

ZAG NEWS

What is Going On?



Welcome to the third edition of the 2021 ZAG newsletter. In this edition, we will be sharing helpful tips on advanced planning for 2022, and digitally navigating Retail Shows. When planning for 2022, remember to utilize the National Retail Federation nrf.com, they have great industry information free on their website.

Judy Rancour and Tommy Brown will be presenting at AZA on behalf of ZAG, on important conservation issues in the industry. Judy will present on 9/21 at 12:30pm (EST), and Tommy will present on 9/24 at 12:30am (EST).

This issue also includes a regional ZAG contact list. This list is for members to contact the ZAG Board

Fall Show Dates

- 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

ZAG Events

- Las Vegas Mixer, 9/29/21, 5:30pm-7:30pm
- TN Rainforest Mixer, 11/10/21, 6pm-8pm
- TN ZAG Breakfast seminar, 11/11/21, 8am-9am
- TN ZAG Dinner and meeting, 11/11/21, 6pm-8:00pm

Buying Tours

- Gatlinburg – Made in America: 11/10, 11/11, 11am
- Sevierville – Sustainability: 11/10, 1:30pm
- Gatlinburg – Zootique: 11/12, 11am
- Pigeon Forge– Sustainability: 11/12, 2pm

See inside for more details

person in their area of the Country, and possibly host regional Zoom ZAG meetings.



By Judy Rancour

Letter from the President:

President's message – September 2021

Greetings, ZAG members – as I write this, we are wrapping up a strong 2021 season – albeit with fewer visitors - but those who came spent a lot! It's been almost impossible to juggle staffing shortages, product shortages, and delivery uncertainties. I've spent more time in my warehouse this year than in the past seven years! Fortunately, the hard work and effort paid off, and I've heard many similar stories from other institutions. The key word seems to be FLEXIBILITY!!

I just returned from my first market trip in eighteen months. It was exhilarating to say the least – new product, new vendors, lots of old friends, and of course tired feet! As I walked the aisles of not one, but two shows, I was struck by how much has changed and how much has stayed the same.

Collectively, there was a big sigh of relief at being able to do business “the way we used to”, but honestly I think many of us came through the pandemic much more willing to try new items, new suppliers and new ways of sourcing goods to keep our shelves full and our visitors happy. That said – I'm sure you'll agree there are uncertain times ahead. Many suppliers are communicating price increases, shipping delays, freight surcharges and other myriad of changes to how we did business in the past. How do we navigate during this unpredictable business climate? Inside this issue, we'll discuss things to consider as you chart your path for 2022. As always, we share what we've learned to help all ZAG members manage during good times and bad. In addition to returning to a traditional trade show format, many ZAG members participated in virtual showrooms, trade show portals and on-demand websites to stay current. We'll be reporting on these advances as we find them, but please feel free to reach out with any questions.

Looking ahead, I am excited to attend additional trade shows this fall, and I hope to see many of you there. Information is coming pertaining to ZAG events at the Las Vegas Souvenir Show, and ZAG week at the IGES and Smoky Mountain Gift shows. Please plan to attend these events to get to know your fellow ZAG members and our many ZAG sponsors! In addition, we are hosting several product tours during the Tennessee shows to highlight Made in America and Sustainability products. These also help you meet your fellow ZAG members while introducing product categories, which benefit us

all. Remember - we are stronger when we utilize our collective strength and share the knowledge we have for the benefit of the group!

Kind regards,

Judy

ZAG Board Regional Contact List

US East Coast (Eastern Time Zone)

(NC) David Whitaker: 336 879 7269 E-mail: dwhitaker@NCZOO.com

(NY) Rose Domas: 718 741 8293 E-mail: rdomas@wcs.org

US Great Lakes Area (Eastern Time Zone)

(OH) Emily May: 614 724 3656 E-mail: emily.may@columbuszoo.org

US Upper Mid-West (Central Standard Time Zone)

(MN) Terri Scheunemann: 651 487 8224 E-mail: terri.scheunemann@comofriends.org

(NE) Sue Fahje: 402 738 2018 E-mail: susan.fahje@omahazoo.com

US Mid-America (Central Standard Time Zone)

(MO) Tommy Brown: 314 646 4568 E-mail: tbrown@stlzoo.org

(MO) Judy Rancour: 314 646 4736 E-mail: rancour@stlzoo.org

US South (Central Standard Time Zone)

(TX) Donna Steakley: 254 898 4260 E-mail donnas@fossilrim.org

US West Coast (Pacific Time Zone)

(CA) Ross Beardsley: 805-679-8484 E-mail: rbeardsley@sbzoo.org

As a ZAG board, we would like to know if our membership has an interest in Regional ZAG Zoom Meetings. ZAG Regional Meetings are now possible through Zoom, and we can connect with other institutions within our areas. The above list shows your Board Member contact, for your area of the country. If you are interested in a Regional Zoom meeting, please contact the Board Member closest

to your institution. The ZAG Board Members look forward to more communication by region for our members. For our international ZAG members, please reach out to any US region.



Conservation Corner

ELMS URBAN DELIVERY SOLUTION

The North Carolina Zoo and the North Carolina Zoological Society are interested in the electrification of the Zoo’s fleet as part of their sustainability efforts. We had an on-site demonstration of the all-electric prototype and were very pleased. We are excited to announce the retail division has ordered one of the models for 2022. We feel that the van will service our needs perfectly.

| | |
|-----------------------------|-------------------------|
| CURB WEIGHT 3,433 lbs. | RANGE 120 MILES |
| MAX PAYLOAD 2,100 lbs. | WHEELBASE 120 INCHES |
| CARGO VOLUME 171 CU. FT. | L*W*H 177*64*75 |

THE URBAN DELIVERY

*Based on current specifications and subject to change

The ELMS all-electric vehicles offer a unique opportunity to meet our goal for conservation and functionality.

