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## UPCOMING SHOWS:

- Surf Expo: September 5th-7th
- Las Vegas Souvenir & Resort Gift Show: September 17th-20th
- The Gathering: October 7th-10th
- IGES Sevierville: November 5th-7th
- IGES Pigeon Forge: November 6th-9th
- Smoky Mountain Gift Show: November 6th-9th
- Ocean City Resort Gift Expo: November 13th-15th
- Grand Strand Gift & Resort Merch Show: December 8th-11th



## ZAG BOARD CONTACTS:



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- Jamie Sheard ZAG Board Member: [jheard@elmwoodparkzoo.org](mailto:jheard@elmwoodparkzoo.org)



# A Letter from the President

BY SHEILA WEWERS  
ZAG INTERIM PRESIDENT  
ASSOCIATE DIRECTOR OF RETAIL OPERATIONS  
COMO PARK ZOO AND CONSERVATORY



**Connect:** According to Meriam Webster, it is defined as “becoming joined”, “to have a rapport”, “to establish communications”.

As fall 2024 is fast approaching, we look forward to the upcoming show season and to reuniting and reconnecting with dear friends and peers, as well as connecting with new ones! I invite you to join ZAG this fall as we celebrate who we are and what we do by connecting with fellow ZAG Members and Sponsors at our upcoming ZAG mixers, events, and tours at the Las Vegas Souvenir & Resort Gift Show, IGES, and Smoky Mountain Gift Show.

This past year ZAG has taken steps to connect with each of you, learning more about what we can do to support our entire ZAG family. Thank you to everyone who took time to submit answers to our survey. I encourage you to reach out to any Board member with additional feedback about how we can connect with you better!

Looking forward, we plan to continue that theme of connecting in 2025 by strengthening our digital presence, updating our website features, and tweaking our organizational structure to ensure we remain relevant and best serve our members.

I look forward to connecting with each of you this 2024 show season!



September 17-20, 2024  
Las Vegas Convention Center

## VIVA LAS VEGAS!

The largest resort & souvenir event is back. Pack your bags and make sure these ZAG member events and perks are added to your schedule!

### Wednesday, September 18: ZAG Mixer

Join your fellow ZAG members & sponsors for drinks and appetizers. Stay tuned for more details and RSVP instructions!

### Thursday, September 19: Networking Breakfast

An all new networking event for association members to meet NEW exhibitors!

### Plus, don't miss the all new Connections Corner, featuring 2 sessions by Tommy Brown:

- Tuesday 9/17: Visual Merchandising
- Wednesday 9/18: DEAI Panel

### REGISTER FOR FREE

Scan the QR code to the right with your smart phone or visit [lvsouvenirshow.com/ZAG](http://lvsouvenirshow.com/ZAG)



Questions? Reach out to Heather Overlock at [heather.overlock@clarionevents.com](mailto:heather.overlock@clarionevents.com)

# ZAG *Las Vegas*

LAS VEGAS SOUVENIR AND RESORT GIFT SHOW  
TUESDAY SEPTEMBER 17TH-FRIDAY SEPTEMBER 20TH

LAS VEGAS CONVENTION CENTER, SOUTH HALL

3150 PARADISE RD

LAS VEGAS, NV 89109

## ZAG MIXER

**WHO: ZAG BUYERS & SPONSORS**

**WHAT: THIS EVENT IS YOUR CHANCE TO NETWORK, MINGLE, AND HAVE A GREAT TIME WITH FELLOW INDUSTRY PROFESSIONALS. DON'T MISS OUT ON THIS EXCITING OPPORTUNITY TO MAKE NEW CONNECTIONS AND HAVE A BLAST IN THE VIBRANT CITY OF LAS VEGAS. SEE YOU THERE!**

**WHERE: SOUTH HALL - ROOM S233**

**WHEN: WEDNESDAY 9/18/2024 FROM 5PM-7PM**

**RSVP: CHECK YOUR EMAIL THIS WEEK FOR EVENTBRITE INVATIONS**

**ZAG PARKING PASS AVAILABLE:**

PLEASE REACH OUT TO HEATHER AT [HEATHER.OVERLOCK@CLARIONEVENTS.COM](mailto:HEATHER.OVERLOCK@CLARIONEVENTS.COM)

FOR YOUR ZAG BUYER PARKING PASS

**ZAG LUNCH COUPONS:**

STOP BY THE MATCH LOUNGE TO PICK UP A DAILY LUNCH COUPON COURTESY OF CLARION EVENTS. AVAILABLE FOR ZAG BUYERS ONLY.

