
ZAG NEWS

ZAG'S BIG PICTURE FOR FALL SHOWS



It is that time of the year again, Fall Show Season. The board has been working hard with all of the Show and Market teams to bring you a full season of fun, education, tours and show specials. The board also has more scholarship opportunities coming soon for our awesome membership. Please enjoy and participate in all ZAG has to offer you and your institution.

Save the Dates:

Las Vegas, Gift and Souvenir Show

October 3rd - Networking Breakfast at 8:00am to 9:30am, RSVP http://info.urban-expo.com/lv19_specialhotelrate

October 3rd - Visual Display Ideas at 11am (Meet in the Sample Store)

October 3rd - **ZAG Mixer**, opens at the end of the show (TBA)

Tennessee Shows

November 6th – Buyer Breakfast, *Retailing by Numbers* by Sue at 8am (Pigeon Forge, ZAG Room)

November 6th – Conservation Tour with Tommy at 10am (Sevierville, main entrance check-in)

November 6th – Conservation Tour with Tommy at 12:30pm (Pigeon Forge, main entrance check-in)

November 7th – Made in USA Tour at 11am (Gatlinburg, Main Stage)

November 8th – ZAG Breakfast, *Keeping Retail in House* at 8am (Gatlinburg, ZAG Room)

November 8th – Zootique Tour at 11am (Gatlinburg, ZAG Room)

ZAG Meeting

November 6th - Pigeon Forge starts at 5:30pm (you must **RSVP**)

ZAG Mixer

November 7th – Rain forest Adventures at 6:00pm (you must **RSVP**)

Myrtle Beach, Grand Stand Show

December 9th – Made in USA Tour with Tommy at 11am (Main entrance to the Show)

Special thanks to: Las Vegas Market, Clarion/UX and Emerald Expositions for hosting our 2019 ZAG events.

A Message from our ZAG President



Happy Fall!

As our selling season comes to an end, this is the perfect time to review the successes and failures of 2019 – are the successful items still an opportunity for 2020? How do you plan to deal with the mistakes of 2019? The retail business is a series of decisions which impact your success in both the short and long term. It's easy to focus on the successful parts of the business, because that makes us feel good about earlier decisions we've made. Plus careful analysis can help you successfully parlay a test item into a major key item for next season. What about the poor sellers? No one wants to admit a mistake, but items which didn't sell can either be an opportunity to generate some quick sales – (mark it down now because it doesn't improve with age!) – or a constant reminder of a bad decision.

We have a saying in my team that “we may have loved something in the beginning, but there comes a time when we have to break-up and go our separate ways.” It is our job to test new items or concepts, but every item is not a winner. Don't feel bad about something which didn't work out – just make a decision to mark the item down to create space for something new item next season.

The fall show season is underway and many buyers were able to attend the LVMKT in Las Vegas at the end of July. Our thanks for the continuing support of IMC who sponsored seven ZAG buyers with travel scholarships for this show plus allowed us to participate in a number of professional development events including a non-profit panel discussion with ZAG and MSA participants followed by a social hour reception, and a networking breakfast with seven non-profit trade groups including ZAG. These well attended events were value-added opportunities to enhance the market experience. Looking ahead, I look forward to seeing many of you either in Las Vegas at the Souvenir and Gift Show in October or during ZAG week at the November Tennessee shows. A listing of the upcoming ZAG events, meeting, seminars and tours are provided to help you fully participate in the fall shows. As always, there will be a ZAG room in Las Vegas, Gatlinburg, Pigeon Forge and Sevierville to give you a place to regroup, network or just catch up with your colleagues. If you haven't made use of these rooms before, please stop by in the morning for a quick cup of coffee before starting your day.

I am pleased to announce that not only will ZAG be exhibiting at the AZA conference in New Orleans Sept 8-11, but ZAG will host a panel discussion on Monday, Sept 9th from 2:00-3:30 on “Successful In-House Retailing in the Non-Profit World – Connecting Conservation to Commerce to Drive Your Margins”. Please stop by the ZAG booth in the exhibit hall, or make your Leadership aware of the panel discussion on 9/9.

In closing, I look forward to seeing and hearing from you at the fall shows. Please reach out if I can be of help in any way.

Judy



Conservation Corner

By David Whitaker

The North Carolina Zoo is committed to sustainability. We work hard to reduce our impact on the environment and raise awareness about green practices you can use at home too. The Zoo uses techniques like solar energy, composting, and recycling to reduce our impact on the natural world.

