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# ZAG NEWS

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**It's Showtime, and it is Going to be Big!**



Welcome to the second edition of the 2021 ZAG newsletter. It has been a very busy year for most of us Buyers, and purchasing is on the rise. With that said, it is a pleasure to announce, all the usual ZAG Shows and Markets are all live, and in-person once again in 2021. Please check out the show dates to the right, and see inside for information, and some special deals for ZAG Buyers, from our Show and Market supporters.

All ZAG events will also return for this year, including the annual business meeting/dinner, ZAG mixers, and more. Also, watch your e-mail for a call for candidates, as the ZAG Board elections are coming soon. If you can commit any extra unpaid hours to our industry, consider running for the board. Enjoy everything ZAG has to offer in 2021.

## Show Dates:

Atlanta Market, July 13-19  
 Philadelphia Gift Show, July 25-28  
 ASD, Las Vegas, Aug 22-25  
 Las Vegas Market, Aug 22-26  
 Las Vegas Resort Souvenir Show, Sept 28-30  
 Ocean City, Nov 1-3  
 IGES, TN, Nov 9-13  
 Smoky Mountain Gift & Souvenir Show, Nov 10-13  
 Grand Strand Resort & Souvenir Show, Dec 5-8

Invitation only shows:  
 The Gathering, Orlando, Oct 25-28  
 The Gathering West, San Diego Feb 8-10, 2022



## Letter from the President:

By Judy Rancour

Greetings, all! I hope this finds you all in the throes of a very busy season as visitors continue to return in droves to their favorite cultural institutions. The saying “when it rains, it pours” is really apropos this year! As local health departments rescind their COVID-19 restrictions, the need for wearing a mask has declined or been eliminated. Visitors and sales associates alike seem relieved to return to a semblance of normalcy. Those returning folks are excited to travel and enjoy the many benefits of spending time outside in nature and connecting to animals and plants – and they are spending – a lot!! As I write this, I’m taking a break from reordering, tagging, packing and unpacking merchandise to help keep the trend going – it is exhausting, but exciting to be part of a phenomenal business year. As often happens, the strong sales trend brings with it a host of new issues which need to be addressed.

In this quarter’s newsletter, we’re looking at the many things with which we are all grappling – new trends (pop fidgets), tech issues, price increases (when to adjust, where to forecast and key vendor partnerships), production challenges (material shortages, freight increases and container shortages), fall shows and returning to travel. As usual, we are all juggling many issues simultaneously, so hopefully you will find the topics both useful and timely.

Looking ahead, I am excited to be planning fall travel, vendor meetings and ZAG events!

I am very hopeful to see many of you either in Las Vegas or at the Tennessee shows this fall.

We will host several ZAG events throughout the fall season, so be sure to check the show/event listing and mark your calendars.

Lastly, I want to put in a reminder for the upcoming ZAG Board elections. The call for candidates will happen in August, so please give consideration to running for an open board seat. It’s an opportunity to participate in a very rewarding way in the ZAG organization.

Kind regards,

Judy



# Inventory Management Tips

By - Rosemary Domas – Buyer Wildlife Conservation Society

## How to make back of the house drive front of the house sales!!!

Every manager feels the pressure to operate their stores and warehouse at the highest level, while achieving the lowest overhead possible. Often one of the greatest mistakes we make as managers is short changing the time and energy spent on the back of the house. By paying closer attention to organization, flow, positioning of best sellers and overall cleanliness you can dramatically improve sales results in your stores. In addition, if you have a firm grasp on your warehouse or stockroom, your buying efforts will be much more strategic – follow and pay attention to some of these recommendations and I promise your results will happen!