**ZAG HOSPITALITY ROOM:**

STOP BY THE ZAG HOSPITALITY ROOM S233 FOR ZAG BUYERS TO WORK OR TAKE A BREAK FROM THE SHOWROOM FLOOR.

## MEET THE NEW BOARD MEMBERS



Brea Schmidt  
Guest Engagement Supervisor  
Topeka Zoo & Conservation Center



Jamie Sheard  
Associate Director of Guest Services  
Elmwood Park Zoo

### WHY DID YOU WANT TO JOIN THE BOARD?

BS: When I first started learning about being a Buyer, my supervisor ahead of me told me about ZAG. It was a tremendous help in continuing not only my own growth but the growth of our Zoo's gift shop. I want to help other buyers the way that ZAG has been able to help me in finding vendors that are well vetted, sustainable, and trending.

JS: I joined ZAG, as I think that with any mission-based organization that Retail plays a significant role in communicating that mission. It is that part of the experience that our guests are able to bring home with them and have to remember their visit. By furthering the connection between mission and retail operation, we help to shape the role our guests play in areas such as conservation and sustainability. By joining the team at ZAG I hope to play a part in furthering that connection for other Zoos, Aquariums, and Gardens.

### WHAT IS YOUR FAVORITE ANIMAL?

BS: I have a big soft spot for Asian Elephants and California Sea Lions!

JS: My favorite animal would have to be Boa Constrictors

### CURRENT FAVORITE GIFT SHOP PRODUCT

BS: My current favorite product is our Conscious Step sock collection. I love whacky/fun patterned socks, and a portion of the profit from each pair purchased gets donated to a non-profit organization. Each design represents a different organization (many of them are conservation and sustainability oriented!)

JS: This year Elmwood Park Zoo is celebrating our 100 year anniversary and we have come out with an amazing coffee table book, talking about the history of the zoo. Having grown up coming to this zoo and now working here this book is definitely my favorite gift shop item, for its emotional significance.

### WHAT DO YOU LIKE MOST ABOUT WHAT YOU DO?

BS: I love helping guests and people build memories and connections to the animals that they see during their visit. Being the person that gets to order and stock the merchandise in our gift shop is rewarding- I have seen so many kids visit the Zoo multiple times with their own stuffed versions of their favorite animal that they purchased from our gift shop. It's so special knowing that I contribute to them having that special stuffie.

JS: My favorite part of the job is helping to create an awesome guest experience at the park. Everyday being able to be a part of all those moments of wonder, joy, and excitement is so rewarding.



# Beat the Heat

By Rosemary Domas  
Communications Officer, ZAG  
Buyer, Wildlife Conservation Society

Not sure about you – but it feels like the summers keep getting hotter and hotter. Maybe its my age – but it sure feels like the temperatures are soaring and are staying warmer longer.

At the Wildlife Conservation Society – most specifically the Bronx Zoo and New York Aquarium – we have several items and functional features in our park that allow for the guests to keep cool. I have added an Asterix next to the items that are longer lead-times, and our best sourced in at your Fall shows to ensure Spring Break deliveries!

1



Spray Water bottle\* – these are great as they are a good price point, multi-use, and can be filled at our water stations strategically placed all around the parks.

2



Handheld fans\* – these are great fun station items. It is a quick fix to help combat the heat and humidity.

3



Umbrellas – these are a great tool to shade against the sun. We offer high quality umbrellas for adults and whimsical styles for the kids

4



Hats\* – we offer a variety of styles – caps, buckets, straw available in baby, toddler, youth and adult sizes. In addition to being very functional – if you name drop them, they are great memory makers!

