

ZAG NEWS

Happy New Year ZAG Members!



Welcome to the New Year's edition of the ZAG Newsletter. Overall ZAG had an exciting 2019 and is looking to 2020 for more amazing opportunities for our members.

ZAG presented at AZA, National Shows and Marketplaces in

The pictures to the left and below, shows some of our ZAG sponsors and members enjoying the ZAG mixer at Rainforest

2019 on behalf of our membership, to support

the independent buyer. These efforts were accompanied by educational lectures and presentations at national shows, as well as behind the scenes efforts focusing on conservation in packaging and product designs. We have been able to give our members many scholarship opportunities in 2019 and have even increased these opportunities in 2020. ZAG had two mixers for sponsors and members to share laughs, food and drinks in a pleasant social setting. The annual business meeting was also a great success. At this meeting members were able to share success and talk about important issues within the retail industry. One of the big topics presented by Judy was on single use plastics, and how ZAG is committed to being a leader in this realm. We even had two of our ZAG board members, Tommy and Donna receive Spotlight Awards for 2019. Overall ZAG had a very successful 2019 and will strive to be even more dynamic in 2020. Remember your participation in ZAG is the secret of our success, so be active and enjoy all ZAG has to offer.

Save the Dates:

America's Mart, Atlanta

January 14th-21st

Philadelphia Gift Show/Clarion UX

January 25th-28th

Las Vegas Market

January 26th-30th

Gathering West/Clarion UX (invitation only)

February 6th-8th



A Message from our ZAG President



Greeting, ZAG members!

Happy 2020! It's always exciting to start of a new season, and this year has many new and enticing opportunities in products, visual displays and momentum in our various ZAG initiatives. As retailers, we wear many hats. From the visitor perspective, we create tangible connections to the institution

by offering product assortments which reflect the ideals and values of the institution. But on a different level, we also educate our visitors to the mission of our institution, the research being done there and the place we hold in the community. I like to think that the Retail area is the most public facing arm of an institution – we may see the guest as they enter, and we undoubtedly see them as they leave. Studies have shown that engagement scores rise significantly when a guest has a positive staff interaction – each interaction is an opportunity to “win over” the guest, by creating a connection or memory which can last a lifetime. Where does this fit in with buying the right product? In reality, buying the right assortment is just the first step to a successful operation – followed by a well merchandised store, well trained associates, and regular review of best practices - keeping things fresh and current at all levels!

How can ZAG help with this rather complex equation: product – display – training – bottom line review? Luckily, ZAG is made up of dedicated retail professionals – like you and me – who are happy to share ideas, contacts, success stories and sometimes failures with their peers. Since we do not directly compete with one another, we benefit from everyone performing well. At our member meeting in Tennessee, over 100 current members talked, debated and shared ideas to improve business, highlight conservation work, raise funds for research, engage in the community and more. It was a robust discussion with a lot of enthusiasm from all participants. ZAG is a resource for all to use, or not, depending on need. For new buyers, it's a ready-made group of people to ask questions – “how do I navigate a trade show” or “how do I plan a seasonal buy?”; but for more seasoned buyers it's also a great resource to quickly problem solve - “does anyone know where I can find “x” product?”. We are all more successful in the long run!

For the past few years, we been talking about the need for Retail to support the reduction of single use plastic in our industry. There are so many new product offerings which move the needle in this direction:

- plush programs which feature fabric and fill made from recycled water bottles
- toy categories with redesigned packaging to remove unnecessary plastic
- conservation minded home use item like reusable straws, drinkware and containers

Each of these options can be a step to converting your assortment or simply an option for your visitors to choose. Either way, they educate the visitor to the availability of sustainable products.

As we begin the 2020 trade show season, ZAG will again be making travel offers available to those who are interested and able to travel. Watch for email notification in advance of the markets to learn what the offers are. I look forward to seeing many of you in the coming year!

Have a prosperous 2020!

Judy

All rights reserved for ZAG Inc. LLC

ZAG EVENTS 2020



Happy New Year!!!!

While it seems like we just finished our big buying season, it has started again with the 2020 version.

ZAG has several events in this upcoming year, and we wanted to get this on everyone's radar for planning purposes.

Please be on the lookout for communications coming from Ross on RSVP that are required in order to help us plan the events.