- 1) **Position most popular items closest to the front – help your floor staff function at peak efficiency so that they can quickly grab items and get back to the floor. Spending too much time delving into the back of the stockroom eats up valuable selling time**
- 2) **Keep heavy merchandise on the floor and light up high, maximizing vertical space – this will prevent packaging from collapsing and also minimize employee strain from lifting. Conversely lighter merchandise should be kept off the floor to minimize clutter and possible tripping**
- 3) **Set up a system and label it – no matter how big or small, or complex your warehouse might be – develop a system, communicate the system, and keep it consistent.**
- 4) **Keep all necessary tools in the warehouse and label them – scissors, tape, pens, box cutters, clip boards, ticketing machines – the last thing you need is to have an associate go on the hunt for an item, and waste valuable time, or you for that matter.**
- 5) **Keep an open receiving and shipping area. Nothing is worse than Inventory, when there are huge discrepancies Set up a designated area, known to associates, where the product is still in the works. It may need tickets, be received, matched to invoices, etc. If something gets pulled, then suddenly you have a short, which leads to a host of bad things.....**
- 6) **If you are short on space in your stockroom – think about storing plush or non-fragile items in transparent bags. This allows for you to get rid of bulky boxes, and you can more easily see what you have on hand.**



## An Illuminating Change at the NC Zoo

By David Whitaker

Lighting and illumination in Zoo facilities is often something that does not get attention until problems happen. For our guests, problems span a variety of issues from dark corners, broken fixtures, blinking and pulsing lights or lights so bright that graphics are hard to see. For managers, all of those problems retain validity, yet we wrestle with costs of energy and replacements.

Several years ago, faced with escalating energy costs, old fixtures and an aging air conditioning chiller, the North Carolina Zoo sought partners to make a significant upgrade to the lighting in our primary Auditorium. Fixtures in this facility included four bulb types such as PAR Track Lighting, Metal Halide (Gymnasium type) Lights, recessed incandescent and fluorescent lights. The mixture of fixtures and bulbs did create some supply issues, while secondary problems evinced themselves as well.

Escalating energy costs created the opportunity to evaluate how much power was required to illuminate this 50' x 50' room. At full light levels, Zoo staff determined that the fixtures in this room used somewhere in excess of 14,000 watts per hour.

The reason our aging Air Conditioning chiller became a concern is because our audit of the energy being used in this room revealed that the 16 recessed incandescent fixtures used 500-watt bulbs that generated significant heat. With a 4-foot drop ceiling space, heat from those bulbs gathered between the concrete ceiling and the acoustic tiles, warming the duct work. This situation meant that the air conditioning was far from efficient, forcing the chiller to work hard, and using significantly more energy than the device was designed to use.

During 2015, the Zoo worked with the North Carolina Green Building Cooperative and a North Carolina LED Lighting Manufacturer to plan how to upgrade all existing fixtures to more energy efficient LED Lighting. Zoo Electricians prepared the room, and in November of that year, 36 old fixtures were replaced with 16 new LED light fixtures.

*There was minimal cost to the Zoo, since the fixtures were donated, but in a single day the energy requirements for illuminating this room went from approximately 14,000 watts per hour to 500 watts per hour. The LED Lights generate virtually no additional heat so the air conditioning in this building is now far more efficient. Light levels are slightly brighter, without being harsh.*

This simple upgrade facilitated energy efficiency in two systems, while maintaining proper illumination.

Bob Langston

Sustainability and Conservation Outreach Coordinator



# Tech Talk with Emily

By: Emily May

## Utilizing Online Graphic Design Platforms for Retail

Whether you are in need of a coupon for a promotion or a sign for your merchandise, you may feel overwhelmed with the idea of designing materials like this for your shops from scratch. Not everyone has the privilege of a graphic design degree. However, there are simple websites available for all to use, typically at no cost, to help create aesthetically pleasing and beneficial promotional materials.

My personal favorite is Canva.com. Canva is an online graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. I use Canva any time I need to create an informative poster, coupons, bulletin board signs, you name it! They provide pre-designed templates that you can customize in any way you need. You can upload your own images (maybe your institution’s logo) to use in any of the templates as well.



This is an example of a flyer I created to be posted on our employee Intranet. I was able to select the size of the flyer from a variety of templates, I filled in my info, edited the fonts and colors and even added some cute holiday creatures from a wide selection of pre-made images.

I prefer to edit the templates to my liking, but if you don’t feel inclined to do so, you can easily plug in your info into the template and call it a day.

Other templates include newsletters and social media posts, or you can even insert your custom size and go from there, filling in your own background, fonts, and images.

This voucher was created for a group visiting the Zoo that wanted a specific gift shop experience for their guests. I was able to upload images of our Teddy Mountain fluff machine (similar to a Build-A-Bear concept), along with the brand’s logo and our Zoo’s logo to make sure the group knew exactly where and what the voucher was to be used for.