5



6

Conservation hand fans – this product from Kazi “All Across Africa” has been a favorite, particularly amongst our members. They are beautiful, unique, and functional. For the guest who wants to support conservation messaging it is a great compromise.

# ZAG WEEK in Tennessee



## TUESDAY NOVEMBER 5TH

### IGES Sevierville Fireside Chat

Fireside Chat & Tour on Sustainability 1PM

## WEDNESDAY NOVEMBER 6TH

### Made in America Tour

Join April Terranella, 11am at the auditorium stage, Smoky Mountain Gift Show

### ZAG Annual Member Meeting

Who: ZAG Buyers

What: Annual Member Meeting

Join your fellow ZAG members for our annual ZAG Member Meeting with a delicious lunch hosted by IGES. Each guest will receive an IGES Swag Bag.

When: 12:30-1:30

Where: IGES Pigeon Forge LeConte Center Room N3

### IGES Pigeon Forge Tour

Join April Terranella, 3pm, IGES Pigeon Forge

### ZAG Mixer

Who: ZAG Buyers & Sponsors

What: ZAG Mixer

Join ZAG Members for Dinner, Drinks and Conversation!  
Photo ID REQUIRED at the door. No exceptions!!

When: 5:30-9:00

Where: Rainforest Adventures



## THURSDAY NOVEMBER 7TH

### Made in America Tour

Join April Terranella, 11am at the auditorium stage, Smoky Mountain Gift Show

### Hootennany

Who: ZAG Buyers

What: Second Annual Buyer's Lunch

When: 12:00-1:00

Where: Smoky Mountain Gift Show Ogle Room

### Smoky Mountain Gift Show Party

5:00-8:00 at Smith and Sons

## FRIDAY NOVEMBER 8TH

### Building your Brand and Buying with a Purpose

Join April Terranella, 8am, Smoky Mountain Gift Show ZAG rooms 6 & 7,  
for breakfast and an informative seminar

### Zootique Tour

Join April Terranella, 11am at the auditorium stage, Smoky Mountain Gift Show





Sevierville, TN | November 5-7, 2024  
Pigeon Forge, TN | November 6-9, 2024

## 2024 SHOW HIGHLIGHTS

To get more information about any of the items below, visit [IGES.US](http://IGES.US)

### Exclusive Pavilions at Sevierville



Sustainable



Made in America



Toy + On Trend

In partnership with Enchanted Moments



Campground



Swag Store - where every buyer wins IGES branded prizes.



Enter to win a \$25,000 cash prize!  
Increase your chances with daily entries.

### ZAG Awards Luncheon hosted by IGES

Join your fellow ZAG members as we celebrate Opening Day at Pigeon Forge with a delicious lunch hosted by IGES. Each guest will receive an IGES Swag Bag.

Date: Wednesday, November 6, 2024

Time: 12:30pm

Location: LeConte Center at Pigeon Forge

Register for FREE today at [iges.us/zag](http://iges.us/zag)  
or use your phone to scan the QR code

If you have any IGES buyer related  
questions please contact:

Lynn Schulte | Attendee Relations Manager  
(678) 982-5107, [Lynn.Schulte@emeraldtx.com](mailto:Lynn.Schulte@emeraldtx.com)







# THE MOUNTAINS ARE CALLING!

The 59th annual Smoky Mountain Gift Show returns November 6-9, 2024  
DON'T MISS THESE EVENTS IN GATLINBURG

SUNDAY 11/3	MONDAY 11/4	TUESDAY 11/5	WEDNESDAY 11/6	THURSDAY 11/7	FRIDAY 11/8	WEDNESDAY 11/9
Pack your bags! 	Travel time 	Travel time 	Smoky Mountain Gift Show Opens!  Made in America Tour	ZAG Member Luncheon  Made in America Tour  Smoky Mountain Gift Show Party!	Breakfast & Seminar  Zootique Tour	Last day of the show!

