

WHAT'S YOUR STORY?

An introduction to interesting industry players

*EDITOR'S NOTE: In this issue, we introduce our brand-new advisory board members to you.***STEVE TROSIN, IMPERIAL
MARKETING INC. (asi/230430)**

Steve has more years of industry experience than he cares to count – about a quarter century's worth, including a total of 14 at Imperial Marketing (counting a

two-year stint and his current 12-year one after a three-year break). Though his title is Account Director, it may as well be Chief Cook and Bottle Washer. "The one common denominator amongst all of my responsibilities has been sales, sales, sales," he says. "Isn't that what it's all about?" During his career, he's been involved in all aspects of branded merchandise programs, providing consultative merchandising support, primarily to the automotive sector, as he's based in Detroit. "I am blessed to be married to my best friend Kelly," he adds, "and have three pretty awesome children, ages 20-something, who will actually admit to my being their father. What more could you ask?"

**MANDY COUSINS, AVALON
IMAGE GROUP (asi/466336),
AN AFFILIATE OF IPROMOTEU
(asi/232119)**

Mandy has been with Avalon Image Group for a year and a half and is currently Sales Director, Western Region. Previously, she worked in the construction

industry. "I'm a golfer and an avid volleyball player," she says, "playing beach doubles mostly, anywhere from 3-5 times per week. This keeps me in shape and out of trouble – mostly!" She moved to Arizona 12 years ago from Connecticut, and though she's grown to love the desert, she still can't resist any chance she gets to travel to a beach. "My favorites are Rocky Point, Mexico, with friends," she says, "and Nags Head, NC, with my family."

**ELISA ROWAN,
PRODUCT 101 (asi/299742)**

In 1997, with 15 years of experience running sales and merchandising departments for women's contemporary clothing lines, Elisa decided she needed a change.

She started consulting for a variety of companies and was introduced to the promotional market. "Now, this was an industry that I could sink my teeth into," she says. She formed Product 101 in 1999 and started out selling programs in the industry she knew best: fashion. Her company's first projects were mainly cut-and-sew apparel programs, but they soon expanded into hard goods, sourcing both domestically and overseas. "Happily, we have maintained our niche with the fashion, luxury and entertainment industries," she says, "but it is with this same eye for important detail that we have grown our client list to include many other industries."

**LIBBY DUBAY, JACK NADEL
INTERNATIONAL (asi/279600)**

Originally from Michigan, an MSU graduate, Libby moved to Los Angeles, CA, in 1985. She spent years working for various ad agencies before settling in with Jack

Nadel International in 1994. Since then, she has earned each of JNI's coveted top sales level awards. "In my free time," she says, "I enjoy softball, golf, skiing, travel and everything about living near the beach – never having to shovel snow again to dig out my car to get to work!"

**KEVIN J. SCHARNEK, 14 WEST
LLC (asi/197092)**

Kevin got into the industry while still in college at the University of Wisconsin, starting a T-shirt/favor company that sold to fraternities and sororities. After graduation, he worked for Frank

Mallonzi, who became a great mentor. Two years later Kevin and two partners started a distributorship that grew to be one of the largest in the country. In 2004, he sold his interest and became SVP of Business Development for GMR Marketing. "I enjoyed the agency side of things," he says, "learned more about brand strategy and brand marketing, but missed being entrepreneurial, so I started 14 West." He adds that he's been fortunate to assemble a team that he would put up against any in the industry. "They are passionate, loyal and fun to be around," he says. "I also have a wonderful wife, Tracey, and three great kids, Chase, Riley and McKenna."

**DEANNA HALL, GEIGER
(asi/202900)**

Deanna describes herself as a woman on a MISSION: "Mother of four and madly in love with my husband; Independent rep with Geiger; Shy – not; Sincerely committed

to my faith, family, community and Wilderwood Service Dogs; Incredibly funny (OK, I find all of my jokes funny); Outspoken and always sticking my foot in my mouth; Needing new: new shoes, new clothes, new car, new jewelry!"

**ROBERT FIVEASH & DANNY
ROSIN, BRAND FUEL INC.
(asi/145025)**

Robert (left) and Danny's partnership flows in threes. Their friendship spans three decades and is the foundation on which Brand Fuel has built its corporate culture and ideals. They both lettered in the same three sports in high school (football, wrestling and lacrosse). They have guided Brand Fuel to the top three percent of revenues in the industry and are proud of their 33 incredibly talented employees and these three awards: Best Distributor

Website, Best Distributor Showroom, and Best Distributor Marketing Event. They both have three women in their lives (two daughters and a wife). To ensure a true sense of partnership equality, they switch the titles of President and Vice President each year.

**JASON BLACK, BOUNDLESS
NETWORK (asi/143717)**

The CEO of Boundless Network is unabashedly opinionated, but he backs it up with more than a decade of promotional industry expertise and two

decades experience starting successful companies. Since founding Boundless Network in 2005, he's obtained venture capital, built a patented technology platform, partnered with scores of the top one percent of industry sales professionals and grown the company from one office to a nationwide sales organization that serves top companies coast-to-coast. Jason's ultimate goal is to help promotional product sales professionals build a lifelong business that both maximizes their earnings and improves their quality of life. Check out his no-holds-barred thoughts about the industry on his blog (<http://boundlessnetwork.com/blog>).

**CINDY JORGENSON, BROWN &
BIGELOW (asi/148500)**

In 2008, Cindy grew her already large book of business over 30%, earned a spot among Brown and Bigelow's top producers, co-chaired Brown and Bigelow's Sales

Advisory Board, achieved results as President of UMAPP, earned her MAS designation, was named to ASI's Hot List, attended five regional/national shows, consulted on two supplier catalogs, attended countless industry networking parties, facilitated multiple education events, and grew her professional network by leaps and bounds – all while wearing stilettos and holding a cocktail. An industry professional who plays as hard as she works, she's never shy about giving her opinion.