Caring About More than Animals

The North Carolina Zoo is home to more than 1,800 animals, each receiving individualized care to ensure they have ample opportunities to thrive. But we also embrace our responsibility as caretakers of the Earth. Consequently, our concern for the natural environment extends well beyond the animals living within the Zoo's property boundaries, and the conservation projects on the ground we participate in.

For the past three decades, the Zoo has employed "Green Practices" to use less, waste less, and pollute less so Zoo operations do not damage wild habitats or harm wild animals. This initiative started in 1989 with an audit of the Zoo's waste streams, and the initiation of several programs to reduce our use of natural resources. These programs initially focused on reducing the amount of waste discarded into landfills, reducing our consumption of paper and lumber products, and reducing our demand for electricity. Since then, several initiatives have been established to reduce our impact on the environment even more. These include:

- Reducing motor vehicle fuel and emissions;
- Reducing water consumption and runoff generated pollution;
- Increasing our use of non-toxic inks and chemicals;
- Increasing our use of responsibly harvested timber products;
- Increasing the amount of material recycled and reused;
- Increasing the implementation of natural processes to breaking down various waste, including organic waste and vehicle fluids.

Single Use Plastics

The NC Zoo Society operates the retail program at the NC Zoo and is working hand in hand with the Zoo and Aquarium industry to reduce single use plastics in our operations. What changes are being made?

- Toy packaging changes: taking the cellophane from the front of boxed toys, and replacing plastic ties with wire ties.



We installed a grid connected, photovoltaic solar array in 2008

Solar Pointe is a collection of three picnic shelters near the North American bus parking lot. Each pavilion rooftop has 3,200 square feet of photovoltaic panels that can generate a maximum of 104 kilowatts of power per hour. These panels supply energy to the local power grid through our partnerships with Carolina Solar Electric Company and the Randolph Electric Membership Cooperative. Though 104 kilowatts is not a huge amount of electricity, this supply helps reduce the local demand for energy on hot and cold days when local homes need it for cooling and heating.



Electric Vehicle charging stations

If you drive an Electric Vehicle (EV) or a Plug-in Hybrid (PHEV), our continuing efforts to maintain air quality and encourage new transportation technology provide Zoo guests eight charging stations for your electric vehicle. And, there is no charge!

ZAG Sponsors have a lot to offer...

Give them a shot



OK. I am at a gift show, and I have come to the show an hour before my first appointment, or I have free time before the next one. What do I do during that free time?

A couple options....Find a chair and catch up on paperwork. Read through the show guide book, or meet up with fellow buyers to share input about merchandise and vendors that they have come across at the show.....All of those options are very helpful during a show, but the most important thing for me in order to get the most out of a show, is to check my list of ZAG sponsors who I am unfamiliar with, and if they are in the close vicinity, drop by the booth, enter it, and bravely have eye contact with a rep.

I know exactly what you are thinking..." I want to get some new merch, or I need to find something that so-and-so might have, but

stopping at unknown vendors between appointments is just asking for problems, and it will throw me off schedule."... I'll admit that it is easier to walk on by than to drop in, which I too have done in the past.... but here's what I do to get the most out of "dropping by" an unknown vendor's booth.....

First and foremost don't interrupt an appointment in progress. If someone is available, as they are reading my name tag, I will tell them that I'm on a tight timeline, and ***I have five minutes***, and if they have a few minutes as well, I'd be glad to tell them what I'm looking for, what sells for me, what doesn't, and I'd like a quick overview of what they sell to Zoos.

Bam. That's it. It works. Of course it is likely to last over five minutes but not much more. They know that if they want to build a good relationship with me they will respect my limited timeline with the hope of setting up something later... And I will leave the booth with a reasonable idea of what they can or can't do for me.

So as you are walking the show and you have a little time, look up a ZAG sponsor, and "*Give 'em five*". By being up front, regarding your valuable time, you will be amazed at how productive your booth visit will be.

ZAGdaddy Fairchild



The right product for the right fixture

By Tommy Brown

As buyers we must understand that what we buy must have a real place within the retail locations. If your background is just procurement and not in merchandise allocation, visual merchandising or fixture planning your shop may see non stellar results. If you want to see better results develop a “Buy Book” and plan your buys to your locations and the fixtures you have within the locations.