**PLUS MORE!**

- LUNCH COUPONS offered to all ZAG Members - just pick them up in our Show Office
- FREE PARKING for all buyers - with your buyer badge or email confirmation. Conveniently located across the street from the convention center

**REGISTER FOR FREE**

Scan the QR code to the right with your smart phone or visit [smokymtngiftshow.com/ZAG](http://smokymtngiftshow.com/ZAG)

Questions? Reach out to Heather Overlock at [heather.overlock@clarionevents.com](mailto:heather.overlock@clarionevents.com)



PS: Have you noticed our new logo for 2024 featuring the Smokies most famous resident?

September 1, 2024 | The Association for Merchandise Buyers of Zoos, Aquariums & Gardens | [www.zaggift.com](http://www.zaggift.com)

## A VISION FOR A NEW GIFT SHOP

by Jamie Sheard  
ZAG Board Member  
Associate Director of Guest Services  
Elmwood Park Zoo



As a quick introduction, my name is Jamie Sheard, I am the Associate Director of Guest Services at the Elmwood Park Zoo in Norristown, Pa. I am excited to be serving as a new ZAG Board Member and getting the chance to meet and work with you all!

I think I can speak for the group when I say that we all strive to enhance the guest experience at our beloved zoos, aquariums, and gardens through our retail operations. This year Elmwood Park Zoo has had the opportunity to usher in our Centennial Anniversary, with the exciting opening of our Welcome Center and Gift Shop. After just over a year of planning, design, construction we were excited to build a brand-new Gift Shop from the ground up. We pride ourselves on being a Boutique Zoo and designed our gift shop to serve as a shining example of how thoughtful planning can merge aesthetics with functionality. With our new space expanding from a modest 1,350 square feet to an impressive 4,000 square feet, we are excited to highlight the importance of creating an environment where form meets function while embodying the mission of our organization.



### A Vision for the New Gift Shop

The transition to a larger gift shop is not merely about increased square footage; it's an opportunity to rethink how we engage our visitors and foster a deeper connection to our mission. Our goal is to create a space that reflects our values, promotes conservation, and enhances the overall guest experience.

In this new design, we created a layout that encourages exploration and discovery. The flow of the shop will lead visitors through distinct sections, showcasing a diverse range of products. From educational materials that align with our mission of wildlife conservation to locally sourced artisan goods that support community initiatives.



## The Harmony of Form and Function

The aesthetic appeal of the new shop was crucial, but it could not overshadow the functional aspects. We believe that a well-designed space should seamlessly facilitate the shopping experience. To achieve this, we employed a variety of design elements:

### Open Layout:

The larger space allows for an open, inviting layout that minimizes congestion and enhances ease of movement. Clear sightlines guide guests naturally from one section to another, enhancing their shopping journey.

### Interactive Displays:

To engage visitors of all ages, we incorporated interactive displays that help make the shopping experience immersive and tactile. We designed plush snake displays that look like trees with the snakes in the branches and tactile bark like overlay. We also built panels into some of our displays, with vinyl wallpaper with animal patterns and textures to add an engaging and nature-based element to the design, where there would otherwise be empty space.

### Flexible Space Design:

The new gift shop will feature adaptable areas for seasonal promotions, events, and educational workshops. This flexibility will allow us to respond to guest interests and trends while ensuring that our mission remains central to every aspect of the shop.

## Embodying Our Mission

As members of the ZAG community, we understand that our gift shop is more than just a retail space; it is a vital extension of our organization's mission. Every purchase made contributes to our institution's success and conservation efforts, and it's essential that the shop reflects the values we hold dear. We prioritize sustainability in our product offerings, focusing on eco-friendly merchandise and packaging.

### Conclusion

The design of our new gift shop is a thrilling step forward for our organization. With the perfect balance of form and function, we aim to create an inviting space that embodies our mission while providing an enjoyable shopping experience. We invite you, our ZAG members, to connect and share your successes and insights in store design so that we can all learn and grow from each other. We all work to create a retail experience that not only meets the needs of our guests, but also inspires them to become advocates for conservation.



Reminder, voting is  
Live!

Cast your votes for  
the 2025 ZAG  
Board!

Voting closes  
October 1st

**ASSOCIATION  
OF ZOOS &  
AQUARIUMS**

Attending AZA or  
ZAA?? Stop by the  
ZAG Booth located  
at both events!!



