



*Regional Update*

*Volume 2015 Issue 6*

## Regional Spotlight

### SAAGNY 60<sup>th</sup> Anniversary



#### ***When did SAAGNY start planning its 60<sup>th</sup> anniversary celebration?***

We started talking and planning last October and in November, we launched a contest to design a special 60<sup>th</sup> anniversary logo. Our Anniversary Committee consisting of volunteers, Board members and past presidents was chaired by Past President Gail Deutchman, MAS.

#### ***What different things did SAAGNY do to highlight the anniversary?***

Our 60<sup>th</sup> anniversary logo was prominently displayed on nearly all of our communications throughout the year—e-mail blasts, newsletters, mailings and our website. We also created retractable banners that we used at many of our events: the first one covered our first 20 years; the second, our next 20 years; and the third, the last 20 years. Each highlighted historical events every five years during that period—newsworthy world and SAAGNY events such as the World Series champions, the cost of a postage stamp, who was president of SAAGNY and so on. The fourth banner listed all SAAGNY presidents from the beginning. We converted the banner information into a series of e-mail blasts sent over the course of this year. Our culminating event was a formal dinner November 12 at the Glen Island Harbour Club in New Rochelle, a country club overlooking the Long Island Sound. We also arranged a special room block with the New Rochelle Radisson Hotel for out-of-town guests and those who wanted to extend the evening.





***Who won the logo contest?***

The special 60th anniversary logo was chosen from over 50 submissions! Marc Kozac of Blue Monster Promotions submitted the winning design.

***Did you sell any special sponsorships, have a special scholarship, or conduct a special scholarship push for the anniversary?***

We did not (now you give us the idea!!!).

***Tell us about the anniversary dinner celebration.***

We wanted to make the dinner a party. We wanted to have fun and keep the speeches to a minimum.

As guests arrived, they were greeted with champagne in the lobby. When they got upstairs, our professional photographer, LJ Studios, took their pictures in front of a step-and-repeat backdrop. Throughout the evening, photographers took candid and formal pictures capturing the evening.

Both SAAGNY President Eric Rackoff and Anniversary Committee Chair Past President Gail Deutchman, MAS, welcomed everyone. After dinner, we presented our annual awards including Supplier, Distributor, Multi-line Rep, Customer Service Rep, Factory Rep and Humanitarian of the Year.



A local bakery designed and produced a special cake created just for this occasion in the style of a “Cake Boss” cake—a three-tiered cake featuring a variety of promotional products all created out of cake, fondant and icing.

Richard Danziger, the longest tenured past president in attendance, made some closing remarks and invited all of the past presidents there (14 in all) to come up front and blow out the candles on our special cake.

***Who attended?***

The entire SAAGNY membership was invited as were all regional presidents and Executive Directors and PPAI and ASI personnel. Over 100 attended. The dinner was a big hit! It reminded many of the “good old days” when SAAGNY used to have a more formal holiday party.

***Tell us about the commemorative gift all your attendees received.***

Everyone, as they left, was presented a carafe gift set from Moderne Glass. Each set of wine decanter and four stemless wine glasses, beautifully gift boxed, was etched with SAAGNY’s 60<sup>th</sup> anniversary logo. We included a sheet similar to the anniversary banners that listed events from the 1950s to the 2010s (see Page 4).

***Did you make money on the dinner, or just cover expenses?***

The dinner was only \$30 per person which included a plated dinner, open bar and dancing, so that fee did not come close to

covering the per person cost of the evening—SAAGNY subsidized the event. Also, some attended as our guests.

***It won’t be long until your 75<sup>th</sup> anniversary, what will you do differently next time?***

I would not change anything about the party itself ... I think that event was fantastic and hit the mark for what we wanted. We could do more throughout the year ... with the rapid developments in technology/communications, the possibilities are endless. Also, I would love to record video histories from some of our long-tenured volunteers and past presidents to capture their memories and knowledge; that would be a fun and memorable project.

—Info from SAAGNY Executive Director Jonathan Riegel, MAS



More Photos from SAAGNY 60<sup>th</sup> Anniversary Dinner Celebration:





# SAAGNY CELEBRATES ITS 60TH ANNIVERSARY

## THROUGH THE YEARS:

<b>1950s:</b>	<i>World</i>	Television becomes a universally accepted medium Elvis was king The Cold War-Iron Curtain was drawn
	<i>SAAGNY</i>	The organization was born
<b>1960s:</b>	<i>World</i>	The Kennedy Era and Cuban Missile Crisis Man takes his first steps on the moon The Beatles revolutionized music
	<i>SAAGNY</i>	SAAGNY holds its first trade show
<b>1970s:</b>	<i>World</i>	Vietnam...Watergate Flower Children...Age of Aquarius...Disco
	<i>SAAGNY</i>	AMASS merges with SAAGNY, strengthening the organization A new constitution is adopted SAAGNY named "Association of the Year" for the first time
<b>1980s:</b>	<i>World</i>	Computers change the office environment The "Me" Generation Punk Rock
	<i>SAAGNY</i>	ASI names SAAGNY "Association of the Year" again The SAAGNY Show moves to the Concord Hotel
<b>1990s:</b>	<i>World</i>	Beepers are developed and quickly replaced by cellular phones Grunge and Hip-Hop music
	<i>SAAGNY</i>	SAAGNY opens a permanent office and hires a full-time staff SAAGNY Show moves to Atlantic City and is renamed PROMOTIONS EAST
<b>2000s:</b>	<i>World</i>	<i>Survivor, American Idol, The Amazing Race</i> and other reality competition shows debut on television. September 11 terrorist attacks in New York City and Washington, DC The iPhone, Playstation 3 and Wii are introduced
	<i>SAAGNY</i>	"Association of the Year" for the fourth time SAAGNY awarded a Regional Golden Pyramid Award by PPAI Management of PROMOTIONS EAST outsourced to PPAI
<b>2010s:</b>	<i>World</i>	Smart phones and tablets for everyone! Global financial crises hit, leading to Arab Spring uprisings in Middle East Same sex marriage legalized in the US following Supreme Court ruling
	<i>SAAGNY</i>	Strategic partnership formed with PPAI; PROMOTIONS EAST renamed Expo East Bylaws revised, reducing the board to 9 and allowing the President to serve 2 terms First end-user show, the SAAGNY Summer Showcase, was held in New York City