As a buyer make bubble-grams as to where each category will go that you purchase, this will keep you on track to see the “big picture” of the store. After you decide on your category areas, look at the fixtures you have in the location and understand what and how much each fixture will hold. It is recommended to have a mixture of gondolas, T-stands, Rounders, 4-ways, display tables, cabinets/hutches and specialty fixtures on the floor within a location. Your wall elevations should be a mix of shelves, pegged items, shirt face-outs and specialty fixtures. A variety of fixtures creates interests in the store location and it is recommended that the fixtures theme within the location.

Creating a wall elevation plan before you buy

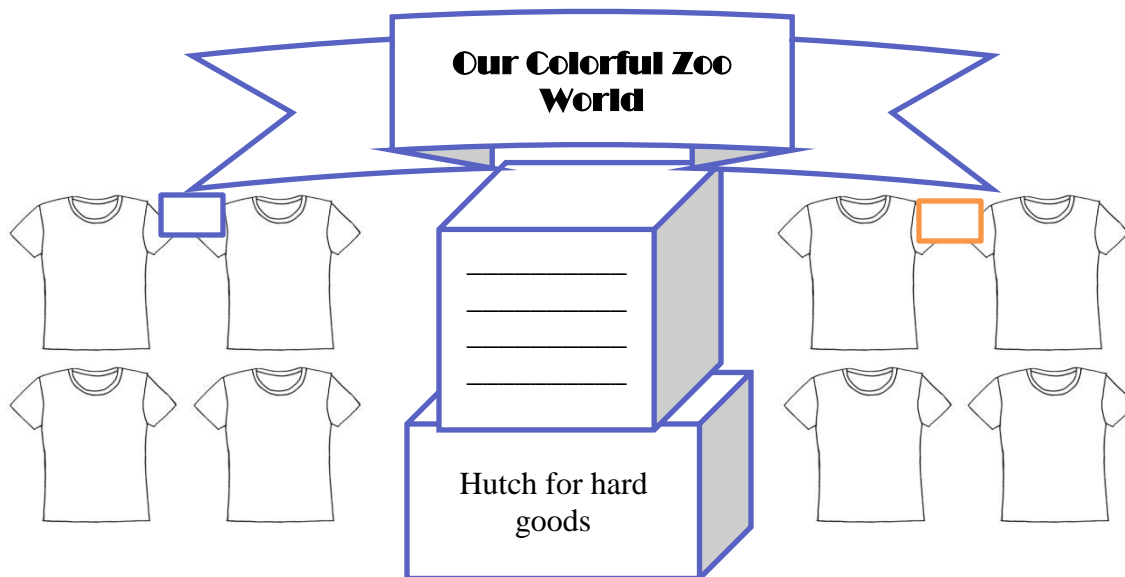
Product needs: 8 shirt styles (4 adult, 4 kids), 3 drinkware products, 6 hard goods (must sit flat)

NOTE: Buy deep and buy only what you need for this elevation

Theme: Our Colorful Zoo World

Header Wall Sign: Our Colorful Zoo World

Sign Package: 2 - Shirt Signs that support the animal graphic, 2 hutch signs about the product



Stick to your elevation plan and do not keep adding product to your elevation or it will destroy the look of the display. You want it clean and easy to shop.

Clothing fixtures

When using 4 ways and T-stands each arm can hold **one** design, do not mix your shirts on the arms of these fixtures. It is recommended to keep the same design or theme on each of these fixtures. When you must have a variety of designs use a rounder, these are recommended for specials and clearance items. Clothing racks should always be gridded (if possible) on your sales floor.



4-way buy up to 4 styles



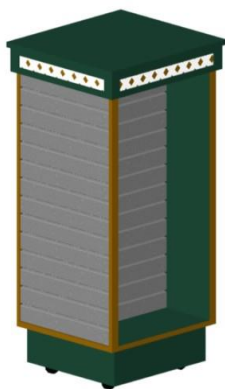
T-stand buy up to 2 style



Rounder buy many styles

Gondola fixtures

Using a gondola on your sales floor gives you flexibility as a buyer. When you have this fixture you can buy pegged items, you can shelve it for sitting products or use it for more apparel space. You can create stories within these fixtures. You may have a shirt on one side, key chains and lanyards on another and maybe a sipper bottle shelved in the back of the unit, just ensure it is and same art work or program.