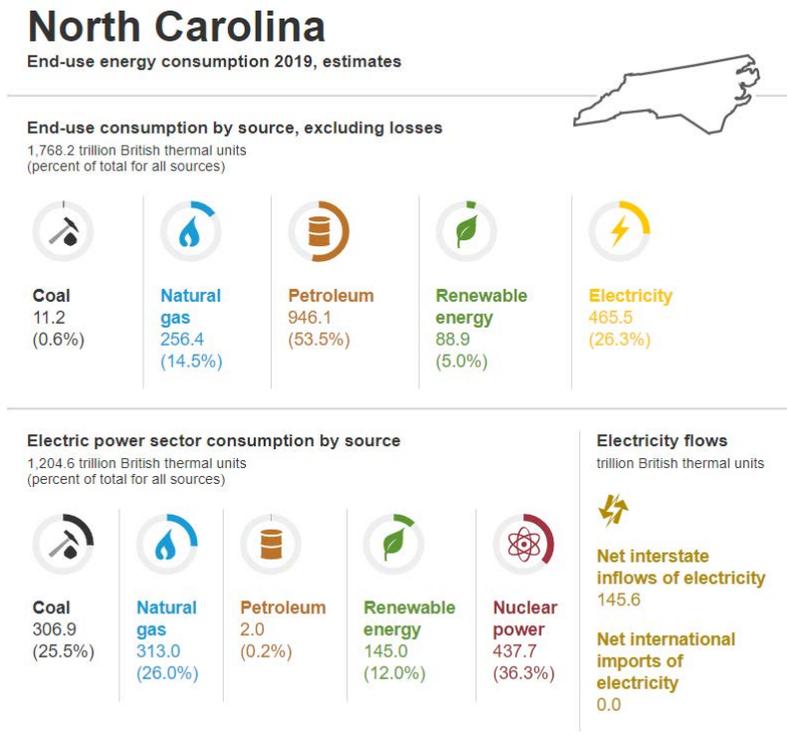
BENEFITS:

- **Fuel Savings** – A 120-mile route in a vehicle which achieves 25 mpg will cost \$15 in fuel.* The ELMS Urban Delivery can complete a 120-mile route for \$4-\$5 in electricity costs, approximately **1/3 the cost of daily operation.**
- **Designed well for in-park use** – As the name suggests the compact size of the Urban Delivery is perfect for narrow tram roads and densely populated areas, however the Urban Delivery has 35% more cargo room than the leading competitor.
- **Payload** – Class leading payload and volume.
- **Environmental and Sustainability** – An added benefit for the North Carolina Zoo’s usage of the Urban Delivery van is that being all-electric, fleets can reduce the overall carbon emissions going into the atmosphere, saving money while saving the planet.

Sources

- Estimated charger install assumes one Level Two charger per vehicle.
- Edmunds.com
- US Energy Information Administration:
 - <https://www.eia.gov/tools/faqs/faq.php?id=74&t=11>
 - https://www.eia.gov/environment/emissions/co2_vol_mass.php
 - <https://www.eia.gov/beta/states/overview>
- Florida overview analysis:
 - <https://www.eia.gov/beta/states/states/fl/overview>

*Historically, gas prices have seen drastic fluctuations in their pricing. The relative stability of electricity rates allows for predictable budgeti



ng.

KEY TAKEAWAYS

- The ELMS Urban Delivery Vehicle is a niche product that can aide in sustainability and dollars spent, with the impact hitting the bottom line right away.

- Collaboration between the North Carolina Zoo & North Carolina Zoological Society sustainability and fleet teams with ELMS can help the Zoo in meeting or exceeding their long-time goals, along with real time tracking of carbon footprint reduction.
- As fuel prices continue to fluctuate and North Carolina moves toward more sustainable and renewable energy sources for power, the need for fleet electrification will continue to rise.
- The value proposition of integrating ELMS Urban Delivery Vehicles in a fleet extends beyond cost of ownership. Leaders in sustainability initiatives agree, vehicle fleets can play a vital role in reduction of carbon emissions.

