charitable organizations across the world, we’ve been able to plant millions of trees and rehabilitate natural ecosystems,” says Derrick Emsley, Co-Founder and CEO of tentree. “We believe that big changes start small and in talking with the team at PCNA, we saw firsthand how they are making changes as an organization to bring more eco-friendly and sustainable items to the promotional products industry. We’re thrilled to bring a selection of our styles to the promo marketplace and cannot wait to see the positive impact that this industry can have on the environment.”

Trimark carries 16 tentree styles including t-shirts, hoodies, sweatpants and a hat. Every tentree style is ethically manufactured and made from sustainable materials. You can find PCNA’s selection of tentree styles on their website at [pcna.com](https://pcna.com).

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## **About tentree**

tentree is a Canadian-based earth-first lifestyle apparel brand whose mission is to plant 1 billion trees by 2030 to drastically reduce climate change. Every tentree purchase has a purpose: for each item sold, the company and its partners plant ten trees somewhere around the world. With over 55 million trees planted to date, tentree is becoming the most environmentally progressive sustainable apparel brand on the planet. For more information, visit [tentree.com](https://tentree.com) or follow on Instagram @tentree.



PGA Tour golfer and Original Penguin Brand Ambassador Cameron Smith sports the Earl Golf Polo, which is now available at Delta Apparel.



# MORE SELECTION, LESS HASSLE

Delta Apparel now offers 15 brands, fast shipping nationwide and endless apparel program combinations all in one place

Duluth, Georgia-based Delta Apparel may be known for its tees and fleece for the whole family, but did you know that it actually offers a total of 15 brands, making the supplier a truly one-stop shop for all your apparel needs? Better yet, all product offerings can be delivered via UPS in one to three business days nationwide from one of Delta Apparel's six distribution centers located in Arizona, Florida, New Jersey, Ohio, Tennessee and Texas.

In addition to its internal offerings (Delta, Platinum, Soffe and Soffe Intensity brands), Delta Apparel has formed strategic partnerships with 11 other brands, including Perry Ellis that will be available later this summer. Your clients will know and love these brands, allowing you to better service them with a single supplier and purchase order for all apparel programs. On top of its versatility and availability, Delta Apparel's brand expansion allows it to service new soft goods product categories, like polos, wovens, flannels and polar fleece that often are available in both men's and ladies' corresponding styles, as well as headwear, bags, towels, blankets and aprons.

"Our customers are sometimes surprised to hear about our strategically selected partners' offerings, as well as our quick shipping capabilities," Eileen Collins, director of merchandising at Delta Apparel, said. "These additional brands can be ordered alongside all of our amazing Delta offerings and quickly shipped to any U.S. destination. We hope both of these facets simplify our customers' orders and eliminate shipping-related headaches."

As a result of these new offerings, Delta Apparel can now also service a variety of new industries, including agriculture, automotive, beverage, construction, education,

entertainment, golf, services and transportation. Let's take a deeper look at sales opportunities in the golf market.

Due to the naturally occurring social distancing on the course, golf is one sector that wasn't badly affected by the pandemic. In fact, it surged to having 24 million golfers with its biggest on-course participation net increase in 17 years, according to the National Golf Foundation. While work-from-home schedules and limited travel may have boosted those numbers, an influx of travel and event golf is expected even as participation rates are expected to return to pre-COVID levels.

And with more than 16,000 golf courses nationwide, there is always a need for polos, outerwear, headwear and towels—a line of items now available at Delta Apparel through its distributed brands. Each course's pro shop can be fully stocked, and employees from caddies to service staff to management can look polished with name brand items from Original Penguin, Outdoor Cap, Liberty Bags and Callaway, which sponsors more than 50 PGA Tour golfers. But golf attire buyers go beyond course owners. Amateur golfers, high school teams and charity tournaments all need to dress the part as well, so suggest the Original Penguin's Earl Golf Polo and Callaway's Heritage Cap.

"We can't wait to see Delta Apparel used alongside all of our quality partner brands as we broaden our reach to nine new vertical markets this year," Collins said. "In addition to Delta product, our team is also well-versed in our distributed brands, so we advise our customers to contact our dedicated sales team to see how this curated collection can help meet your client's needs."





# SAAGNY

Specialty Advertising Association of Greater New York

## The Subway Series Showdown!



*New York vs. New York*

*Yankees vs. Mets*

**It doesn't get more "New York" than this!**

**Friday, September 10**

in the Coca Cola Corner

7:10 p.m.

***Each ticket includes a food voucher (burger and fries; or hot dog and fries; or chicken sandwich and fries) and 3-hour unlimited beer and soft drinks beginning at 6:15 p.m.***

*The Coca Cola Corner is a fun section of the stadium with high top tables, various activities (corn hole, giant jenga, virtual batting cage), and more.*

***\$150 per ticket***


*SAAGNY member priced event. Nonmember fees apply.*

**Visit [SAAGNY.ORG](http://SAAGNY.ORG) TO REGISTER**



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