The 2X2 Gondola Unit

Display Tables

Plan your table theme before you start your buying, this will help you focus on your product needs. For example: you may want to do an animal themed table with drinkware, shirts and headwear. If you know what products you want to feature this will make your job easier when it comes to product selection. Be sure to plan your product sell-through because it will effect display. If it is a yearlong table display buy new products throughout the year to freshen the look when old ones run their course.

**Plush**

Plush stages are an easy way to merchandise plush, most small children can reach all the small plush in the bottom bins. It is a nice dramatic fixture that holds a lot of product.



I hope these suggestions help you in your future store and fixture planning, in conjunction with your open to buy plan.

ZAG, MSA, AHVRP and Fair Trade Federation Does symposium at Las Vegas Market



Establish your retail leadership to keep non-profit retail independent

Monitor key performance indicators while creating an authentic visitor experience



STORYTELLING

Money follows mission. Products need be aligned with mission. Strike a chord in hearts. People wonder, “how is it made?” Products with a story pull better margins.

Have staff from other departments educate your sales team on organizational goals, financial contributions, driving the mission statement and compelling storytelling.

Prioritize staff training with what items are top quantity sellers, and

which have the greatest profit margin. Teach them WHY. People and operational excellence matter.



KEY METRICS

Carefully track attendance figures. How many of the institution attendees are also visiting the store? Of those who visit the store, how many make a purchase?

Watch your numbers, such as pull cap, average sale, manufacturer trends and gross margin. Make sure you are moving inventory; mark it down and push it out.

Goal setting with staff helps boost sales. Make the goal visible (on their review, on the wall, routine reporting). It makes the volunteer accountable to the organization.

POS (mixed bag): mostly have to piecemeal “make it work;” Tam, Counterpoint, Retail Pro, All True; hard to identify benchmarks (retailowner.org a sound resource)

CONTRIBUTORS

- Moderated by Chris Solt, executive director of Fair Trade Federation
- AHVRP panelist Mary O’Brien of UnityPoint Health-St Luke’s
- MSA panelist Colleen Higginbotham of Chrysler Museum of Art
- ZAG panelist David Whitaker of North Carolina Zoo Society
- ZAG panelist Tommy Brown of Saint Louis Zoo

NEW ZAG LOGO!



As our organization continues to grow, so does the need to update our logo. We now include our whole membership base with this new and improved logo. Please discard all old logos and use this one going forward. Please advise the ZAG president of any old logos being used after October 1st, 2019. We want to be consistent with our branding throughout the industry and having only one logo helps us accomplish this task. Anyone outside of the ZAG organization must ask permission from the ZAG board of officers to use this logo in any and all publications. If a current organization is using the old ZAG logo they must discontinue its use at once and replace it with the new logo. For any questions regarding this logo change, please contact the ZAG board.



Know your ZAG Buyers

Hi! I'm Emily May from the Columbus Zoo. I was born and raised in Columbus, OH. I have two middle names (Elissa and Sarah) and I have a black lab, Tucker, who I would do just about anything for. I went to Ashland University in northeast Ohio and graduated with a Bachelor's of Fine Arts in Ceramics and minors in Art History, Psychology and Painting. I started working at the Columbus Zoo and Aquarium in 2012 as my summer job while I was home from college and I never left! Two years ago I was promoted to help with the buying for our many, and growing, gift shops and now it's a part of my everyday job as the Retail Supervisor.

I love the amazing team I work with in the Retail Department, these ladies are so hardworking! I also love that I can take a walk and just, like, look at the elephants for a bit. How many jobs can you go look at amazing animals on a regular basis???

I'm a huge Harry Potter fan, and the past couple of seasons we've had some fun HP themed apparel, like Harry Slother, Harry Otter, and Bearry Potter shirts. They're so fun and I love watching guest's reactions when they read these shirts.

I'm so excited to see plastic free items becoming a regular trend in shops and with vendors. I'm a part of the Zoo's Green Team and helped create the Plastic Free EcoChallenge 2019. I'm so passionate about reducing everyday single-use plastics and I'm thrilled with companies that have taken on the challenge themselves. If you're looking for some great glass straw companies, I would recommend Strawsesome and Drinking Straws.Glass.

My favorite TV show is Gilmore Girls and Parks and Rec. Favorite movie series: Harry Potter. Favorite Harry Potter movie: Harry Potter and the Prisoner of Azkaban.