Our group sales representative will then have the opportunity to fill out the information to authorize the voucher.

Of course you can create something in a Word document, but I find Canva to be a helpful tool that makes very aesthetically pleasing pieces. Canva can be useful for making signs for your shops with merchandise pricing or descriptions.

Ultimately, you are making cohesive, easy to read images that can help boost sales and promotions. If signage is something you’ve struggled with, give Canva a try!



## Save the Dates.....

By Donna Steakley

Remember when we all used to get together and have a few cocktails and some light snacks? ZAG Buyers and Sponsors would mingle and talk? Some even laughed out loud! Well, we are bringing back the old days....yep, we’re planning a couple of mixers and our Annual ZAG member dinner. Here are a few dates we would love to see you attend.....

ZAG Member and Sponsor Mixer, Las Vegas Convention Center: Wednesday, September 29<sup>th</sup>, 6 p.m.

ZAG Member and Sponsor Mixer, Tennessee...  
November 10<sup>th</sup>- TBD

ZAG Annual Member Meeting, Tennessee...  
Thursday, November 11<sup>th</sup>, TBD



# The Little Engine That Could

By Ross Beardsley

## Niche Satellite Stores

At our zoo we have a little train. Actually, we have three trains to be exact: Emmet, Kate, and Victor. They were sponsored and named by a family who owns our local chain of pizza parlors. I know many of your zoos have trains too. Do you have a train store?

On a survey done many years ago, “to ride the train,” came up as the second most important reason people came to visit our Zoo. The first reason was, “to spend time together with their family.”



I love trains. I always have since I got my first Tyco train set at age five. At our zoo we have an adorable little train station. One day I noticed a there was a small room at the station where the conductors kept their overalls and stored the oil, and such, for the train. I decided this was prime retail space and kicked them out. We put in some slatwall and a train store was born. It’s only 12’ X 12’ but it now doing close to \$100K in sales annually.

Do you have a train at your zoo? Have you considered adding a train store? Perhaps, you don’t have a train but I am sure you have something that is unique only to your zoo, aquarium or botanical garden. Perhaps a favorite animal or plant or playground or something. An animal or plant or place that has become infamous with your guests over the years. Is there a small space nearby that you could make into a little shop themed to just that animal or exhibit? If you have a train, try it out. You’ll be glad you did.





By Tommy Brown

## A Mission's 3 Dimensions

### 1) Treatment of People (internal and external)

People should always be at the heart of every mission, as it takes people to drive the mission, and the beliefs behind the mission. The organization's people must embrace the mission, if they do not, your mission will fail. People on the outside of your organization must see the organization's commitment to the mission through actions, experiences, care and exhibits. Think of this first dimension as, "All people matter to the success of your mission."

### 2) Education/Conservation/Preservation/Care

Your organization must be engaging in at least one of the following areas: education, conservation, preservation and/or care as these show commitment to a cause. Sometimes an organization may have multiple causes, but each one needs to be defined with a specific purpose. Think of this dimension as, "What are you doing as an organization, and how are you connecting your mission to others?"

### 3) Call to Action

A call to action is the outcome of your mission, the whole reason you have a mission in the first place. What behavior, item, thought, experience, environment, or the amount of generosity/revenue was changed due to the mission of the organization? These "changes" or actions can be positive or negative. This is why it is important to monitor what actions you are receiving, from the result of your mission. If negative actions overwhelm your outcome, you may want to consider changing your mission. Many organizations depend on raising revenues, remember money follows mission. If you have a solid mission, that people believe in, support will follow it. Think of this dimension as, "What happened internally, or externally within the organization that is driving the mission?"