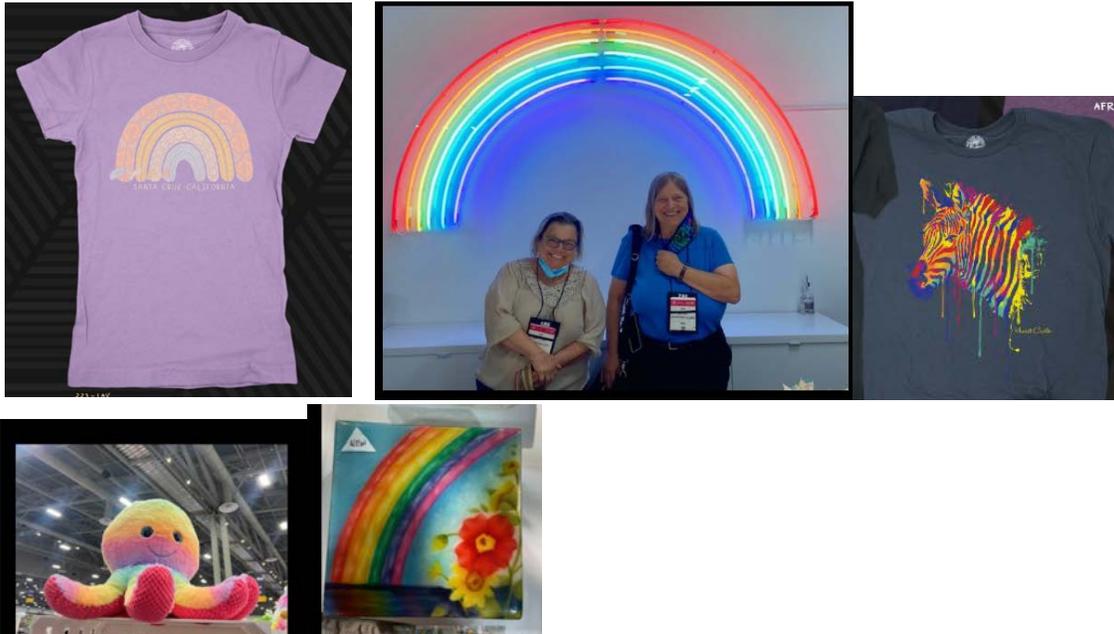


Top Trends

By - Rosemary Domas – Buyer Wildlife Conservation Society

To be a Buyer – cultivating the perfect assortment for your guests is a challenge. Very few understand what goes on behind the scenes each day to get the shelves filled with compelling products that will bring joy and memories to your visitors. Spring 2022 will be very special – hopefully it will be business as usual and we can have full parks. I have listed a few of the top trends I saw at the NYNow Show and Las Vegas market – enjoy – hope they bring a smile to your face and dollars in your parks pocket ;)

- 1) Rainbow – this trend is not going away anytime soon. The joy of the rainbow almost equals the joy our guests have as they visit our zoos, aquariums and garden parks:**



2) Gnomes – YES this is a trend. Of course our Garden friends have long identified the importance of these mythical creatures as garden stakes and statues, but they are creeping into the toys and plush world with a vengeance. They are a happy addition to your more straightforward plush and toy assortments:



3) Movie Releases – over the past two years, there has been a void in big movie releases, the pandemic’s closure of theatres, straight to streaming etc. – however 2022 some exciting blockbusters will be out in the market – consider products that ‘wink” to these story lines – kids and adults alike love this as it is top of mind – here are a few:

- Feb. '22: Sesame Street musical movie
- March '22: The Batman
- April '22: Sonic Hedgehog



BATS – K&M – “Wild Republic”