- Atlanta AmericasMart: January 14-21
 - Wednesday January 15 from 5-7pm. A Mixer will be held in Building 1, Floor 10, Room 10-3. Open for current ZAG members and Sponsors/Vendors
- Las Vegas Market: Current ZAG Buyers January 26th-January 30th:
 - Sunday January 26th: 12:30pm-2:00pm Lunch & Learn Panel Discussion on B-16, please look for ZAG sign; RSVP required (see Ross email dated January 9th)
 - Tuesday January 28th; 8:30am-10am, B16, "Retailing By the Numbers", Breakfast Roundtable. RSVP required (see Ross email dated January 9th)
- Las Vegas Market: Current ZAG buyers: July 26th-July 30th
 - Traditionally, there have been Roundtable Discussions, Breakfast or Lunch learning sessions and tour opportunities. Keep your eyes open for details!
- Las Vegas Souvenir and Gift: October 7th-October 10th.
 - Learning sessions, Mixer, Tours and Breakfasts. Info will follow closer to the event.
- IGES and Smokey Mountain Gift Shows (Tennessee) November 3-7
 - ZAG Week: we will have our annual meeting, learning seminars, tours and the mixer during this week. Keep an eye out for RSVP info as we approach this date.

We would all love to have you attend as many events as possible and network with your fellow ZAG buyers and partners. Best of Luck in 2020 and see you at the shows!

Trends 2020

By Rose Domas



Sensory & Educational Games–

Zoos and Aquariums are a the best sensory game - Odds are if kids are at a Zoo – their caregivers care about their experiences – and a hot trend is provide kids with activities that will get them away from any electronic device that can be used over and over again.....

- Liquid Timers – great for name dropping and personalization
- Puzzles – apart from being fun – solving puzzles helps to sharpen memory skills
- Floof Modeling Clay – an oldie but a goodie – keeps kids engaged and entrained for hours...
- Building Blocks – Let the kids imaginations go wild put together an

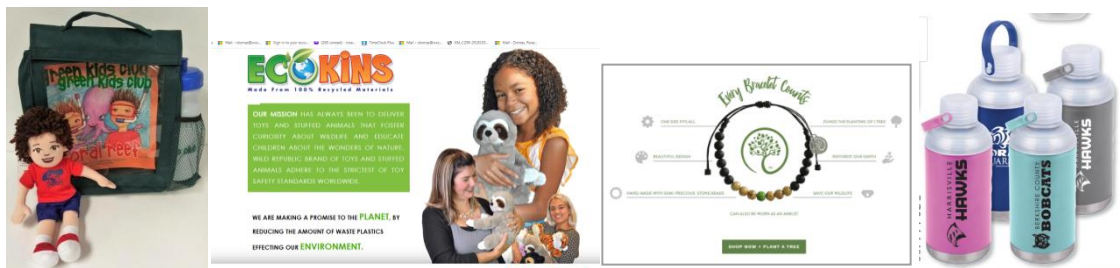
animal kingdom of their own



Ethical values - based shopping -

Millennial's more so that Baby Boomers or Gen-X'ers want to feel good about what they are buying. Items that donate or are earth friendly to both local and global communities make shoppers feel good. These "Conservation Corners" are a great place to test trend items –

- Growing Up Green – Respect for wildlife starts at a young age. Explore the world around you
- Green your Routine – Replacing everyday single-use items with reusable alternatives -
- Upcycled Treasure - Goods crafted from repurposed materials to help protect animals & communities



Twists on the Basics –

Sequins were super-hot the past two years, as they took the basic and made them extra special. This is the key – find your top selling item, and how it can be +++! A great example of this is the Twist Snakes from Rhode Island Novelty – taking bestselling plush to the next level!



Apparel (This is the category to drive trends) -

- Camouflage & Animal Prints - Super hot right now. Keep the logos simple and bold to work with these very exciting prints
- Vintage Wash – shades of yellow, blue and grey are the top. Distressed lettering pairs perfectly with washed garments.
- Tie-Dye is a perennial favorite – but it comes back strong this year – try it in sweatshirts, bags and t-shirts! Adults and Children alike!!!
- Most importantly – ask your vendor - “What is your best-selling design?” “What is working for other key accounts?” “Best Selling colors” - If you trust your partner – they will steer you in the right direction. I found my #1 design just by asking!!!!