## Using the Mission Overlay

As retailers we must overlay the entire mission of the organization on everything we do within our retail divisions. The organization's mission should not stop at the doors of a gift shop. We must understand the **priorities** of the **mission** within the retail division, in order to align with the whole organization. Below are some priorities you may find within retail organizations, as these are a reflection of the organization's mission:

- 1) Create funds for the organization (This is usually a priority for all retail locations)
- 2) Purchase items that support independent artisans (Art Museum)
- 3) Only procure merchandise made in the USA (US Governmental Museum)
- 4) No plastic packaging is allowed on retail items (Aquarium)
- 5) Crafts are purchased from people in the field, to help conservation efforts (Zoo)
- 6) All toys must be hypoallergenic (Hospital)
- 7) All international giftware must be fair trade (Conservation Center)
- 8) Diversity of cultures must be represented in the retail location (Heritage Museum)

As seen in the examples above, there is a relevant connection between the institution and retail policies, but what happens if priorities and mission clash? If the retail division has been tasked to raise funds for the mission, and the mission is "Conservation of the World." Do you as a buyer buy bottled water, knowing that there is a major pollution issue tied to this item? You know this item brings in over a million dollars a year for the mission, but adds over 20,833lbs of plastic and pollution to the environment. What do you do as a buyer? What are the pros and cons, and what is the public perception? What message are you sending to your visitor? The best thing you can do as the Retail Buyer is ask the opinion of the person in charge of the organization, for their direction on matters of conflict. As they are the ones responsible for the whole of the organization, so do not blind side them with your buys. Treat them as a partner and not a barrier, as you both have to make difficult calls about your mission at times.

## What can in-house retail do for the organization?

- 1) Conduct research
- 2) Create value to the organization
- 3) Add additional revenues, by adding donations at the point of sale
- 4) Send accurate messages home with the visitor(s)
- 5) Help impact efforts in communities around the World by purchasing goods and services
- 6) Assist with Anthropological Conservation efforts to keep the human element alive
- 7) Supply needed funds for the mission
- 8) Educate the consumer on buying choices, focus on WOB and MOB

- 9) Implement positive changes in the retail industry
- 10) Develop young people for the professional work world in your community
- 11) Give special needs people an opportunity to learn a skill in retail
- 12) Work with local schools and develop retail volunteer programs
- 13) Impact conservation with “greener” buying choices
- 14) Preserve art through investments in artists
- 15) Keep all revenues within the organization (NO split revenues)
- 16) Help local communities by buying local
- 17) Offer internships in Buying, Visual Merchandising and Product Development to assist local college students
- 18) Help seniors in the community with flexible work schedules
- 19) Do programs in the community that involves talks, book signings and other public events

## Knowing the Numbers

Many managers struggle with time to do business analysis, but it is necessary to have a great retail operation. Below are important points for business:

- 1) Set a budget and work within its framework
- 2) Keep your labor percentage in line with your sales, a good goal for today’s market is under 19% due to the rising cost of labor
- 3) Understand profit margin, a good rule of thumb is start at a 3 times markup on all goods
- 4) Measures are good indicators for retail, use **sales per square foot** or **per-caps**
- 5) Track your daily sales and compare it to the budget, keep on track
- 6) Know your average inventory, gross/net sales, inventory turn, and your COGS
- 7) Set an “open to buy” if needed or base off prior year’s sales
- 8) Have a markdown strategy and do not be afraid to clear merchandise that is not selling
- 9) Track theft and damages as these things could be hurting your bottom line
- 10) Know your “other fees” as these can be a big drain on your profit margin
- 11) **DO AN INVENTORY** and ensure it is **correct** at least every year
- 12) Top 20% of your merchandise top sellers should be repurchased with little question, but the bottom 80%, question the importance, and profitability of the merchandise
- 13) Understand what is driving the average transaction sale



## Navigating Buying for fall and for the 2022 Buying Show Season, by Sue Fahje

A few words come to mind trying to describe the last 18 months: fear, unprecedented, overwhelmed, frustrated, and excitement just to name a few.

As we head into the upcoming Show and Buying season, how the heck to do I plan?

With record sales increases, record per caps, record average sales per transactions, the offset of the lack of product availability, long lead times, and rising costs, it can be very overwhelming and frustrating.



First, I think it is important to understand: what and why this is happening in the marketplace and what does the future look like? I have reached out to some valued ZAG vendor partners across all categories for some insights and advice.