THOUGHTS

ON

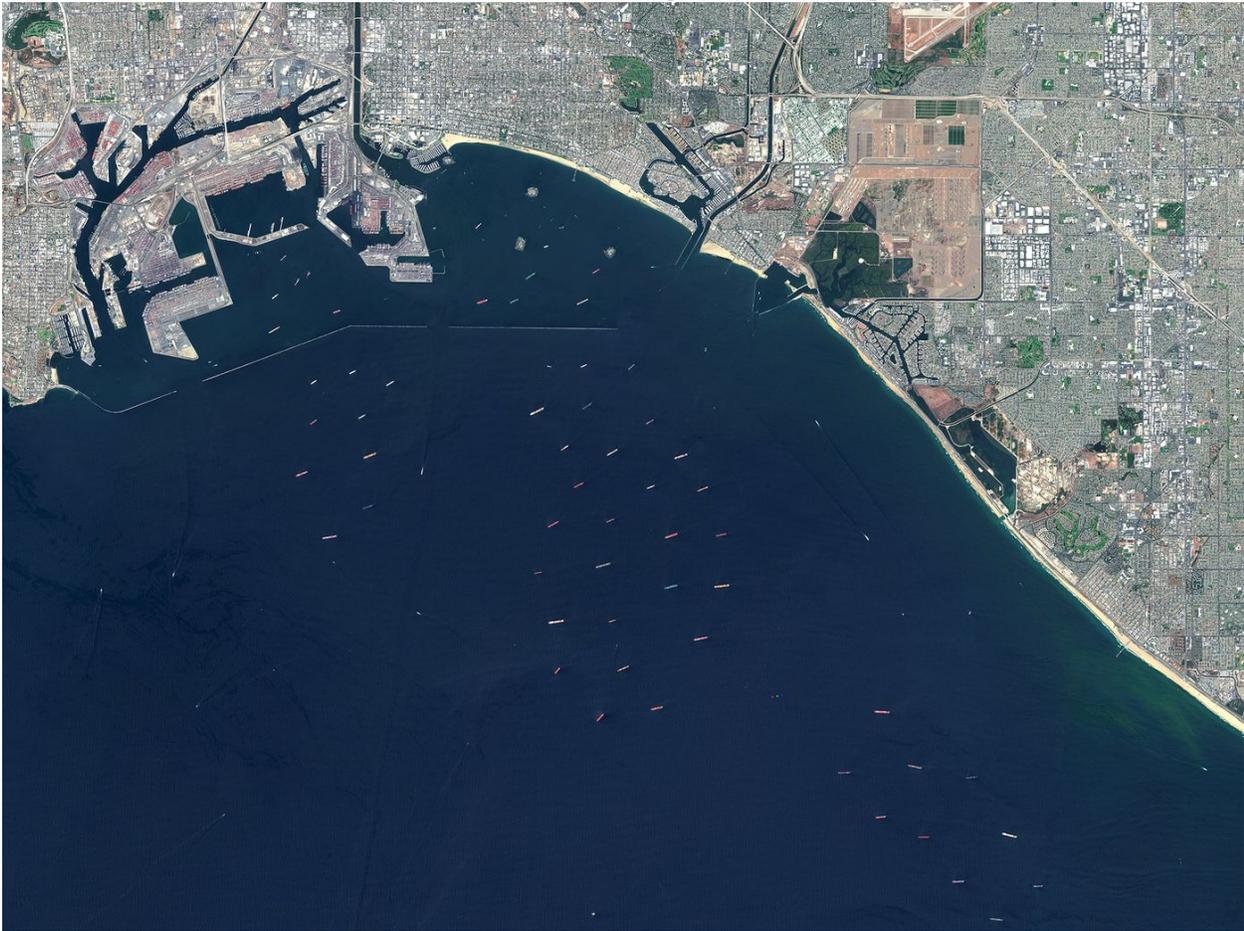
NAVIGATING BUYING FOR 2022

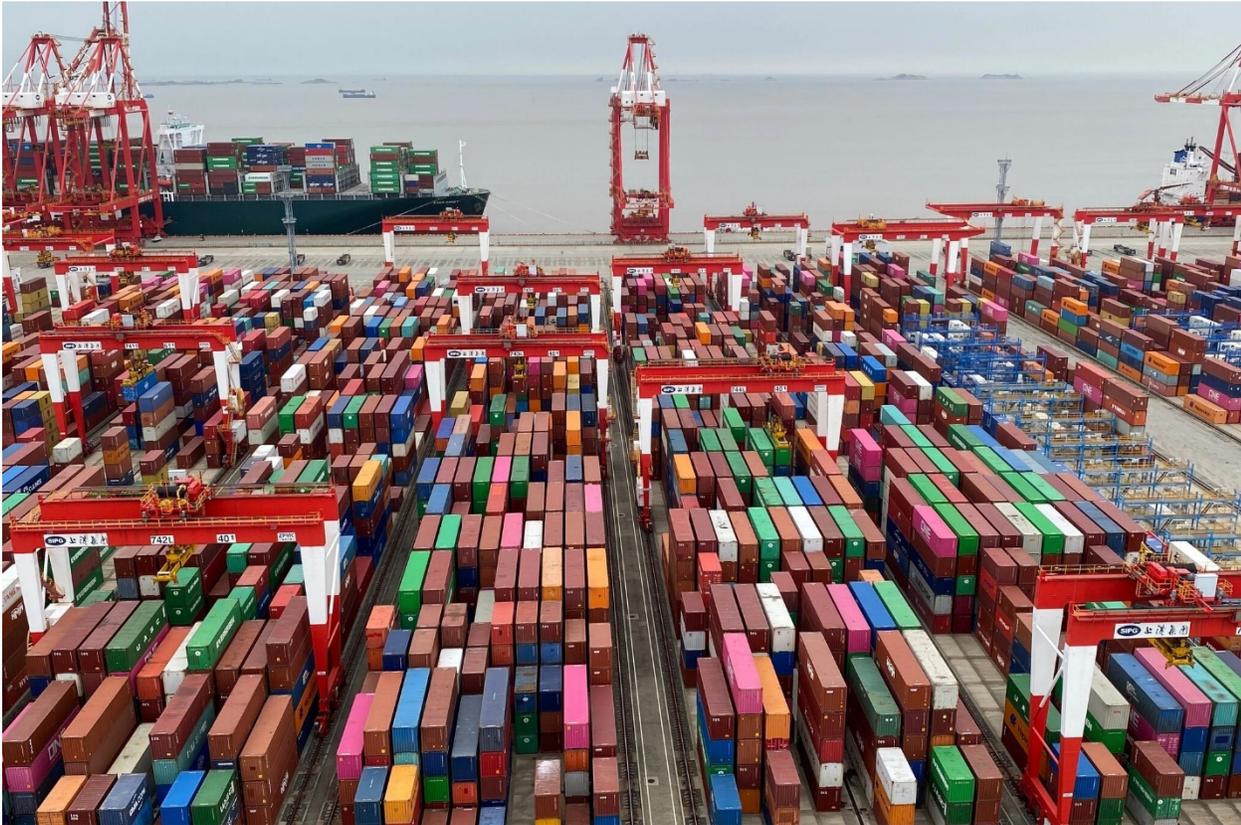
Do rising prices, product and staffing shortages, the broken supply chain and inflation at a 13-year high have you concerned? You are not alone. Navigating and planning for next year has never been more challenging. Most of my industry and vendor contacts anticipate the current shortage and supply chain issues will continue at least up to or through the summer of 2022. Impacts to our industry:

- Container shortages, freight increases and rising product costs
- Availability of materials to manufacture products
- Long lead times for product. The pandemic is still greatly affecting the number of workers and shortage of workers in manufacturing plants, ports (off and unloading), transportation from ports (rail and truck) and our vendors warehouses.

The number of ships waiting to enter the biggest U.S. gateway for trade with Asia reached the highest since the pandemic began, exacerbating delays for companies trying to replenish inventories during

one of the busiest times of the year for seaborne freight. (Bloomberg August 2022)





Thoughts on Strategies before Heading to Shows

1. Meet with your Financial decision makers pre-show buying

- a. What is your anticipated sales budget for 2022? (a percent to 2019?)
- b. Are they aware of the lead times currently in the industry? (Spring break orders need to be placed ASAP). Earlier receipts of product for summer may be necessary.
- c. Is the OTB (open to buy) flexible to take product earlier than in previous years to ensure in stock of merchandise?
- d. Storage plan for extra receipts
- e. Communicate the price increases that are here and will be coming? Will that involve price changes, increased labor costs to price and receive additional receipts. (GM% and COG impacts)

2. Pre-show Planning

a. Analysis of Sales by Category

- i. Understanding that sales in 2021 have been extreme, focus on the 80/20 rule (80% of your sales come from 20% of your sku's or categories). Ensuring in stock on these key sellers could be a major key for 2022 sales. If available, use some percent of 2019 sales as a norm.
- ii. Plan on being flexible with product selection based on vendor availability. For example, if giraffes are my #1 seller, what is available to me on the date I need product.
- iii. Be prepared to write orders during the show. It may be wise to have your core quantities ready and then just add new items etc.... to your order.
- iv. Understand what is happening at your institution during monthly time frames. Items to consider would be new births, special events or exhibit openings.
- v. What does your merchandising floor plan look like for Spring? Are the vendors telling you that there will still be category shortages? For example, Category A in Toys will not be available for Spring Break, what can I convert that space into to drive meaningful sales? Do I have the product in current inventory, or do I need to buy for that category?

b. What is your Pricing Strategy for 2022?

- i. Knowing the price increases are happening, what does your entry-level price points look like? What percent of your category do you anticipate at that price point to be? Is there opportunity to increase that price point slightly and still maintain your budgeted margin?
- ii. Conversations with our vendor partners may give you options to look at alternative products to help maintain certain pricing levels.
- iii. Plan for price change timing and supplies/labor to accomplish.