My Favorite Food is frosting, I could eat buttercream with a spoon. If not, I've never met a potato I didn't like. Also, pasta.

Thanks,
Emily May



DON'T MISS ZAG | MSA NETWORKING BREAKFAST PANEL, \$15 HOTEL RATES AT NATION'S LARGEST SOUVENIR SHOW

Believe it – you can stay at popular Las Vegas casino Excalibur for \$15.00 per night during the nation's largest souvenir show. The Las Vegas Souvenir & Resort Gift Show is offering big travel savings for zoo and aquarium retailers who pre-register and attend the October 2-5, 2019 edition. To qualify for this special rate, visit www.lvsouvenirshow.com to register and then visit the travel page to book your room through Connections Housing to take advantage of this special savings.

Mark Your Calendar & Join Us for Networking Breakfast & Panel Discussion for Zoo and Aquarium Gift Shops on Thursday, October 3, 2019

Las Vegas Souvenir & Resort Gift Show will partner again with leading industry associations, Zoo & Aquarium Buyers Group (ZAG) and the Museum Store Association (MSA) to invite museum, zoo and aquarium shop buyers to enjoy a complimentary hot breakfast and an open panel discussion on **Thursday, October 3 from 8:00 - 10:30 am**. The panel presentation will feature some of our industry's top retailers sharing retail sales, marketing and business-building strategies to help zoo, aquarium and museum store buyers make the most of the coming year! To claim the hotel offer and RSVP to the breakfast, click here http://info.urban-expo.com/lv19_specialhotelrate

A Side Note from Clarion/UX

RSVP for the ZAG & MSA BREAKFAST PANEL DISCUSSION

Thursday, October 3 | 8:00 am – 10:30 am

Admission: Free, RSVP required. Visit [//lvsouvenirshow.com/show-hospitality-events](http://lvsouvenirshow.com/show-hospitality-events)

RETAIL ROUNDTABLE: SELLING YOUR MISSION

Moderator: David Whitaker – Director of Retail Operations North Carolina Zoological Society

Panelists:

Melinda Greene – Retail Buyer Kansas City Zoo

Tommy Brown – Buyer of Conservation Commerce Saint Louis Zoo

Join your peers for a complimentary hot breakfast, networking and an inspiring, idea packed panel discussion with some of today's leading zoo, aquarium and museum gift shop retailers.

IGES 20th YEAR CELEBRATION



The 2019 International Gift Exposition in the Smokies (IGES) has announced its 20th anniversary celebration events and giveaways throughout the show on Nov. 5-9, 2019, at the Sevierville Convention Center in Sevierville, TN, and the LeConte Center in Pigeon Forge, TN. This year's show is designed to pay tribute to IGES long-time attendees, exhibitors, as well as to the IGES founders - reviving old traditions and starting new ones!

And don't forget to bring your best dancin' boots for the IGES 20th Anniversary Hoedown at Sevierville Convention Center - in partnership with the City of Sevierville. The party starts at 6pm on Nov. 7, featuring live entertainment, dancing, cash giveaways, and more surprises! The 20th Anniversary Hoedown will include a montage in recognition of the decades-long history, the show, and its founders – Jerry Mayer and Susan Mills.

Looking for new vendors? Sevierville Convention Center is where you'll find them! Sevierville will also continue to host the Buyer Bucks rewards program, Cash and Carry Pavilion, offering gifts-to-go and wholesale merchandise, and the expanded Made in America Pavilion - featuring the new Gourmet Section and more than 100 brands. Don't forget to "Walk with Big Foot" in Pigeon Forge, too! Visit exhibitors in Yeti Village and Sasquatch Village inside the LeConte Center for a chance to win prizes daily.

"For 20 years, IGES has thrived in the gift show industry, and we could not have done it without the passion and dedication of our customers. Our 20th anniversary celebration is all about saying 'thank you' to those who have been here since the beginning, as well as those just discovering IGES for the first time," said Karalynn Sprouse, Executive Vice President, Emerald Expositions.

Registration is now open to attend. For assistance, please reach out to our new Buyer Concierge Manager Ruth Wheeler, ruth.wheeler@emeraldexpo.com (323) 817-2208, and specialist Miriam Velazquez, miriam.velazquez@emeraldexpo.com (323) 817-2932.

Register here: http://bit.ly/IGES_WA7

IGES looks forward to welcoming back ZAG partners and thanks them for their long-term support.

