



## WHO CAN TELL

It is tough out there *"in the real world"* and it seems a week does not go by without a phone call or two from good people looking for jobs directly or trying to network into an opportunity. I cannot remember a more fearful economic time, and as I sit here trying to be optimistic and hopeful for the New Year I am reminded of the thin line between success and well, unemployment.

**Here is a true story that I seldom tell, although it has a happy ending, it is a scary memory...**

In 1979 I was hired as a Junior Marketing person at The Thermos Company in my hometown of Norwich, Connecticut. I had worked summers in the factory, and even after grad school ended up working in the "glass house" making vacuum bottles.

I was enamored with advertising, and befriended the VP of Advertising, and though I did not have a thing to do with his department, we did spend some time talking over coffee and he gave me a lot of insight into the workings of the Marketing department.

Being the lucky guy that I am, my pay was so low that I qualified for a State funded "first time home buyers" mortgage program and was able to squeeze my baby, my bride and myself into a small raised ranch house – and to afford it, we had to do the interior painting, staining and exterior landscaping. No problem. I always loved landscaping, and even though I had a bit of a green thumb, I realized I knew nothing about the landscape process – how to lay out a bed, how to account for growing plants, even how to pick plants and shrubs that complimented each other. So, I enrolled in a landscape class at the local Community College.

You may be wondering how this applies to employment – or unemployment. **Read on.**

After a few weeks, during one of the "breaks," I was in the school cafeteria and bumped into a woman who I sort-of recognized. She looked a lot like my boss's wife. After exchanging "what are you doing here?" glances we sat down and chatted. She was taking an Advanced Bridge class and I explained what I was doing. So for the next few weeks during our class breaks we would chat over a Coke. I really never thought much about it.

Not long after the first blades of grass were popping up in my new lawn, my friend, the VP of Advertising took me aside and told me very hush-hush that I should start networking and polish off my resume. He said that our new president was not going to sit around and keep the staff we had, and since I was the most junior person in the marketing department, I was sure to be among the first to get fired. He told me this on a Monday.

I went home in shock, paralyzed by the news.

The following Wednesday I was headed to my boss's office when I passed one of the sales analysts – I noticed that she was packing a box and it almost looked like she was crying??? An hour later I passed

by on my way back and she was gone along with her stuff – I got a cold shiver up my back and wondered about the conversation I had only 2 days earlier – I did not even begin to update my resume!

Along the way back one of the clerical people in the order department whispered to me that this was the big day and "Lot's of jobs were going to be cut." I went to my tiny office and waited for the phone to ring. I remember looking at a sheet of paper on my desk for about 5 hours, the whole time wondering why they would not fire me right away. I guessed they worked from the top down?

**"I cannot remember a more fearful economic time, and as I sit here trying to be optimistic and hopeful for the New Year I am reminded of the thin line between success and well, unemployment."**

At a little after 5pm my phone rang and I almost peed my pants. My boss's secretary told me to come into the President's conference room right now for a meeting. I grabbed a pad of paper and wondered why I would need to take notes to be fired, and why would they fire me in the conference room? I figured that was the way they did it.

When I arrived I was shocked to see six other executives – Managers, Directors, - I was junior by 10 years. Way out of place. The President walked in sat down and calmly said, "No more, you are my team and although there are fewer of us, the work still has to get done and we will all need to step up and do more. Once this thing gets going, we can re-staff if we need to." The next day I was made Product Manager of School Lunch Kits, and learned how to spell licensing.

I was very lucky – Thermos had a winning program and for the next 5 years School Lunch Kits became a very profitable line for the company and a licensing leader. I was riding high on the success of "My Business" and the lawn and shrubs looked real good.

So at a Christmas party at the Presidents home I was standing around with a few of the other Marketing Folks and my boss's wife walks up. Obviously feeling no pain from the Holiday Cheer, she looks at me and as she patted me on the head says "My Woody – I remember the day Don came home and was in tears at having to fire most of his department – he grabbed a drink and sat down and shook his head. – I told him right then that if he touched "My Woody" I would never have anything to do with him again!"

Then she added – "Anyone who takes a class to learn how to plant a shrub has got to be a keeper." Then she turned and walked away.

I almost fainted. I thought it was my MBA, perhaps something I wrote in those first 6 months, or maybe some unseen talent my boss had for seeing someone's ability. But no, it was those break time conversations and Landscaping 101.

You never know.

*Woody*



# Facts About NJ

If you ever lived in Jersey...you'll appreciate this!!

**New Jersey is a peninsula.**

Highlands, New Jersey has the highest elevation along the entire eastern seaboard, from Maine to Florida.