While everything seems to be very overwhelming at times, being open-minded with vendors and pre-planning will most certainly help the process and hopefully lead to a successful 2022. It will be amazing to see everyone again during this show season!

NOTICE

Below is the example ballot you will vote on at our ZAG business meeting in November. Please read it, and ask any questions you may have at the annual meeting, before the vote.

Proposed change of ZAG Incorporated Bylaws

With the ever-changing landscape of new communication technologies, the ZAG Board has proposed to combine the position of Secretary and Treasure into one position, and create a new position of: Officer of Communication Technologies. This change will help ZAG transition communication technologies, more effectively between an old, and a newly elected ZAG Board Officer.

Communication technology is the future of organizations, thus ZAG must embrace and prepare for current, and future technologies. Because of advancements in technology, and assisted accounting measures, the positions of Secretary and Treasure have become more efficient, so we propose to combine these two positions. The Board agreed that we should remain at only four ZAG Board Officers, and not create a fifth officer to maintain Board balance.

The official ZAG Inc. proposed Bylaws change is as follows:

It is proposed that Article VI: Officers, be amended, effective 1.1.2022, Section 1 Officers, Section 7 Secretary, and Section 8 Treasure. It is furthermore motioned, that the offices of Section 7 Secretary, and Section 8 Treasure, be combined into the existing Section of 7 Secretary, and transform the Officer position into the Secretary/Treasurer of ZAG Incorporated. With this change, let it be known that Section 8 (Treasure) will become the Position of Communication Technologies. Section 7/Section 8, shall combine the existing responsibilities into Section 7, and herein be known as Section 7 Secretary/Treasurer Officer, furthermore changing the officer of section 8 , herein be known as Section 8 Communication Technologies.

Henceforth the new Communication Technologies Officer will assume the following description of responsibilities:

Section 8 Communications Technologies. The Communication Technologies Officer shall be custodian of any and all electronic communications. These electronic communications include, but not limited to: social media, e-blasts, website, e-publications and other advances in communication technology. The duties also include digitation, collection, and electronic storage of all ZAG Incorporated documents in a safe and secure manner. Other duties may be assigned to him/her/they by the President or by the Board.

Please vote yes or no for the passage of this proposed bylaws amendment.

YES _____
NO _____



The ‘G’ in ZAG

By Terri Scheunemann

As ZAG continues to grow our base, we are seeking gardens to join us and to share their knowledge and information with the expanded membership. There are many zoo’s who have a botanical arm to their campus and now Botanical Gardens, Conservatory’s, & Arboretum are welcome to join & share their knowledge. A big welcome to all our new members! Among the new members, we are happy to have had two gardens join recently.

Nate Cardelli from Foellinger-Freimann Botanical Conservatory in Fort Wayne, IN is one.



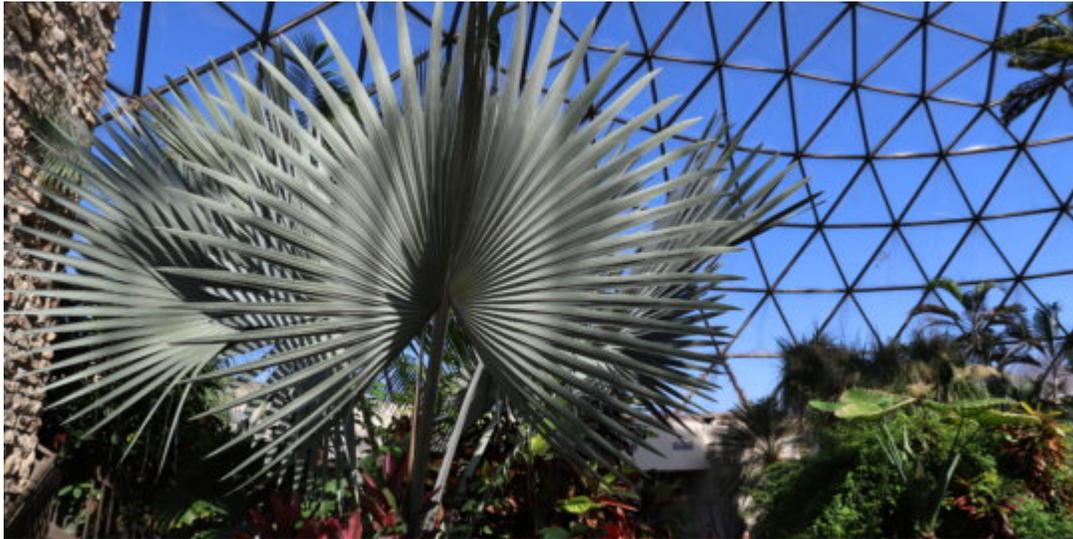
Foellinger-Freimann Botanical Conservatory *opened in 1983 and is an oasis in the heart of downtown Fort Wayne.*



David Regan from the Greater Des Moines Botanical Garden in Des Moines, IA has also recently joined ZAG.



Greater Des Moines Botanical Garden since 2013 is operated under a lease with the City of Des Moines, marking a new era of leadership, operations and management.



Any current ZAG members who know of independent Gardens, Conservatory’s or Arboretum, encourage their retail buyers to join ZAG and take advantage of our group of like-minded, dedicated retail professionals who will share ideas, contacts, and assist them to improve their business!

Q & A with Garden Member - Nathaniel T. Cardelli



How long have you been at Foellinger-Freimann Botanical Garden?

I've been with the Foellinger-Freimann Botanical Conservatory for four years now. I'm a recovering retail district manager and actually didn't know about the retail portion of my position with the Botanical Conservatory when I applied, it was kind of a sign to me that the job was a great fit. The Conservatory is owned and operated by the Fort Wayne Parks & Recreation Department.

Which part of the retail aspects of your job do you find most challenging?

