



Newsletter

October 3, 2024

Meeting: Teresa Freeman, President

Greeter:

mycdbl.com

MISSION STATEMENT

Capital District Business Leaders enhance the growth of members' businesses by providing a forum for the exchange of business leads, products, and services. Our name represents excellence and respect for our clients, community and professions. We are committed to contributing back to the community.

VISITORS/ALTERNATES

ANNOUNCEMENTS

Mike Corey of LeChase Construction is having a groundbreaking this weekend for an art pavilion in Chatham.

GOOD NEWS

Patty Immediato of Classic Custom Construction announced that her son bowled a 300 this week. In addition Patsy recently met up with ten of her college roommates to celebrate 50 years of friendship.

Ann MacAffer of CBRE had a closing that was completed in 30 days from start to finish.

WISH LIST

Jordan Modiano of Express Employment Professionals is looking for companies that are hiring.

Terry Freeman of 1st National Bank of Scotia is looking for people that are unhappy with their current bank.

THANK YOUS

Terry Hamlin to Frank Paladino

Frank Paladino to Walter Guiles, Terry Hamlin

Nick Marchese to David Piscitella

COMMITTEE REPORTS

Treasurer's Report – Nick Marchese

It's now the 4th quarter. Please pay your dues promptly.

Leads – Frank Paladino

Lead of the Week - **Walter Guiles**

Special Events –Will Berglund

Will is working on a 4th quarter event. Please contact him with any suggestions.

Membership – Josh Jennings

No report.

Speakers/Greeters – Alan Baker

Oct. 10 - 10 Questions Exercise, Terry Freeman, Speaker & Greeter

Oct. 17 - Nick Marchese, Speaker; Walter Guiles, Greeter

Oct. 24th - No Meeting

Oct. 31st - No Meeting

Nov. 7th - Davis Moeckel, Speaker; Terry Hamlin, Greeter

Nov. 14th - Exercise TBD; Mike Corey, Greeter

Nov. 21st - Terry Hamlin, Speaker; David Piscitella, Greeter

Nov. 28th - No Meeting

Dec. 5th - Andy O'Reilly, Speaker; Will Berglund, Greeter

Dec. 12th - Exercise TBD; Need Greeter

Dec. 19th - Holiday Luncheon

Dec. 26th - No Meeting

Social Media – Nancy McKiernan

If you are active on social media, please like, share and comment on the weekly LinkedIn and Facebook posts featuring the week's presenter. Also check the CDBL website calendar for updates on networking events.

<https://www.facebook.com/CapitalDistrictBusinessLeaders?mibextid=ZbWKwL>

<https://www.linkedin.com/company/cdbl---capital-district-business-leaders/>

CDBL OPEN CATEGORIES

Architect

Caterer

Chiropractor

Document Destruction

Event Planner

Florist

Hotel/Hospitality

Interior Designer

Jeweler

Limousine Service

Long Term Care

Public Relations

Sign Company

Title Insurance Company

Travel Agency

Water or Coffee Vendor

Web Designer

TODAY'S SPEAKER

Alan Baker

Creative Marketing Concepts

Alan began with the history of promotional products, which originated in the 1700s with political campaign buttons for George Washington.

Jasper Meeks was a printer in the midwest who began putting a shoe company's logo on burlap bags that were used by school children, creating the first branded items.

In the 20th century match books were branded. Post WWII, bumper stickers were created.

Branded T shirts have been around since the 1970s and are a big part of the industry.

Promotional products are cost effective and have a good return on investment. They generate referrals and create brand loyalty and top of mind awareness.

In 2023 the industry generated \$26.1B in sales domestically.

Sales went down during covid because of the cancellation of events, but they have bounced back.

90% of promotional product sales are tied to events.

During covid, the industry pivoted to items like masks and hand sanitizers.

Alan worked with domestic suppliers of these items.

Outerwear is the branded item that provides the most impressions, followed by T shirts and pens. Key tags, sticky notes, and umbrellas are also successful promotional items.

Alan is focused on three categories for the holidays - cards, calendars and holiday gifts. These can be given to show appreciation to employees, partners, referral sources and clients.

Calendars come in wall, desk and pocket versions. An entire calendar can be customized.

Umbrellas are a great gift for employees and clients. Alan currently has three styles on sale.

Alan has plans to retire on July 1, 2027.

Alan has been a member of CDBL for 20 years and said it has been life changing, both professionally and personally, but he is beginning to cut back on networking so he can spend more time with his family. and so this year will be his last with CDBL. Alan plans to keep in touch and continue to do business with CDBL members.

Alan thanked the many members who helped him out by driving him to CDBL meetings when he was temporarily unable to drive.

For more information on holiday gift items contact Alan:

Creative Marketing Concepts

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www.creativemarketingconcepts.net

50-50 – Jordan Modiano

Collected: \$15 Jackpot = \$195.00

ATTENDANCE (21 Members)

Members (14), Alternates (-), Guests (-)

Total Attendance (14)