Why the container shortages, lack of inventory, long production and lead times happened in the beginning, and are continuing are best explained by the following article provided by one of our ZAG vendors. Please see the link below:

<https://www.conexboxes.com/blog/container-shortage-crisis>

**A ZAG vendor's thoughts, and a look into future:**

- Across all business categories, they all stated that their sources expect production issues, lead times, price increases and inventory shortages will get worse before we see any significant improvement. They are predicting this to continue through the remainder of this year, and well into Q1 of 2022.
- One reoccurring concern is the potential of raw material shortages which could further delay shipments to vendors. This could have an effect for all categories, and could be a particular concern for plush, apparel and toy categories.

**What to expect and actions we can take to mitigate some of the above issues:**

- Plan on significant lead times from the time of ordering product to delivery
- Freight and production costs will go up. Containers are now 2.5 times more on the low end than pre-COVID prices.
- Identify your best sellers now and give an estimate to the vendor. Order soon for Spring Break delivery, to beat Chinese New Year (CNY is February 1, 2022). Suggestions are July for Spring Break, and September for Q2. These can include projections, as well as actual PO's. Again, this would be for your key items.
- By booking early, you may avoid higher costs that may happen next year.
- Be flexible with substitutions on styles, brands and colors. Is better to have a different style Penguin Necklace than no Penguin necklaces?

**How do I even begin to navigate?****Some food for thought:**

- **Gross Margin and Profit Protection:**
  - Cost of Goods will increase (freight, item costs, surcharges by some vendors)
  - Plan on pricing strategies: Are you going to take the time now to change prices or wait until the end of the season?
  - Do not forget if you have vendors pre-price for you, the reorder pre price may need to be changed.
  - Consider a good, better, best program (low, medium and high price) in some of your categories to give the guest a choice.
- **OTB (Open to Buy Dollars)**
  - Meet with your decision makers on what the sales projections look like for 2022. For example, are you going to compare to 2019 or a percent to 2021?
  - Do you have exhibits opening, new births or a special event happening?
  - Is the money available to shift some OTB dollars to earlier months in 2022?
  - Do you have the storage to buy upfront?
- **Protection of Business Drivers**
  - Understanding of what drives your business by category

- For example, your Store generates \$1,000,000
    - Plush category is \$400,000 of that total or 40%
    - Giraffes are \$100,000 of Plush total or 25% of your plush business
    - Protect with early projections and PO's
  - Apparel in Fall is \$200,000
    - Fleece is \$60,000 or 30% of the apparel business
    - Order fleece for fall soon
- **Flexibility on Products**
  - Be open to vendor suggestions on substitutions of styles, colors or brands
  - Vendors are also having issues with trucking companies being able to deliver in a timely fashion. Can you take an early 7am truck vs. a 10 am truck? Can you combine monthly shipments and take a full truck vs. a partial load?
  - Can you accept backorders when you may not normally have that as part of your normal process? Just remember to put a tracking system in place so you know what is still coming.
  - Projecting your needs out farther is critical. Can you bring in larger quantities to deal with longer lead times?
- **ZAG vendors are our true partners**
  - Many of our valued partners also experienced significant financial challenges in the last 18 months. They are working tirelessly on trying to secure containers, eating increased costs for most of the year and working overtime to get us goods to keep us in stock.
  - By giving them some projections on what you are thinking will help them forecast for 2022. (we are all navigating this unknown territory together).

This is all not doom and gloom! Sales are rocking and people are starting to return to our institutions in large numbers. Creative merchandising (Tommy Brown is the master!) and creative, out of the box thinking will continue to drive our business to new heights. Do not be afraid to ask others what they think or reach out to your vendors on what they suggest.

Pre-planning for your fall needs (this needs to happen now) and for 2022 shows or buying seasons will be the most critical thing you can do.

I want to personally thank the ZAG vendor partners who researched, gave honest feedback and for them being willing to share their suggestions and facts.

Have a great rest of the summer and I can't wait to see you all this fall!!!



## Top Trends

By - Rosemary Domas – Buyer Wildlife Conservation Society

We all know that Buying is a challenging career. It requires that we use both sides of our brain – We need to work the analytical side as hard as we work the creative. I have identified 3 trends that I think could make your Q4 assortment look different this year & drive big time sales!