Managing the scope of high-demand shop with bare bones staffing is an interesting conundrum. Luckily we have a dedicated group of volunteers who help out by cashiering, maintaining plant life, and prepping inventory for the sales floor.

Most enjoyable?

The growth of our shop during my time here has been a really exciting thing to see, the shop is consistently up over 100% from where we started. This is attributable to offering more trendy and inspiring gift merchandise to the shoppers. The constant rotation of stock keeps the shop fresh and exciting for the regulars, while enticing our out-of-towners.

What are the biggest obstacles in working with volunteers in the store?

Our volunteers are truly fantastic, we could not do it without them. The one challenge that comes to mind is the amount of volunteer staff entering the space, meaning it takes approximately 40 volunteers staffing the shop each month to make the schedule tick. Having that many volunteers means that there is a constant need to train and recap technological updates. A shop of our size would typically have around four employees, which is much easier from a training perspective. The contributions offered by our volunteers do go unmatched in their commitment to the Botanical Conservatory and what we do here.

Finally, is there anything else you would like us to know about you or the Botanical Conservatory?

I'm grateful to work with such a dedicated team committed to the growth of the Botanical Conservatory. Our gift shop supports the youth programming and engagement for by the Botanical Conservatory, including a full-time educator who provides a map to the world of botany to even our youngest visitors.

In addition to being a gift shop, we also have a café leasing relationship with a local coffee roaster, Conjure Coffee, which can often lengthen and improve our visitor experience. The area was previously utilized for plant sales and was converted to a café before my time here, upon my arrival the previous vendor exited and allowed us the opportunity to form a new relationship with Conjure Coffee, which is two years strong now!

Warmly,

Nathaniel T. Cardelli
SALES OPERATIONS SUPERVISOR
Fort Wayne Parks and Recreation

(260) 427-6444 (*Office*) | (260) 427-6440 (*Main*)
Foellinger-Freimann Botanical Conservatory
1100 South Calhoun Street | Fort Wayne, Indiana 46802



Tech Talk with Emily

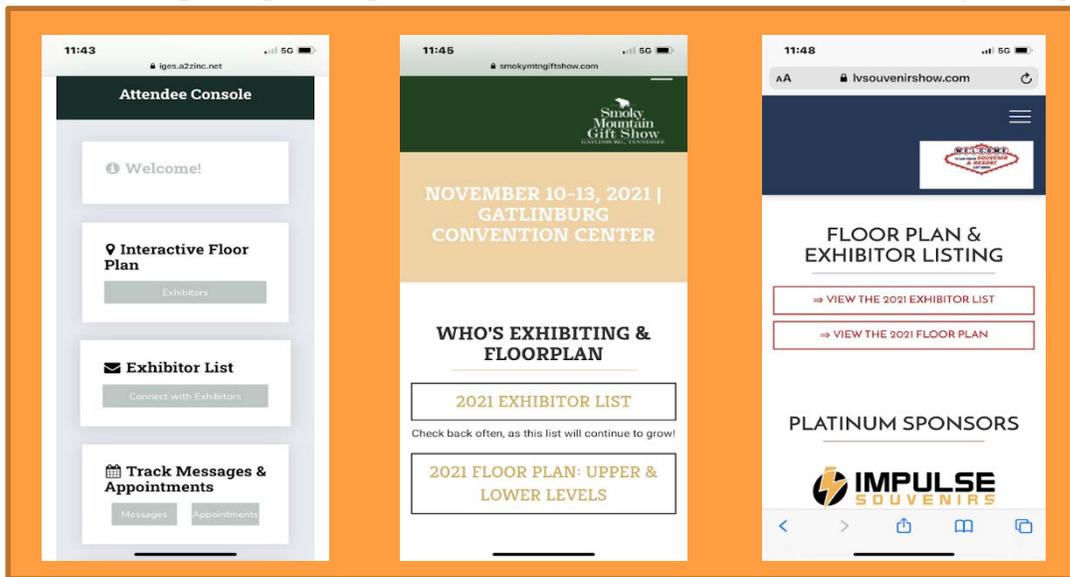
By: Emily May

Online Resources to Reach For When You're at a Show

Show season is here! Whether you are new to souvenir/gift buying or an old pro, utilizing online resources from the show you are visiting can make your trip a bit smoother and organized and answer your questions on the go.

We hope to see many of you in Tennessee in November! But if you're not ready for in-person buying just yet, IGES offers an online market. Go to <https://asdvirtualmarket.com/> for more information. IGES also has a great interactive website available to use before and during your trip. Head to their website and select 'Plan Your Trip' and 'Show Planner'. From there you'll find an interactive floor map, an exhibitor list, and a convenient place to keep all of your appointments or messages from vendors.

On the Smokey Mt. Gift Show and Las Vegas Souvenir websites, head to the 'Attendees' tab to find exhibitor lists, floor plans, product preview, and information about the Match! Buyer Program.