ZOOLOGICAL ASSOCIATION  
OF AMERICA

Advocate. Educate. Conserve.

## Congrats Scholarship Winners!

### **LAS VEGAS RESORT & SOUVENIR GIFT SHOW**

LEONORA SILVA – MAUI OCEAN CENTER

CYNTHIA PENA – AUSTIN ZOO

CHRISTINE BICE – BIG BEAR ALPINE ZOO

### **TENNESSEE SHOWS**

#### **(IGES/SMOKY MOUNTAIN GIFT SHOW)**

TARYNN BENNETT - LAKE SUPERIOR ZOO

JESSICA CORRELL – BATON ROUGE ZOO

TASHA TILLERY – SYLVAN HEIGHTS BIRD PARK

September 1, 2024 | The Association for Merchandise Buyers of Zoos, Aquariums & Gardens | [www.zaggift.com](http://www.zaggift.com)

ZAG BOARD  
MEETING AT:

# NY NOW



# Welcome New ZAG Sponsors



SUNAPPAREL

*eeboo*

PIECE & L♥VE



STONECRAFT COLLECTIONS





# SUN APPAREL

Sun Apparel is excited to be one of the new sponsors for ZAG! We are a wholesale distributor of over twenty national apparel brands. We also manufacture and decorate apparel and accessories. For the past five years Sun Apparel has been investing in sustainability. We had two main objectives. First, the benefits of our choices in materials, factories, processes, and logistics must be measurable and verifiable. Second, pricing must be in line with current market pricing of traditional cotton shirts. Satisfied this criteria could be met, we created two products that will shape the future of the wholesale apparel industry.



Introducing ECotton **EC1000RY** and **EC2000RY**. The **EC1000RY** is 4.42oz, 30 singles, combed cotton, price competitive with other popular combed ring-spun tees and just as soft, while the **EC2000RY** is a 5.75oz, open end tee price competitive with the industry's most popular value tees. Both are 100% certified recycled cotton from pre-consumer waste using our special process.

- Made of 100% Certified Recycled Cotton
- No toxic dyes, bleach, chemical fertilizers, or pesticides
- Saves hundreds of gallons of fresh water
- Reduces carbon emissions compared to organic cotton or recycled cotton/polyester blends



We are pleased to provide you with a sample that will demonstrate the significant advancements made in recycled cotton products. We see a great opportunity in a fully recycled product made in solar and wind powered factories. We hope you will share in our vision.

For a sample shirt, please email us at: [CAorders@sun-apparel.com](mailto:CAorders@sun-apparel.com)

We look forward to meeting you!

Lori S. Gulsvig  
Founder and President







At Anchal (on-chal), design is our passion, and using design to impact lives has become our purpose. We believe design and interdisciplinary collaboration can be a catalyst for positive change. As a non-profit social enterprise, we use design thinking to create innovative solutions to tackle women's social inequalities and reform traditional textile manufacturing practices.

With backgrounds in architecture, sisters Colleen and Maggie Clines lead the brand by placing design at the center of Anchal's everyday practice. When designing, the Clines sisters explore the beauty of vernacular architecture, heritage artwork, and a maker's journey of empowerment. Their contemporary graphic designs are defined by dynamic patchwork and unique stitch patterns, innovating traditional kantha quilting techniques. Anchal's home goods and fashion accessories are entirely hand-stitched by Anchal's 205 artisans in Ajmer, India using layers of vintage sari cotton or organic cotton since 2010. All of Anchal's heirloom pieces are artfully crafted with the highest quality and attention to detail.

We have creatively partnered with Anthropologie, the Guggenheim Museum Store, Bloomingdale's, Brookline, Urban Outfitters, West Elm, Nordstrom, and Madewell. Additionally, Anchal products have been featured in Harper's Bazaar, Vogue, Forbes, Better Homes & Gardens, Architectural Digest & HGTV.



