



Promotional Merchandise News & Tips

Employee Spotlight

With over 115 years of combined experience, the Global Promotions & Incentives team is comprised of talented members eager to assist its clients. The team collaborates as one to provide the excellent service each customer deserves. GPI's commitment to teamwork fosters efficiency and is rewarded by customer approval.

Featured in March are three of GPI's hard-working associates, **Donna Sperber, Darryl Hunt** and **André Thornton Jr.** All three personify GPI's core values of dedicated service and represent their team well. By relying on their industry experience, André, Donna, and Darryl are able to help each client meet his or her promotional needs.

Donna Sperber

Donna Sperber has been with Global Promotions & Incentives since its inception. As an account representative, Donna's rapport with customers has led to personal and lasting relationships and continued service. With 28 years of experience in promotions, some of her bigger clients have been Taco Bell, Clear Channel, and Adoptaplatoon. Donna's creative and energetic approach leaves customers the satisfaction they want and deserve.

Why do clients choose you? "Its all about listening and problem solving. If the customer is headed in the wrong direction, I quickly and tactfully put them in the right direction ."

What is the greatest lesson you have learned in promotions "When an order goes wrong, or a required ship date cannot be met, call the supplier and calmly ask for " help to solve this problem". Demanding, screaming and yelling will not accomplish anything. Relationships with the suppliers are as important as those with the clients."

What are some of your biggest strengths?

"When I work on accounts, I always have fun. Being able to come in to such an enjoyable and social environment really makes everything so much easier. Also, being creative in suggesting an item for the client that fits a proposed budget and the end user."

What do you like most about GPI? "The staff here is outstanding. The team knows how to get tasks accomplished quickly. It is a support system that works."

Darryl Hunt

Business Development Manager Darryl Hunt is responsible for developing and managing promotional accounts. His account management duties include activity assessment, client consultation services, and value application. Darryl's ultimate goal for each client is to help them maximize and leverage their marketing strategy with tailored programs and product services.

What do you like most about GPI? "We are able to provide service in so many different areas. Being able to be flexible goes a long way."

What is the greatest lesson you have learned in promotions "Thoroughly understand your clients intentions so you can find any hidden opportunities that can better satisfy their needs."

What have been some of your favorite experiences in promotions? "I particularly enjoy working with education customers. Their selections for the student populations are very creative and they trust me to find something new."

What is your favorite quote? "Be able to point to the problem before it points to you"

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André Thornton Jr.

As Vice President of Business Development, André Thornton Jr. is responsible for overseeing the organizational growth plans for GPI. Stationed in Chicago, André strategically plans and implements the company's marketing efforts. André relies on customer feedback to meet GPI's internal and external objectives.

I got my start in the promotions industry

when: "After graduating college I started working in professional sports and in my position within the marketing/community relations department I used different types of promotional merchandise to support our community based and sponsor programs. I believe by starting off as a buyer of promotional merchandise it has provided me with an advantageous perspective in helping our client's find the right types of product that emphasizes their corporate message and brand."

Proudest recent achievement: "Within the last three years I earned a second masters degree."

Describe yourself in one sentence: "Creative and passionate about what I do."

On days off you will find me: "Traveling. I especially like going overseas. I particularly enjoy very warm spots here and abroad."

Looking Ahead

April

Earth Day– *22nd*



Administrative
Professionals Week–
23rd thru 27th



May

National Employee Health
and Fitness Day– *16th*



Memorial Day– *28th*