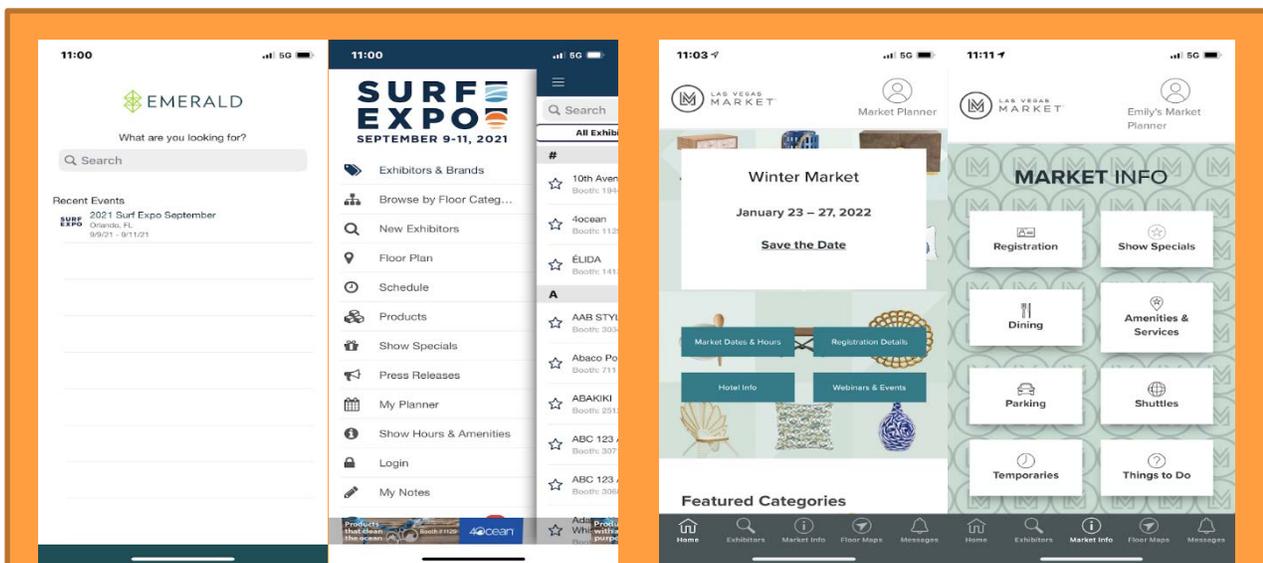
How the Match! Program works: As a retail buyer you will be required to complete their buyer profile providing specific details of your company and product interest and to complete (5) twenty-minute meetings during the Las Vegas Souvenir & Resort Gift Show and/or (8) twenty-minute meetings during the Smokey Mountain Gift Show based on mutual interest. Prior to the event, their team will

generate your personalized agenda and meeting reminders. For your time, you will be compensated with hotel accommodations, social and networking events, a hosted buyer concierge, and more.

I recently talked with Jhana Jordan, with Clarion Events (Smokey Mt, Las Vegas Souvenir, The Gathering, and more), she wanted me to mention that if anyone has made early morning appointments at Las Vegas Souvenir or Smokey Mountain, just give her a call on her mobile number (509-859-2419) when you're at the door and she can provide access to the show earlier than the scheduled show opening. This could be particularly useful if you are crunched for time during the Vegas show.

You may have just come back from Las Vegas Market or Surf Expo, both shows offer great user-friendly apps to help navigate their shows. You'll find the Surf Expo app under Emerald Experiences in the app store, just search Surf Expo after downloading the Emerald Exp. App to find floor plans, exhibitor info, and more.

Las Vegas Market also offers a helpful app and planner for your visit. Here you can find exhibitor info, shuttle locations/times, and fun activities to experience when you're not working the show, etc. Preview exhibitors you'd like to stop by or add them to a list to save for later.



And finally, don't forget to follow ZAG on social media! See what booths we stop at and what sponsors have to offer. We'd love to share your smiling faces!



Instagram: @zaggift



Facebook: ZAG (Zoo and Aquarium Buyers Group)



LinkedIn: Zoo & Aquarium Buyer's Group

ZAG SHOW INFORMATION AND SPECIALS

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=

Clarion Events Inc.

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 and she will gladly let you know what is available.

Warm Regards,

Jhana Jordan

Global Key Account Manager

Clarion Events, Inc.

Office Direct 678-370-0338

Mobile 509-859-2419

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/>

ZAG Information



Tours for the Upcoming Shows

Presented by: Tommy Brown from the Saint Louis Zoo / ZAG Board.

Smoky Mountain Gift Show

Made in America Tours: 11am 11/10, 11/11

Zootique Tour: 11am 11/12

IGES Shows

Sustainability tours:

1:30pm 11/10 Sevierville

2pm 11/12 Pigeon Forge

ZAG Events



ZAG Member and Sponsor Mixer: Las Vegas Convention Center, Wednesday, September 29th, 5:30pm -7:30pm. Location: W-108/109

ZAG Member and Sponsor Mixer: Pigeon Forge Tennessee, Wednesday, November 10th, 6pm-8pm. Location: Rainforest Adventure

ZAG Breakfast at Smoky Mountain Gift and Souvenir Show: Design on a Dime with Donna, Gatlinburg-ZAG Room, Thursday, November 11th, 8am-9am

ZAG Annual Member Meeting: Tennessee, Thursday, November 11th, 6:00pm Cocktails/Check-in, 6:30pm Dinner. Location: Pigeon Forge - Outer Exhibit Hall in LeConte Center

Reminder: R.S.V.P. required for some of these events and tours, please watch your e-mail.

ZAG Member Shout Out

Congratulations to our ZAG Travel Scholarship winners to the Tennessee shows!

We are pleased to announce the two winners of the ZAG travel scholarships to the Tennessee shows:

Kristina Pearson

Racine Zoo
Racine, Wisconsin

Christine Bice

Big Bear Alpine Zoo
Big Bear Lake, CA

Each will receive airfare, hotel for 4 nights, transportation from the airport to the shows, and \$200 in gift cards for meals.

Thank you to everyone who entered for an opportunity to win.

Always watch your e-mail for ZAG news, or view our ZAG Website for scholarship opportunities.



Featured ZAG Shop - Tanganyika Zoo Gift Shop

A Thank You to Our New Sponsors



“We’ll be the 1st African company exhibiting at Smoky Mountain Gift Show in November. You won’t be disappointed with all our animal ranges on offer. “

Thanks

Kind regards,



Richard Robison

Director at Kool Africa

P [+27 \(0\)87 700 2249](tel:+270877002249) **M** [+27 \(0\)83 5577481](tel:+270835577481)

E richard@koolafrica.co.za **W** www.koolafrica.co.za/



1-800-345-8138 | sales@kalanlp.com

Kalan is your One Stop Impulse & Custom Shop!! We are your #1 source for Low Retail, Fun and Impulse Products!!