It all started with the world on lockdown, one plant obsessed hobbyist answered the call to make a better soil option for plant parents of all skill levels, and he would call it Sol Soils. Travis learned his craft with his own plant collection when he realized the soil that he and every other plant lover was buying retained too much water for indoor plants (\*ahem\* root rot) and led to a host of other issues like fungus gnats and soil borne diseases. Yuck! A man of action, schooled in sustainability and an entrepreneurial spirit, he got down and dirty with dirt. Over a thousand hours of personal research later, and new friends in the soil science and botany communities, he was ready to share his soil with the world. With buckets of organic, gritty mixes and a whole lotta heart, Travis set off to change the houseplant experience one pot and one plant at a time.

Sol Soils proprietary chunky mixes are more forgiving, letting you grow your plant family with ease and comfort, knowing you have the best soil for your babies. Whether you are starting with your first succulent or adding your 200th Orchid to the horde, we invite you to be part of the Sol Soils community. Let us be your trusted friend in this crazy plant world, because no one knows (and cares about) plants like other plant people.



## STONECRAFT COLLECTIONS

Stonecraft Collections is a multi-generation, family-run wholesale provider of rocks, crystals, and minerals and we have been in operation since 1996.

Based in Bowling Green, KY & Cincinnati, OH, our Stonecraft Collections team will meet your retail needs for minerals & crystals - in person at our Southern Kentucky warehouse; through digital communication; connecting with you at rock shows; or by bringing inventory to your shop if and when we can. We provide crystals, rocks, minerals, and gifts to many caves, zoos, gift & specialty shops, wellness centers, healing practitioners, and nature preserves all over the United States.

Whether you're looking for high-quality geological specimens, unique gifts & jewelry, or the perfect crystals to channel whatever energy may come your way - our family-run business can help you elevate your inventory with high-quality crystals.

We source the rocks and minerals that we sell and that we make our gift items and jewelry with from Brazil - and we travel there at least once each year. You can also find us on buying trips across the country and at a variety of rock and gift shows.

Our goals are to provide high-quality minerals and crystals at competitive prices – while providing personal and exceptional customer care. Have a look around our website, [www.stonecraftcollections.com](http://www.stonecraftcollections.com), check out the examples of our products, and reach out with any questions or to set up an in-person or digital appointment to view and purchase inventory.



# eeBoo

## PIECE & LOVE

Woman-owned and Mother-run, eeBoo is a lifestyle brand that has created “Always Good,” beautiful, sturdy, safe, and sustainable gifts, toys, and games for 3 decades. Created with the input of educators, psychologists, artists, and families, our products foster communication, empathy, creative problem solving, and imagination. Our products encourage the development of the whole child, nurturing essential skills from fine motor facility to the complexities of social and emotional literacy. We adhere to old-school values made fresh.



eeBoo’s points of pride include a commitment to fine design that features exceptional illustration by new and award-winning artists from around the world. We believe in celebrating the beauty of diversity and hope that anyone can recognize themselves in the art we commission. For three decades, eeBoo has prioritized sustainable sourcing and manufacturing and is now a certified carbon neutral company. Through the use of our products we hope to cultivate screen-free intergenerational moments of authentic connection in which ideas and imagination can be creatively and freely expressed. Encouraging creativity and curiosity has been our goal as parents and as creative product developers. We believe confidence can be built through curiosity, engagement and the mastery of basic skills that foster joy and sustain a lifelong love of learning.



# THE REUNION

A SOUVENIR, GIFT, AND RESORT SHOW

Tuesday April 8th 2025 9:00-5:00  
Wednesday April 9th 2025 9:00-5:00  
Thursday April 10, 2025 9:00-3:00  
Las Vegas World Market Permanent  
Showrooms  
Hotel: Circa

ZAG EXCLUSIVE OFFER: 2 hotel nights room and tax. Members will need to book by March 1, 2025. They will receive a VIP invitation with a special hotel link to book their room nights. The invitation will contain all the information they will need. Members are free to call Jhana Jordan with any questions at 509-859-2419.

DON'T FORGET TO FIND OUR ZAG SPONSORS AT THE SHOWS! ZAG PLATES WILL BE DISPLAYED IN THEIR BOOTHS.



Thank you for your support, ZAG  
Sponsors!!