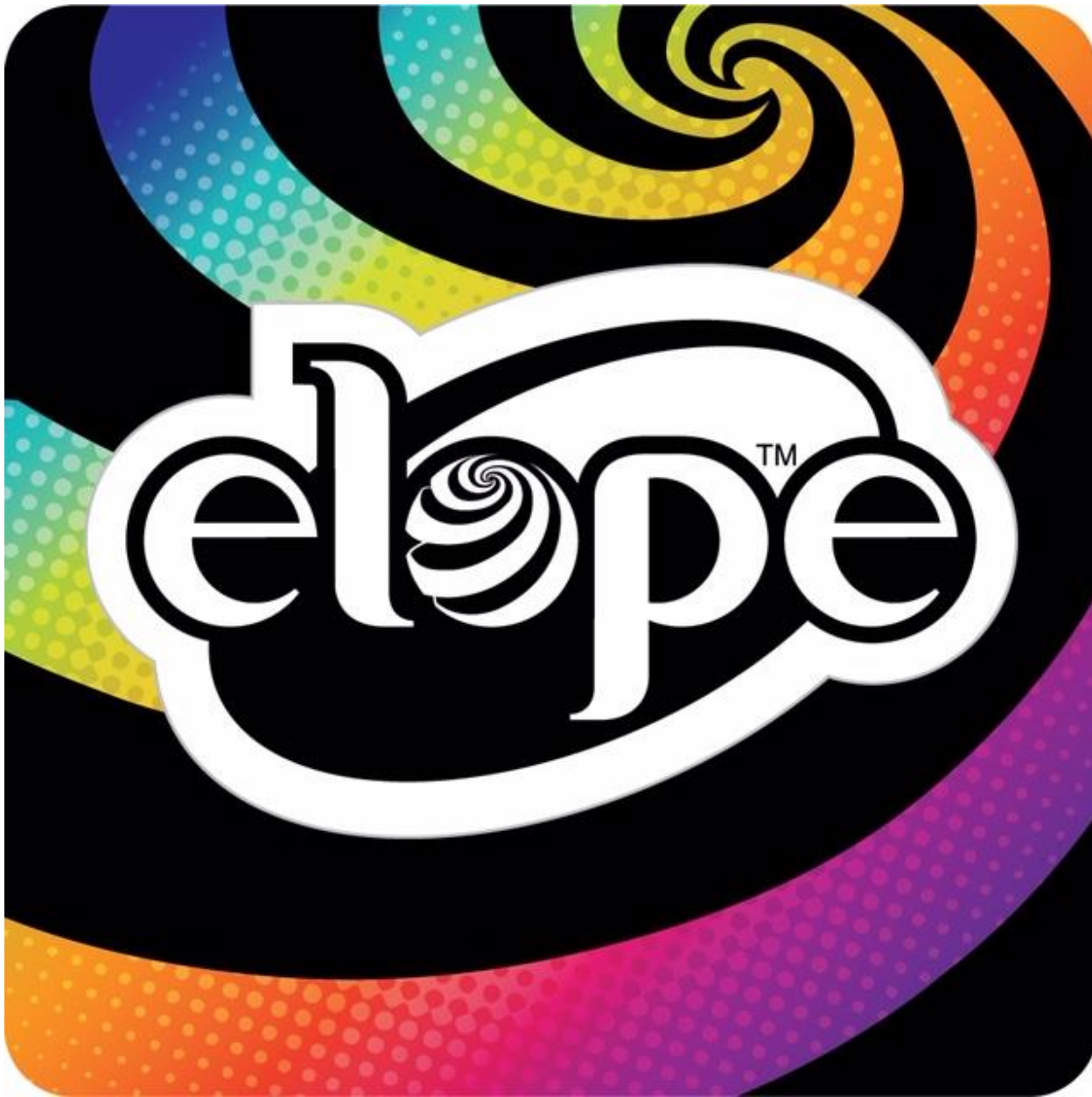
Welcome New ZAG Sponsors



Founded in 2007 by two college pals, New York Puzzle Company started with a simple idea of making a puzzle of the iconic NYC subway map. With only six puzzle designs in our line, we decided to make the plunge to exhibit at the NY Toy Fair and see what people thought of our designs.