Conservation Corner

A Most Enriching Experience with Keepers

By Tommy Brown

Retail locations in Zoos and Aquariums are often thought of as a place to buy a T-shirt or a piece of plush for the children and are never really thought of as an extension of conservation education or a place that animal enrichment can benefit.

Retail locations in Zoos and Aquariums have to make themselves relevant in today's market and they have to be a part of the whole equation within their institution. Retailers in conservation institutions can no longer be considered just an extra revenue stream but a part of the whole visitor's experience. Retailers must open up conversations with all Zoo staff and find out what the needs and wants of your facility are and then come up with plans to help with these issues. Nine times out of ten, it is usually going to revolve around not having enough funding for supplies or special wants for the Zoo or Aquarium. This is where Retail should be listening and offering to help with these needs and wants. This is where Retail can connect real people with real animals and that the people can really help the animal directly.

A true connection to animals is selling Zoo animal enrichment items in your retail location that visitors may buy and donate back to the animals they just saw at your institution. Giving back directly to what you just saw is a powerful experience. The Saint Louis Zoo sells Boomer Balls in their Safari Gift Shop that visitors can pick out, buy and donate to the Zoo right at the register. The cashier will take down the donor's name, phone number and e-mail and an animal division person will contact the individual and let them know who is going to get the Boomer Ball they bought for a lucky animal at the Zoo. Selling items in this way does not only bring money into the retail location it helps provide the institution with much needed enrichment items that they may not have the budget for and give the animal a nice treat.

Talk with your curators and see if there are retail programs you can carry in your Retail locations that will help their animals in the wild. For example, if your facility wants to help butterflies, you could sell Milk Weed in your locations, if your Zoo is focusing on bees then carry Bee Blocks in your shops and if you just want to help fund animal research ask for donations at the registers. These are just a few suggestions that have been tried and have been proven successful for many institutions.

All Retailers should consider selling items like "Bird Strike Tape" and "Toad Abodes" that can actually help save an animal's life right in your own backyard. Use conservation signs in your retail locations that says "Conservation Starts at Home" and have products that people can buy and take home that impacts animal conservation in their own community.

So retailers be creative, listen and act on conservation and animal issues, as you have the power to help and change the lives of animals at your Zoo or Aquarium or in your own backyard. Your institution must be engaged with you and you must respond to that engagement with true solutions and real working ideas that help everyone involved. You as the Retailer must extend the first hand and ask the questions, do not think that the Keepers or other staff will just come to you. Only with your efforts, will programs like the ones discussed in this article be successful.



Merchandising Tips

By Tommy Brown

Signs Sell!

Many retail locations are seeing a labor shortage and that impacts sales. In these times, be sure you are using the “silent seller” of the informational sign. Informational signs tell about the products and what they do. Remember, keep the sign easy to read, use a themed header, ensure fonts are simple and have at least 3 people proofread it before you create it. Adding pictures and/or graphics make informational signs more interesting for your visitor. Ensure the informational sign is with the correct product and can be seen easily by the visitor. Signs only work if they are used correctly.

Keep your informational signs current and fresh. Do not leave signs on the floor that are damaged and never use hand written signs, as they make your institution look unprofessional. Below is a great example of an informational sign. Notice how easy it is to identify the item(s) and what it is and dose for the consumer and the World. It is also clean and crisp, with both a header and foot note.

WHAT MAKES US DIFFERENT & UNIQUE

OUR SUSTAINABLE SEEDS

<div style="background-color: #d3d3d3; padding: 2px; margin-bottom: 5px;">BOMBONA SEEDS</div>  <p>Organic</p> <p><small>Made from the Tagua Nut, also known as Vegetable Ivory. We only use the highest quality of vegetables dyes imported from Italy and the high shine is produced from over 12 hours of tumbling.</small></p> <p>Social Impact</p> <p><small>It all started with a puzzle piece. Our story is unique and inspiring - each purchase that you make provides unparalleled economic opportunities to the artisans, their families, and their beautiful natural environment.</small></p>	<div style="background-color: #d3d3d3; padding: 2px; margin-bottom: 5px;">TAGUA NUT</div>  <p>Sustainable</p> <p><small>Vegetable Ivory is also a sustainable ivory replacement for elephant ivory. No harm is done to the South American Rainforest during harvest. The Tagua Tree reproduces each year.</small></p> <p>Retail Margins</p> <p><small>OTJ is a direct manufacturer. Our Wholesale prices are 20% to 30% lower than any other company in the Tagua industry, leaving larger margins for retailers.</small></p>	<div style="background-color: #d3d3d3; padding: 2px; margin-bottom: 5px;">ACAI BERRIES</div>  <p>Handmade</p> <p><small>Our collections are hand-crafted one piece at a time. Each piece is original and inspired by our gifted Ecuadorian artisans and founder/fashion conscious designer Soraya Cedeño.</small></p> <p>Apparel & Gift Jewelry</p> <p><small>OTJ carries the largest selection of Tagua Jewelry in the market. The diversity of our products allows us to fit in many different types of Retail Stores.</small></p>
---	---	---