- 1) **Urban Edge – this trend really is about name dropped items – it is a hometown focus – leveraging iconic landmarks that make is special or unique. I say urban, because the font, color of products should be forward, black is best, bold graphic designs work – for example my Subway Program: utilizes the unique nature of the New York Subway system, and makes it just right for our Zoo guests:**



- 2) **Custom Christmas – after experiencing the two years – there has never been a greater need for memorabilia – and name drop is the best place to do this. Do not be frightened of the price point or minimums. Your guest will be grateful this holiday season to take some special home with them: here are some beautiful examples of ornaments & Tea Towels from a ZAG sponsor “Art Studio”**



3) Diversity – This is less of a trend – but rather a good smart move. So many of our vendors are now showcasing their awesome products in an array of skin tones that more accurately reflect the United States – Petting Zoo has really been a leader here – and their sales have been reflective:



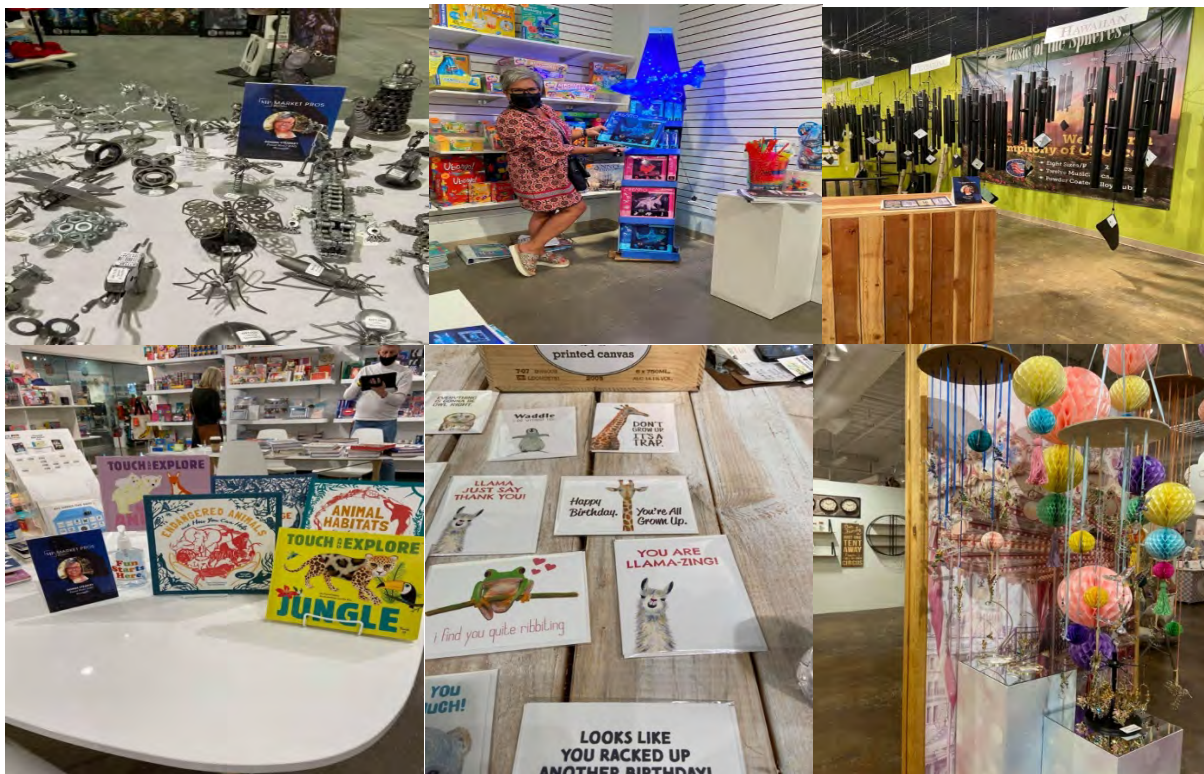


## Market Talk with Donna Steakley

Las Vegas Market Pros: resources discovered by the Pros of Las Vegas Market!  
 @donna.steakley.90 takes over to show some of her favorite hand-selected products!  
 Market tips for you, to get prepared too:

1. Make appointments with showrooms you know you'll be interested in.
2. Comfortable shoes are a must.
3. Keep an open mind. Be ready to see beautiful displays, people smiling, and the friendliest staff you'll ever meet.