**New Jersey is the only state where all of its counties are classified as metropolitan areas.**

New Jersey has more race horses than Kentucky.

**New Jersey has more Cubans in Union City (1 sq. mi.) than Havana, Cuba.**

New Jersey has the most dense system of highways and railroads in the US.

**NEW JERSEY HAS THE HIGHEST COST OF LIVING.**

**NEW JERSEY HAS THE HIGHEST COST OF AUTO INSURANCE.**

**NEW JERSEY HAS THE HIGHEST PROPERTY TAXES IN THE NATION.**

New Jersey has the most diners in the world and is sometimes referred to as the "Diner Capital of the World"

*New Jersey is home to the original Mystery Pork Parts Club, Taylor Ham or Pork Roll.*

**North Jersey has the most shopping malls in one area in the world, with seven major shopping malls in a 25 square mile radius.**

**New Jersey has 50+ resort cities & towns, some of the nations' most famous: Asbury Park, Wildwood, Atlantic City, Seaside Heights, Long Branch and Cape May.**

New Jersey has the most stringent testing along our coastline for water quality control than any other seaboard state in the entire country.

*New Jersey is a leading technology & industrial state and is the largest chemical producing state in the nation when you include pharmaceuticals.*

Jersey tomatoes are known the world over as being the best you can buy.

New Jersey is the world leader in blueberry and cranberry production (and here you thought Massachusetts)

**HERE'S TO NEW JERSEY - THE TOAST OF THE COUNTRY! IN 1642, THE FIRST BREWERY IN AMERICA OPENED IN HOBOKEN.**

**New Jersey Rocks! The famous Les Paul invented the first solid body electric guitar in Mahwah in 1940.**

The light bulb, phonograph (record player), and motion picture projector, were invented by Thomas Edison in his Menlo Park, NJ laboratory.

**The first baseball game was played in Hoboken, NJ, which is also the birthplace of Frank Sinatra.**

**YOU KNOW YOU'RE FROM JERSEY WHEN...**

**You don't think of fruit when people mention "The Oranges."**

**YOU KNOW THAT IT IS CALLED GREAT ADVENTURE, NOT SIX FLAGS.**

**You've eaten at a diner at 3 A.M.**

**At least three people in your family still love Bruce Springsteen, and you know the town Jon Bon Jovi is from.**

**You know what a "jug handle is"**

**You know how to properly negotiate a circle.**

*You knew that last sentence had to do with driving.*

**You know that this is the only 'New' state that doesn't require the word 'New' to identify it.**

**(Try...Mexico - York - Hampshire - doesn't work does it?)**

**You've NEVER, NEVER, NEVER, EVER pumped your own gas!**

## NEWS AND NOTES

**NEW BIZ** Long term relationships are special, we cherish them, but new projects and assignments get you "out of the box" and into new ways of doing and thinking. Here are new additions to the Building Q client roster in the past few months:

**MotoCycle** - Not "just" licensed motorcycle accessories, Moto is offering licensed bikes! Their small cc "mini bikes" sport licensed graphics and add a whole new dimension to the category. For more information see the Client Spotlight on p. 4!

**Doskocil / Petmate / Aspen:** As the parent company to Aspen Pet and Petmate, Doskocil is one of the largest pet products companies. Building Q is expanding its licensing role with Aspen Pet to include the Petmate Division and the Doskocil Company. Look for a major impact at the Global Pet Expo in Orlando in February.

**Bandals:** New "Patented" Footwear? Yes, it's true. Bandals offers an interchangeable band - each "Bandal" comes with 3 sets of "bands" so you can be stylin' no matter what the dress code... and licensors will love the design options! For more info see the Client Spotlight on p. 4 or go to bandals.com!

### ETERNAL IMAGE, INC.

Eternal Image, Inc. engaged in the design, manufacturing and marketing of licensed brand image funerary products such as caskets, urns, monuments and vaults, announced that the Company's registration statement on Form S-1 has been declared effective by the SEC. As a result of the registration process, Eternal Image has become a fully reporting company. The Company will now have an application submitted to the Financial Industry Regulatory Authority for approval to have its common stock traded on the Over The Counter Bulletin Board (OTC:BB).

### 100 MILES?



One of the joys of business is finding friends and business associates who share a passion. For the past 2 summers, Sam Gutman, President of Bakery Crafts has invited me to be part of the "Team Cincinnati" bicycle tour. This summer we rode for 6 days in the Cascade Mountains of Oregon. In case you wonder what 100 miles looks like - here is a photo of Sam and I enjoying a post ride refreshment. Note the dazed and confused expressions. The following day we had "only" an 80-mile day scheduled.