100% Organic • 100% Handmade • 100% Sustainable

Clarion Events Presents: Spotlight Awards

By Donna Steakley



Clarion Events, formerly Urban Expositions, chose the 2019 Smoky Mountain Gift Show to present their Inaugural Clarion Events Spotlight Award. On November 6, 2019 at 5:30 p.m. the presentation and reception was held to honor the winners in three categories:

PARTNER SPOTLIGHT AWARD –Recognizing an individual or company that truly embodies the spirit of partnership as demonstrated through efforts ranging from community involvement to personnel enrichment.

Buyer: **Tommy Brown, Saint Louis Zoo**

Exhibitor: American Gift Corp

FAMILY SPOTLIGHT AWARD – Recognizing a family-owned business that exemplifies solid values, business qualities and best practices.

Buyer: The Clark Family, Padre Islander

Exhibitor: **Mike and Renee Galer, Prairie Mountain**



FRIEND SPOTLIGHT AWARD – Who do you think of when you think of an industry friend? Someone who's always willing to help out or lend an ear, share advice? The one who brings a smile to your face when you see them coming down the exhibit hall aisle or into your show? That individual who you always know you can count on? That's who we want to recognize for this award – industry individual who captures the true spirit of friendship.

Buyer: **Donna Steakley, Fossil Rim Wildlife Center**

Exhibitor: **Dan Shoemaker, Kalan LP**

We are proud to have 2 ZAG Sponsors and 2 ZAG members chosen for this honor. When asked how the winners were chosen, Lisa Glosson, Vice President/Gift and Souvenir for Clarion Events, replied [We opened nominations to everyone \(this was sent via email, as well as there was a spot on our website that you could go and nominate someone for each category\).](#)

[For our first time award, we asked a panel of industry peers \(random vendors/buyers\) to narrow the nominees to the winners.](#)

Watch your emails from Clarion for next year's nominations and make sure you vote for your favorites in all the categories.

All rights reserved for ZAG Inc. LLC

Scholarship Spotlight – Victor Udaeta, Abilene Zoo



Victor was one of ZAG's 2019 scholarship winners. Victor works for the Abilene Zoo in Texas and as many Zoo's, they need to watch their travel expenses. ZAG scholarships help buyers like Victor, travel to National Shows to assist in buying selections and learn from industry professionals. Victor said, the ZAG events at the show(s) were particularly fun and are a great way to learn how retail can help in conservation efforts. ZAG's conservation efforts are very important to the retail industry and attending shows help connect those efforts to individual buyers. Victor was also impressed with the wide selection of conservation merchandise available at the Tennessee Shows, and especially liked the recycled wool ornaments from Art Studios. He truly believes conservation is a very important part of his job.

Victor is no ordinary Zoo Buyer, as he has interned for SWPR, Gucci and Teen Vogue. He can definitely add a touch of fashion and style to his buys and create dynamic on-trend displays. Victor is always eager to learn new things within the industry and mentioned that Sue's P and L presentation in Tennessee was particularly helpful for new Buyers. Over all, Victor would recommend the ZAG scholarship to any of our members, as a way to see new products and gain valuable information within the industry. If any of our members are ever at the Abilene Zoo, be sure to say hello to Victor. Also, be on the lookout for more ZAG scholarship opportunities for 2020.