If you are looking for custom souvenirs or fun promotional products at low minimums, we are your source!



FIGURINE DESIGNER

PAPO is a key brand in the world of toy figures and is recognized all over the world for the quality, stunning degrees of realism and originality of each of its creations. Kids just love them!

For more than 25 years, we have been creating figurines to support the development of children and their discovery of our planet biodiversity. From extremely realistic animals, to knights in armor and amazingly detailed dinosaurs, each figurine is designed in France.

Hand-painted, beautifully finished and highly-detailed, PAPO figurines offer a playability that is nowhere to be found to stimulate children's imagination. We offer a wide assortment of 12 various collections (more than 600 items including figurines and playsets) that enables us to follow kids' growth and to cover 100% of our retail customers' needs while bringing them a strong sell-through rate per square feet and a profitability all year long.



In an age of mass consumption and throwaway goods, PAPO is concerned about producing fine and durable toys that last over time and can be passed on from generation to generation.

<https://www.papo-france.com>
bonjour@papo-us.com

Based in San Jose, California, Inspired Peru is 100% owned and operated by the Peruvians artisans. Our artisans are also the owners.

They are our friends, our family and our community. Unlike most purveyors of Peruvian products, when you buy from us, you buy from the artisans directly. You never pay for unnecessary middlemen to bring these goods to you.

Inspired Peru products go directly from the hands of our artisans into your own. This means you are getting authentic apparel and crafts from real makers at fair prices. When you support us, you're supporting our commitment to transparency and fair trade — and you're personally supporting the artisans who depend on this business for their livelihood.

Most of our artisans have been working with Inspired Peru for years. They live in cities like Lima and Cusco, and in some of the most remote parts of Peru, high up in the Andes Mountains. Together as a collective, they decide what products to design, how many to make and what to charge for their handmade items.

Our artisans are paid upfront and in full for their work. In addition, they are paid fairly so they can make a good living.

Many of the people in the Inspired Peru collective are women raising children and have been able to comfortably provide for their families by using traditional skills that have been handed down from mother to daughter for centuries.

To open a wholesale account please contact info@inspiredperu.com or fill out this form:

<https://www.inspiredperu.com/pages/wholesale-page>

We are offering 5% off your first order if order is place before November 1st.



Did you know LaserGifts develops, engraves, decorates, and assembles name programs in the USA?! For over 30 years, LaserGifts has manufactured superior, high-quality, and high-profit name programs and souvenirs for the tourism and gift industry. Products can be found in many prominent locations such as nationally recognized attractions, National Parks, Zoo's, Aquariums, and popular souvenir stores.

We offer a range of items suitable for your Zoo or Aquarium! From our wildly popular solar flashing keyrings to ecofriendly Bamboo pens, there's something for every location. Contact LaserGifts TODAY for a catalog and YOUR personalized sample!

Contact us anytime at sales@lasergifts.com

Visit our Website at www.LaserGifts.com

Thank you for allowing us to become a Sponsor of ZAG!

Cynthia Powers

Vice President of Marketing and Business Development

LaserGifts is a proud to be a corporate sponsor of the Arbor Day foundation!



Bubble Tree – American Bubble Company introduces the very first eco-friendly sustainable bubble system that is made in the USA. The original refillable bubble system™ is portable, easy to use, mess free and dispenses a non-toxic superior bubble solution into high quality aluminum bottles that can be refilled, reused and recycled. Bubble Tree™ is a safer bubble solution that will produce the best performing and most vibrant bubbles you will ever see.

The convenient refillable bubble system™ box is designed to be easy to use, easy to store and has the durability to last all season long. Our goal is to eliminate one-time-use plastic bubble bottle and that currently saturate the market today. Each year, more than 300 million one-time-use plastic bubble bottles are imported to the United States. Many will contain bubble solution from foreign countries with formulas and ingredients that often fall below the levels of safety, sustainability, and quality that modern American consumers demand.

Geoffrey R. Wasserman



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Los Angeles, CA 90004

www.bubbletreeusa.com

Animation video

<https://www.youtube.com/watch?v=WuS9icmskEM>

Social Media

[#bubbletreeusa](https://twitter.com/bubbletreeusa)



Walking in Memphis is proud to sponsor ZAG! Walking in Memphis, LLC is the exclusive licensee and distributor of Artisan Gift lines Spirit of Memphis and Spirit of Portland Gifts. We are a small company that provides quick turn times, offers domestic products, low minimums, has inventory ready to ship, and delivers free to local retail partners. Our gift lines feature designs by award-winning artist Joel Anderson, known for his hand-lettering and illustration style inspired by the 20th Century travel poster art masters. As a result of the emerging trend, we also offer custom designs for products and name dropping capabilities to retailers nationwide. Our products are made with sustainably sourced materials including scented soy candles, coasters, puzzles, postcards, playing cards, key rings, ornaments, and canvas prints. Other product lines include apparel, mugs, shot glasses, mints, flasks and more.

Danny Hiltenbrand is the Owner of Walking in Memphis LLC. Danny was VP of Merchandise for Elvis Presley's Graceland for over 20 years. He has extensive experience in offering gifts and merchandise that increase revenue for museums, amusement parks, zoos, and other retailers. Walking in Memphis, LLC has continued to grow it's retail partner base since it began in 2019. Our goal is that every retail partner/client feels like our only partner/client.

Your direct contact is:

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Check out our catalogs and websites:

- Spirit of Memphis Catalog: <https://bit.ly/SpiritofMemphis>

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- Website: www.spiritofmemphisgifts.com
- Spirit of Portland Catalog: <https://bit.ly/spiritofportland>
- Website: www.spiritofportlandgifts.com

It is a pleasure to support ZAG and to offer you a line of unique products and customization/name dropping services.

Thanks,
Walking in Memphis Team

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