Seeing all of the puzzles in the market at Toy Fair was eye opening. We quickly realized that there was a lack of interesting imagery in the puzzle world. We always thought that puzzles should be more than just a fun activity to do at home – puzzles should be works of interesting art. Part fun activity and part home décor, rather than throw them away when finished, they should be kept on display.

Sticking with that concept, we have carefully expanded our products by choosing each new product line to follow this philosophy. Through the years, our line has grown to an expansive line of puzzles, playing cards, mugs, memory games and tote bags. From magazine covers with iconic art to composed art pieces with common themes, our products are all gallery worthy gifts.



elope is dedicated to a vision of global happiness: **everybody's laughing on planet earth.**

We know you want uniquely designed costumes and accessories that spark imagination and delight, so we work hard to create exceptional wearables that are right at home in zoos, parks, aquariums, and museum gift shops across the country. Our team works closely with our manufacturing partners to ensure premium materials & superb craftsmanship, that help bring our creations to life. We specialize in high-quality, whimsically wild wearables! Whether you're discovering our purr-fectly plush character hats, fur-ociously cute animal ears and tail sets, or our lifelike lightweight molded horns, we hope our uniquely innovative products will make a splash and bring a smile to your customers' faces

All rights reserved for ZAG Inc. LLC



Ideaman Inc. is a U.S. owned and operated souvenir manufacturer centrally-located in Union, Missouri. We specialized exclusively in manufacturing original custom-designed 3-D Rubber Molded Refrigerator Magnets for the souvenir and specialty retail markets. We distribute millions of our magnets all over the United States and Canada each year.

For over 25 years we have been designing and manufacturing our magnets entirely in-house. Our art department is renowned in the industry for creating original creative custom graphics for our magnet customers - at no charge! We offer low minimum quantities and quick delivery time, resulting in effective and profitable magnet programs for our customers. Over the years we have received top-supplier awards in the souvenir industry and have been recognized as a leader in creativity, product quality, and customer service.

- Made in U.S.A!
- Free Artwork and Design Services!
- Low Minimums!
- Quick Delivery!
- Ongoing High-Profile Exposure for your Attraction!

We are excited to be a supplier member of the ZAG group! Let us design a magnet program for your Zoo, Aquarium, or Animal Park. You will love the results and your customers will love purchasing and using these vintage 3-D magnets to commemorate their visit.

Check out our custom magnets at www.Ideaman-Inc.com. You can also contact us to request a Free Magnet Sample at 800-205-4332 or info@ideaman-inc.com.



Shore Buddies

Shore Buddies are stuffed animals from recycled plastic bottles. It takes 6x bottles to make one Shore Buddy. Each animal plays the authentic animal sound when pressed - giving marine life a voice. Each animal as well as the children book "Shore Buddies And the Plastic Ocean" raises awareness about Ocean Plastic Pollution. Wholesale \$8 / MSRP \$17.99"



Animallusions has brought to life that well-loved, adorable following face optical illusion you have only seen on videos or DIY paper cut-outs. For the first time, it is now a beautifully crafted, robust gift item for you to sell. Our Series 1 includes a Zebra, Puppy and Camel, with new versions under development as we speak. The possibilities of what we can add are endless! Animallusions is a

unique, fun gift that transcends all ages. It is perfect for kids, teens, adults, teachers, science and optical illusion enthusiasts. We have included an explanation on the packaging about the science behind the optical illusion and why it tricks your eyes and brain. Please check out the cool videos on our website to see the optical illusion in action! www.animallusions.com

If you would like a sample, please contact us at: lynn.middleton@animallusions.com

ECOVESSEL®

EcoVessel creates premium hydration bottles, mugs, and tumblers that blend style and performance with a mission to reduce single-use plastics. EcoVessel is committed to sustainability and is a Carbon Free Partner, 1% For The Planet Member, and donates 5% of online sales to various environmental charities. Their products include a 100-Year Warranty.

THANK YOU! NEW SPONSORS

American Marketing
SJT Enterprises

Welcome New ZAG Members

Chris Pittman – St. Louis Aquarium

Kyle-Lynn Tuttle – Aquarium of Niagara Falls

Christina Roderigueq – Miami Seaquarium

Sonya Garcia – Toledo Zoo

Rick Bodenhammer – Rolling Hills Zoo

Thank you for being ZAG members and sponsors, the board is working hard for you!



Check out Ross's ZAG Instagram Takeover!

Sincerely,

*Judy, David, Sue, Terri, Steve, Tommy, Melinda,
Ross*