Know Your Fellow Buyers

Shawne Sheldon

Washington Park Zoo in Michigan City, IN



A bit about her background:

I started volunteering at the zoo back in 2003, then I took a position on the little gift cart they had. I worked that for a season while they were building the new entrance and then I was recommended to run the new gift shop that was built. I worked doing that for a couple of years and then the full-time office manager position came open in 2006 so I took that. I helped oversee the gift shop and ran the office for two years when I had this bright idea to create a position for

myself that would take me off of daily running registers to then managing the gift shop and doing all of the office needs. The higher-ups decided I also needed to oversee Concession areas also so that was added to the position. Since then I have helped managed a couple of concession areas in the park next to us along with everything in the zoo. My position has settled into managing the gift shop, admissions, two concession areas in the zoo and one outside in the park. Aviary, Train and doing all the budget, payroll and office duties. Along with helping out with all of our events and pretty much anything else that needs to be done. My job is never the same and I enjoy that although it can be a little exhausting. It seems that my situation is very similar to almost everyone in the zoo field because we all do this job because we love it and just help out wherever we can.

What makes your gift shop unique?

We have a small gift shop of about 800 ft, to set it off we have a spiral staircase right in the middle of the floor that goes up to an office. Which at first, was a great idea but now I wish it was not there. Despite our small size I try to make sure I have a good variety of everything you might need and keep it fresh for all of our members. We pack a lot of stuff up at the end of the season and move things out of the way because all of my new orders come into the gift shop and we fill it up with boxes. Then make our way through it and end up rearranging a lot of items each year so every season you come in here it looks a little different.



Do you have a conservation message in the gift shop? Specific merchandise you carry with that message?

This year will be my biggest year of trying to go green in the store. It has been great with ZAG support to have them reach out to vendors and explain to them that we want better options, better packaging, and less waste. They are listening from Wildlife Artists, K&M, Rhode Island and Fiesta all making recycled plush and creating products with less plastic. I plan on highlighting these vendors on my shelves. I also am going to do a big push to use reusable bags for gift shop purchases and with our concessions, we were already doing biodegradable items but I want to take it a step further and try and cut down on even the use of those by offering discounts to people that bring their own drinkware and straws. I am switching out some of our t-shirts to recycled bottle shirts or organic cotton from Kastlfel. I think it is very important and I am always looking for new ways to make us be part of the solution instead of the problem.

What so you like best about your zoo and what is your favorite animal in your zoo?

I love the history of our zoo, we were started in 1928 so we have some really neat walkways and buildings. I like that we are in an area you wouldn't expect. It is really hard to pick my favorite animal here at the zoo, there are so many that have special spots in my heart. Which I am sure is the case for every zoo employee. I really enjoy

the peacocks. They wander around the zoo and when I am out and about it is really great to get to see their personality and get to know them by their names.

Successful 2019 Show Season



What a fantastic show season in 2019! The opportunities were fantastic for networking, finding new products, and discovering new operational methods to increase profits. Wow! Yes, it was a great action packed/fast and furious season that seemed like a dead run from one successful show to another.

*So let's take a look at the past season and identify several factors that made it successful. **Tommy-is-Everywhere-Brown.....** Well first of all there was Tommy-is -Everywhere-Brown. His presence and coordination of tours and learning opportunities contributed to a very high visibility of the ZAG organization.*

ZAG's Presence was hard to miss..... in show websites, ZAG tours, sponsor booths, networking sessions, and panel discussions. Our presence was highly visible for all show attendees, even if the buyers were not part a ZAG institution. And Tommy or fellow ZAG members took the lead to make the show buying experience successful. Hats off to the show coordinators, ZAG members, and Tommy and his stunt doubles who took precious time from their schedules to make the past season so successful.

The impact of the show companies.... can't be overlooked and their generous contributions in time and money, led to a very successful year as well. In 2002 ZAG began developing strong communication lines with each of the show companies in order to help make every show experience worthy of attending. Over the years each company goes out of its way to support buyers and the ZAG organization. Their generosity is evident in their offers for reduced hotel rates, lounges, breakfasts,



meeting rooms and the coordination of tours during show hours. See Sue Fahje's article for more details on their impact...



ZAG Sponsors....we are very fortunate to have the support of so many sponsors. In the 2019 season many of them stepped forward, even at the last minute to help underwrite operational expenses or to offer ZAG discounts. I've been involved with ZAG for twenty-one years (YIKES), and without a doubt, the 2019 show season was extremely successful for all involved; and we couldn't have done it without support of our fantastic sponsors.