### HASTA IMPOSTA!

**Gary Schneider, a key part of Building Q for the past 10 years, left in August to become General Manager, Marketing and Licensing at Rasta Imposta, a Costume Manufacturer and licensee of Tootsie Roll, M&M's, Teletubbies, Classic Strawberry Shortcake and more. Although it is sad to have such a key person depart, it is exciting and rewarding to know that he is prepared so well and will be successful in growing Rasta Imposta. Now I understand why all those Bob Marley songs were on his IPOD. For all you fans who missed - Gary can be reached at 856-939-9599 or gary.rastaimposta.com .**





# News & Previews

## Contact Information

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CLIENT	DISTRIBUTION	CORE PRODUCT LINE	CURRENT LICENSES INCLUDE (LISTED ALPHABETICALLY)
<b>APPAREL &amp; ACCESSORIES</b>			
<b>BANDALS INTERNATIONAL</b>	Footwear, Gift, Specialty, Resorts, Boutiques, & Department Stores	Sandals, Footwear	
<b>BCI</b>	Mass, Drug, Grocery, Convenience Stores	Sunglasses, Reading Glasses, Computer Eyewear	Crayola, Hawaiian Tropic, Indianapolis 500
<b>MTC MARKETING</b>	Mid Tier, Specialty, Mass	Jackets, Hoodies, Flip Flops, Headwear	Bullseye Worldwide Tattoo, Brooklyn Brewery, Chiclets, Cadbury (Swedish Fish, Sour Patch), Double Bubble, Ferrara Pan, GM, Lil Bratz, Pink Panther, Susan G Komen Pinkitude, Strawberry Shortcake, Speed Racer
<b>AUTOMOTIVE ACCESSORIES</b>			
<b>MOTO CYCLE CORP</b>	Specialty	Motor Scooters, Motorcycle Helmets, & Accessories	U.S. Army
<b>COLLECTIBLES, GIFTS AND NOVELTIES</b>			
<b>COMIC IMAGES</b>	Mass, Drug, Convenience Stores, Hobby	Plush figures, Novelty Golf Club Covers, Novelty Slippers, Ceramic Banks, Figural Backpacks	Clone Wars, Marvel Super Heroes, Spiderman, Stargate, Star Wars, X-Men
<b>CONSUMER ELECTRONICS</b>			
<b>CAMEO PC</b>	Mass, Specialty, Catalog, Internet	Personal Computers and Laptops	Commodore, Major League Baseball
<b>FOOD</b>			
<b>FRANKFORD CANDY &amp; CHOCOLATE COMPANY</b>	Mass, Drug, Grocery, Specialty, Convenience Stores, Club Stores	Seasonal & Everyday Chocolate & Non-Chocolate Confections, Food Filled Containers and Gifts, Easter Baskets and Confectionery Gifts, Snacks	Barbie, Beatrix Potter, Bubblicious, Camp Rock, Disney's Fairies, Disney's Princesses, Dora the Explorer, Go Diego Go, Hannah Montana, Harry Potter, Hasbro, High School Musical, Littlest Pet Shop, Mickey Mouse, Nickelodeon, Sour Patch, Spongebob Squarepants, Toy Story, Transformers Movie
<b>HILCO</b>	Mass, Drug, Grocery, Convenience Stores	Non Chocolate Dispensers, Toppers & Retentative Value Containers	Animal Planet, Hot Wheels, Mad Balls, Magic 8 Ball, Mr. Potato Head, Peanuts, Rock em Sock em Robots, Strawberry Shortcake, Tonka, Transformers Movie
<b>FUNERARY</b>			
<b>ETERNAL IMAGE</b>	Funeral Homes	Caskets, Urns, Monuments and Vaults	American Kennel Club, Cat Fancier's Association, CLC - Arkansas, Purdue, Syracuse, Southern Methodist University, Texas Tech, Northwestern, USMC - West Point, LSU, Major League Baseball, Precious Moments, The Vatican Library Collection, Star Trek
<b>PARTY GOODS</b>			
<b>BAKERY CRAFTS</b>	Retail & Supermarket Bakeries, Cake & Candy Supply Shops, Ice Cream Shops, Bakery Distributors	Cake Kits, Cake Toppers, Cupcake Decorations and Party Kits, Wedding Ornaments, Candles, Bakery Supply Equipment, On Demand Imaging Systems with Licensed Characters and Frames, Edible Cake Decorations	American Idol, Bakugan, Batman, Betty Boop, Bratz, Bratz Kids, Care Bears, Caterpillar, Chivas Mexico, Clifford, Clone Wars, Crayola, Collegiate Licenses, Curious George, Foster's Home for Imaginary Friends, GI Joe, Harley Davidson, Hello Kitty, Jelly Belly, John Deere, Little Tikes, LEGO, NASCAR & Drivers, Peanuts, Pokemon, Precious Moments, Scooby Doo, Sesame Street, Sesame Street, Smurfs, Star Wars, Superman, Transformers, Wizzard of Oz, Wow Wow Wubbzy
<b>PET PRODUCTS</b>			
<b>ASPEN PET / PETMATE</b>	Mass, Pet, Drug	Pet Products	American Kennel Club, American Legacy, Cat Fanciers Association
<b>TOYS AND GAMES</b>			
<b>BASIC FUN</b>	Mass, Toy, Specialty, Drug, Grocery, Craft Stores	Functional, Figural and Plush Keychains and Novelty Items. Talking Pens and Keychains. Holiday Ornaments, Take-Along Twister, Magic Washcloths and Mitts, XTS Expandable Train System, Hand-Held Electronics	Angelina Ballerina, Bakugan, Ben 10, Clone Wars, Etch-a-Sketch, Family Guy, Fisher Price, Guitar Hero, Hasbro's Games, Hello Kitty, Indiana Jones, Littlest Pet Shop, Mad Balls, Marvel Universe, Mr. Men & Little Miss, Mr. Potato Head, My Little Pony, My Name is Earl, Nintendo, Pokemon, Office Space, Paul Frank, Pokkemon, Sesame Street, Simpsons, Star Wars, a Spiderman, Spongebob, South Park, SuperBad, The Office, Thomas and Friends, Tonka, Transformers, Wolverine, Yo Gabba Gabb
<b>CADACO</b>	Mass, Toy, Specialty	Game Bytes Computer Games, Board Games, Crayon Paper & Creaa Clings Activity Sets, Magic Kits	Bella Sara, Buzztime Entertainment, Franny's Feet, Polly Pocket, Speed Racer, In My Pocket
<b>WINFAT</b>	Mass, Toy, Specialty, Catalog, On Line Retailers	Preschool Electronic Learning Aids, Preschool Laptops, Musical Instruments, and Plug and Play	Wow Wow Wubbzy