- The Handcrafted, E750: Beautiful figures made from recycled products.
- Diverse Marketing, C1079 (@diversemarketing): Creative light-up 3D puzzles by Creatto.
- Music of the Spheres, C798 (@musicofthespheres): Windchimes made in the USA.
- Chronicle Books (Anne McGilvray), C1080 (@chronicalbooks & @annemcgilvrayco): Educational books teaching children how they can help save endangered animals.
- Printed Canvas, C798 (@printedcanvas): Beautiful cards and prints.
- Ganz, C912 (@ganzmidwestcbk): Bright, colorful and fun for any garden.





# ZAG SHOW INFORMATION AND SPECIALS

## ZAG MEMBERS-ONLY SPECIALS: 2 NIGHTS HOTEL FOR ATLANTA OR VEGAS MARKET

### Atlanta Market at AmericasMart

**Tuesday, July 13 – Monday, July 19, 2021 (Temporaries 14-18)**

Shop #ATLMkt: [www.atlantamarket.com](http://www.atlantamarket.com)

**^Enter by June 11** (offer cannot be applied after the deadline; failure to send OnPeak confirmation to [buyers@imcenters.com](mailto:buyers@imcenters.com) by June 11 will result in no comp. nights applied to your reservation): <https://compass.onpeak.com/e/44AGM2021HIR/in/category/31109>

Zoo, Aquarium & Garden Buyers Group retail members: book your hotel now and receive 2 complimentary nights<sup>^</sup>. Use this special link to book your discounted room and we will apply 2 complimentary nights to your OnPeak reservation. Room availability is limited, so make your reservation right away.

Once you make your hotel reservation, please forward your OnPeak confirmation to [buyers@imcenters.com](mailto:buyers@imcenters.com) to ensure complimentary nights are conveniently applied. To register for digital badges or if you have questions, please contact us at [buyers@imcenters.com](mailto:buyers@imcenters.com).

To cancel or make changes to your reservation, please call OnPeak at 800.241.6405.

*^Limited to one/buyer/retail location. Travel between July 12 - 20, 2021 arranged by buyer at its discretion through dedicated link. Stores within a 100-mile radius of AmericasMart are not eligible. Void if collected at Summer 2021 Las Vegas Market, and if not redeemed at Summer 2021 Atlanta Market. Restrictions apply. Non-transferrable. Offers may not be combined. Complete official rules on request.*

### Las Vegas Market at World Market Center

**August 22-26, 2021 (Temporaries close Wednesday)**

Shop #LVMkt: [www.lasvegasmarket.com](http://www.lasvegasmarket.com)

**\*Enter by July 28** (offer cannot be applied after the deadline): <http://imcenters.lvmaug21hotel.alchemer.com/s3/>

Shop #LVMkt, the premier gift and home market in the West. Efficiently explore more than 4,300 resources to prosperously stock your retail store. Better your business with an extensive and exciting product selection, to attract a mix of consumers who spend.

Zoo, Aquarium & Garden Buyers Group retail members: enter now for eligibility to receive 2 complimentary hotel nights\*, including tax and resort fees. Host hotels include complimentary shuttle to #LVMkt. Reach [buyers@imcenters.com](mailto:buyers@imcenters.com) for service or to register for badges.

*\*Limited to one/buyer/retail location. Travel arranged by sponsor at its discretion, between August 21 - 27, 2021. Stores within a 100-mile radius of WMC are not eligible. Void if collected at Summer 2021 Atlanta Market, and if not redeemed at Summer 2021 Las Vegas Market. Restrictions apply. Non-transferrable. Offers may not be combined. Complete official rules on request.*

## ASD Market Week

Please join us at ASD Market Week, the largest wholesale general merchandise trade show in the US. ASD will take place August 22-25, 2021 at the Las Vegas Convention Center presenting more than 1,500 vendors across 19 product categories including: Gift + Home Accents, General Store, Souvenir + Novelty, Convenience Store, Jewelry, Wellness, and Fashion + Accessories. Register for FREE here:

[https://registration.experientevent.com/ShowASD212?flow=attendee&MarketingCode=PZAG&utm\\_source=PZAG&utm\\_medium=referral&utm\\_campaign=asda21&utm\\_content=&utm\\_term=](https://registration.experientevent.com/ShowASD212?flow=attendee&MarketingCode=PZAG&utm_source=PZAG&utm_medium=referral&utm_campaign=asda21&utm_content=&utm_term=)