Sponsor Booth Guides... in an attempt to support our sponsors and to make it easier for our buyers to locate ZAG Sponsors' booths, we made ZAG Sponsor Booth Guides for the Tennessee shows. The easy to use guides were very handy and well received by both buyers and sponsors. So needless to say, in 2020 we will provide similar ZAG Booth Guides for all of the other shows as well.

The success of the 2019 trade show season didn't just happen overnight. Lots of hard work and coordination by our generous trade show companies, our sponsors, and our ZAG members contributed to what I would consider the best buying season ever. Looking forward to an even better ZAG show season in 2020.

Steve Fairchild



Welcome New ZAG Sponsors

THANK YOU FOR YOUR SUPPORT!



For Bare Feet, LLC, is branded and marketed as FBF. Since 1984 FBF has been a leading manufacturer, distributor and retailer of licensed and novelty socks, headbands, wristbands, scarves and other items sold by retailers across North America. The company is well-known in the resort, novelty and giftshop retail communities for products focused on quality, comfort, creativity and durability. The FBF mantra is “Wear Your Passion” and it shows in creative designs and product lines, and licensing partnerships with some of world’s best-known and iconic consumer brands.

The FBF story is both entrepreneurial and heartwarming. A schoolteacher and single mother started the company 35 years ago with a 19th-century sock-knitting machine and a quaint shop she named For Bare Feet in a rural tourist community in Indiana. The shop is still in operation along with others across the United States. FBF is headquartered in Martinsville, Indiana and features state-of-the-art manufacturing equipment.

Visit www.shopFBF.com for more information. FBF can also be reached at customerservice@fbforiginals.com and (765) 349-7474.



Make A Wish, Feed the Fish.

Introducing Wishbite Fish Treats

A truly amazing way for families to leave their wishes all over the world while helping to revitalize our oceans, lakes and ponds. Wishbite's combines education and fun, wrapped into one! The best part is that our quick release fish food pellet lets you stand by as the fish come to feed to give a friendly fin hi.

WishBites are crafted with high-quality feed products, consisting primarily of brine shrimp flake and a bicarbonate binding compound. As the pellet dissolves in water, it slowly releases feed for fish and mammals while introducing carbon dioxide into the water, which is essential for plant and phytoplankton growth.

WishBites Help Protect Fish, Animals, & People. All species of aquatic life are continuing to suffer due to high concentrations of metals in our waters. These metals can be mistaken for food and absorbed through the gills, contributing to the rise of toxicity concentrations in the fish cells which can often lead to death.

Please visit us at www.wishbite.org for more information. You can also check us out on YouTube at <https://www.youtube.com/watch?v=t6v1djVMGGE>.



Pucker Powder[®]
Candy Art

**NEW & IMPROVED
MECHANISM**

Clean - No Spill



- *Greater Profits*
- *Easy to Use*
- *Retrofit for Existing Displays*

**Stop by Pigeon Forge
Booth #6844
and mention this ad
for a chance to win a
FREE 12 unit display.**

*12 Flavor
Display Shown

Shell Creek Sellers

REUSABLE STRAWS

My name is Melanie and my husband and I have a son at CU in Boulder, CO, studying Environmental Science. In particular, he is studying snow. Go figure!

We have become passionate about eliminating single use plastic. Most people think of ocean trash as the greatest problem caused by plastic but the manufacture of plastic also has a devastating effect on our ozone and therefore, our weather. Weather is important to a Colorado ski kid!

We feel one of the keys to our success has been focusing on and packaging for the Gift category, not kitchen or drinkware. Our sets are priced so anyone who has a passion for the environment can afford to buy a set for themselves or as a souvenir or gift.

Single 10.5 inch straws for the 30oz cups come in colorful fabric sleeves with a Cleaning Brush. Wholesale is \$2.50 SRP is \$5.00
Our 4 piece sets sold in Ecobags with funny and impactful messages on the bags are \$6 and \$12.95 respectively. Examples are Yes. I Brought My Own Straw and Be a Better Human!

No Plastic. Ready to Ship. Private Label. Woman Owned.



Welcome to the world of **Squishable**, an upscale plush company with a reputation for creative aesthetics and high quality products.