## MOTO CYCLE CORPORATION

Moto Cycle Corporation – Not “just” licensed motorcycle accessories, Moto is a full service design, importation, licensing, sales and marketing company that distributes motorcycles in the 250cc and less engine classification utilizing new technologies to take advantage of the fastest growing segment of the global motorcycle industry.

Along with Moto’s line of small cc motorcycles and scooters Moto has introduced a complimentary line of licensed motorcycle helmets. All helmets are high quality DOT helmets at an affordable price and will be available for purchase online, at dealers, and big box retailers.

Moto was developed to distribute licensed products with some of the most exclusive brands in the world including United States Military Branches, Universities, and Fraternities – with more to come in 2009! While this is our unique differentiating factor, Moto provides products the raving fan can be proud to wear and ride. This approach makes Moto one of the most unique companies in the Powersports Industry.



Moto’s vehicle wrap approach is also revolutionizing the motorcycle industry. Paint and decals on a motorcycle can show weather effects after only a couple years depending upon conditions. Vehicle wraps are color digital prints that are commonly affixed to autos, vans, trucks or buses. They are more vivid and eye-catching than traditional cut vinyl letters. Color digital printing technology allows us to

put almost any image on our scooters. The image is first designed using computer software, then the image is printed on an adhesive vinyl material and finally the prints are installed onto the vehicles.

## BANDALS INTERNATIONAL

Bandals International is a manufacturer and marketer of a new (and patented) concept for the footwear market . . . Stylish, comfortable footwear with Interchangeability.

Bandals® footwear has an interchangeable upper or band, allowing a single shoe base to be worn with any of a variety of uppers. This allows the consumer the ability to create their own personal footwear look which matches their character, their mood, their fashion, and their pocketbook. Unlike other attempts at interchangeability, Bandals offers real shoes with innovative and distinctive styling, high quality and great comfort.

This first style, the Beach Bandal®, will be available to ship Q1 2009 along with 20-24 styles of bands. In addition, we will be offering 3 new sets of bands each month after launch through peak season to keep

the product fresh and the consumer engaged. Finally, Bandals has 10 new footwear styles at the design, prototype, or wear test phase. The company plans to introduce 2-3 new “Bandals” per season. With over 100 sales reps under contract in 44 states, Bandals is poised for tremendous growth in 2009 and beyond.

Look for the first “licensed” Bandals in time for Back-to School!



**Building Q**™  
Licensing / Marketing

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