## IGES

You are invited to attend IGES, the most popular resort, souvenir, and specialty gift trades show in the USA. Join us from November 10-13, 2021 in the beautiful Smoky Mountains in Pigeon Forge, Tennessee to shop more than 350 Vendors with high-quality, original products. IGES is the number one destination for customizable gifts. Register for FREE here:

[https://registration.experientevent.com/ShowGFT211?flow=attendee&MarketingCode=PZAG&utm\\_source=PZAG&utm\\_medium=referral&utm\\_campaign=iges21&utm\\_content=&utm\\_term=](https://registration.experientevent.com/ShowGFT211?flow=attendee&MarketingCode=PZAG&utm_source=PZAG&utm_medium=referral&utm_campaign=iges21&utm_content=&utm_term=)

## The Cost of Retail Returns: Reverse Logistics

Free Webinar

June 15, 2021 at 11:00 AM PT

Join ASD Market Week and IGES for a free webinar on how to improve your reverse logistics strategy and minimize costs when it comes to customer returns. Register for FREE here:

[https://event.webcasts.com/starthere.jsp?ei=1461113&tp\\_key=bbb587a91f&sti=zag](https://event.webcasts.com/starthere.jsp?ei=1461113&tp_key=bbb587a91f&sti=zag)

## 6 Private Label Products That Actually Sell

Free Webinar

July 15, 2021 at 11:00 AM PT

Join this webinar to learn the latest trends to be successful in creating your own private label products. If you're not interested in developing your own line, we'll showcase 6 amazing products that will drive your profits today. Register for FREE here:

[https://event.webcasts.com/starthere.jsp?ei=1461171&tp\\_key=f06ad87b46&sti=zag](https://event.webcasts.com/starthere.jsp?ei=1461171&tp_key=f06ad87b46&sti=zag)

Greeting ZAG Members,

Please remember as ZAG members that there may be opportunities to get free VIP hotel night(s) at any of our shows listed below. Please contact: [jhana.jordan@clarionevents.com](mailto:jhana.jordan@clarionevents.com) and she will gladly let you know what is available.

Warm Regards,

*Jhana Jordan*

Global Key Account Manager

Clarion Events, Inc.

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[jhana.jordan@clarionevents.com](mailto:jhana.jordan@clarionevents.com)

Las Vegas Resort Souvenir Show	Sept 28-30
Philadelphia Gifty Show	July 25-28
Smoky Mountain Gift & Souvenir Show	Nov 10-13
Grand Strand Resort & Souvenir Show	Dec 5-8
The Gathering Orlando	Oct 25-28
The Gathering West San Diego	Feb 8-10, 2022
Ocean City	Nov1-3

<https://www.clariongiftandsouvenir.com/>

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Thanks!

Melissa Taylor  
MKTG, ADS & ART  
@ The Naked Bee



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At WowToyz we are dedicated to developing the highest quality, award-winning toys at exceptional value! We are proud to be your one-stop source for a wide range of distinctively appealing educational toys. From wooden toys to science kits, plush dinosaurs to classic train sets, we design enriching toys that inspire children to seek knowledge about the world around them.

Many of our products promote STEM learning! By engaging young minds through hands-on building and experiments, they encompass the disciplines of Science, Technology, Engineering and Mathematics. Look for the STEM icon throughout our catalog to quickly find these best-selling products.

We believe that outstanding customer service is just as important as the great toys we develop and sell, and we stand 100% behind our products. Our friendly seasoned account managers work exclusively for WowToyz, so they're knowledgeable about every toy in our catalog and are always on hand to discuss the details. We value our relationships with our customers, and work hard to maintain our reputation of dependability and trust, as we help you choose the best products for your specific retail environment.

We are proud to offer the best selection of products together with the highest standards of safety and service to all our customers.

Discover how our years of experience and our thoughtful, creative approach make us truly unique!

[www.wowtoyz.com](http://www.wowtoyz.com)  
[sales@wowtoyz.com](mailto:sales@wowtoyz.com)  
800-350-1007

Your contact is Jody Pierce  
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