- Deeply imaginative products
- Trend-setting designs
- Fan-driven & crowdsourced development
- 11 years of adorable plush

Aaron & Zoe founded Squishable as a different kind of toy company.

With backgrounds in business consulting, finance, technology and design, they focused on making the cutest, softest, and most aww inspiring products on the market.

Squishable has since grown into one of the preeminent high-end plush toy brands, sold both online and in stores throughout the US and internationally.

Aaron Glazer & Zoe Fraade-Blanar



Emma & Ivy

Emma & Ivy by Wheeler is a bright and colorful Made in USA jewelry line. Featuring lightweight earrings in a variety of shapes and styles and packages specific to zoos or aquariums, it's a great way to increase jewelry sales in your store.

Wheeler Manufacturing has been designing, manufacturing, and selling wholesale jewelry since 1946. They offer generous dated terms, rep service, and price the product with your desired mark-up.

GREEN KIDS CLUB™

Green Kids Club™ is designed to teach young children all over the world about the importance of environmental stewardship. The series was developed to teach children the significance of protecting habitats, sustaining ecosystems, and respecting animal and ultimately, human life. Difficult environmental issues such as poaching, pollution, encroachment, etc. are part of our stories. Green Kids Club™ also uses toys and entertainment to bridge education of these issues.

How it all began...

Sylvia Medina is someone who is passionate about the environment and the animals that live in this world. As a youngster she loved to hike and enjoy the wilderness and especially loved animals. She took this passion and dedicated herself to becoming an Environmental Engineer where she could help make a difference.

Sylvia loves children! When her twins were born she knew she wanted to instill in them a passion for preserving our environment. So one early morning - about 1:30 am - while rocking her baby girl to sleep she came up with the idea of creating stories and products that teach children about the environment and the world around them. The Green Kids Club was created.



snoozies!® cozy little footcoverings

snoozies!® is a patented brand of footcoverings (slippers) that has been in the gift market for over a decade here in the USA and also distributes its products and brand in 15 countries around the globe! Based in NC, they sell to over 10,000 gift retailers and **are not** in “big box”, mass market or discount retailers.

snoozies! are available in womens, mens kids, toddler and baby size ranges in hundred of unique styles and designs. Every pair has a non skid sole and are machine washable. Wholesale costs start at around \$4.00/pair with MSRP from \$9.99 to \$16.99 and carry a 55% to 65% gross margin for their retail customers.

The brand has recently introduced a line of simply pairables® styles with a multitude of animals in this group where each design or animal may be purchased separately, permitting the retailer to only purchase only those of interest to their customer and gift stores.

Additional zoo and aquarium animals are in development for fall 2020 introduction specifically designed for ZAG member needs.

snoozies! has a permanent corporate showroom in Americasmart in Atlanta and in the Las Vegas Market Center. They will be open during the Atlanta Gift Show January 14th to 21st and are located in Building 2, on the 7th floor in showroom 741A right behind and off the main elevator bank.

They invite all ZAG members to come by and get a FREE pair during this show to see why snoozies! are so unique and sell so well at retail.

Snoozies! can be reached at 252-650-7000 or found And ordered online at www.snoozies.com

Welcome New ZAG Members

John Rakis – Zoo Knoxville

Grace Young – Heal the Bay Aquarium, Santa Monica, CA

Michael Davis – Aquarium at the Boardwalk, Branson, MO

Jacquelynn Watson, Idaho Fall Zoo

Julianna Moore – Sea Center, Lake Jackson, TX

James Kelly – Branson's Wild World, Branson, MO

Anna Ulrich, Cub Creek Science Center, Rolla, MO

Michele Schultz, Cameron Park Zoo, Waco, TX

Brenda Clamp, Edisto Island Serpentarium, Edisto Island, SC

ZAG Networking Moments



Finishing Thoughts from the Board

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

Be sure to follow us on Face Book and login to our ZAG website for tons of information. Remember only active members have access to ZAG benefits, and ZAG memberships do expire. Check out the website today, and ensure you are still an active member. Memberships are free and good for 2 years. Sponsors make sure you renew, to ensure you can have access to all of our Mixers and ZAG's buyers list. Also, remember you are not just supporting the retail industry but conservation efforts throughout the World.



Sincerely,

*Judy, David, Sue, Terri, Steve, Tommy, Rose,
Donna, Ross*