

DAY 4745

Seems like only a short time ago I was sitting on the floor, munching on rapidly cooling pizza, waiting for furniture to arrive on "Day 1". There I was, in a one-room office, making networking calls, trying to let everyone I could think of know that I had gone out on my own.

My plan was simple and maybe a bit naive: to create a marketing consulting company that focused on service and enabled clients to achieve success and growth through licensing.

Thirteen years later we have been through a lot – and you could make a case that we are somewhat more jaded – yet, our mission has held together amazingly well. Simple, concise, effective.

There have been a few changes... now we have an eat-in kitchen for pizza; a conference room for networking and a team of professionals that always focus on providing clients with service. A locker room for off-hours (we get a few) workouts. I feel like the Talking Heads' song. "How did I get here?"

But those changes are mostly superficial. What we have learned is that what matters is at the core. As you develop a service business, the challenge is answering the universal client question: "What have you done for me, lately?"

There is really no down time in terms of savoring a big win or basking in the glow of a successful program. With big successes, clients want bigger ones; and those with modest victories always look at the big winners and say, why can't you do that for me? I tell you, I get no respect, as Mr. Dangerfield might say.

So here we remain, committed to building a business, step by step, constantly working to

Life in the Windy City, BQ Style

In April, Building Q reached another major milestone in our 13-year history: the opening of an office in Chicago. While our goal is not necessarily world domination, there is no doubt we are branching out to even better serve our clients, and this new Midwest base will add to our Philadelphia and New York City capabilities.

Heading the new location is Patrice Paglia, executive director. She is a 20-year industry veteran who has sat on both sides of the desk as a licensor and a licensee. Her career to date has spanned from Pac-Man to My Little Pony to Precious Moments; from coast to coast and around the globe.

Patrice's most recent endeavors took her to both Learning Curve and Roman. Additionally, she also spent a decade at Enesco, where she established a major

achieve a level of stability and success while maintaining a mantra of "Stay humble, stay hungry." In a world where there is consolidation at every level (and our industry is changing before our very eyes,) this becomes even more difficult.

The questions get bigger and more difficult to answer. For instance, in an information age where it seems that everything is accessible, how do we remain in touch with each other, with our clients and the licensors who are constantly bringing opportunities to the fore? In a super speed time, how do we identify real from unreal and translate that into product knowledge that our client base can then develop?

We work with smart clients, and the challenge is to match their game stroke for stroke while always adding value to the business. How do we assist without getting in the way or even overshadowing? What is the right mix of leadership, recommendation, and support? Sometimes, one extra tablespoonful can ruin the soup.

Those are our challenges. Yet our mission, nearly 5000 days later, remains intact. As we celebrate the opening of our Chicago office, much has changed. Yet much has stayed the same. No matter how many offices we open or how many clients we serve, we remain committed to one fact: we are a marketing consulting company that focuses on service and enabling clients to achieve success and growth through licensing. We are here to serve.



worldwide licensing acquisition department. In between, she ran her own marketing and licensing consultancy.

Patrice's entrée to licensing began in the mid 1980's with Bally-Midway, overseeing licensing of the Pac-Man video game character. She then spent a few years at Hasbro licensing "out" Hasbro's cadre of toy brands.

"In my prior lives licensing was easier, there were so many retailers to support programs. Now, we all wish it should be so easy!"

The new office is located in the Chicago suburb of Barrington (470 Whitney Drive.) If you are planning a trip to the Chicago area, let Patrice know – or schedule a time to meet with her at the Licensing Show by calling her at 847/304-9349.



Staying Afloat Amidst the Spin

Taking Things Personally

Every time you interact with others, you have the choice to listen to, acknowledge, and let go of their words, or you can take what they are saying personally. Taking things personally is often the result of perceiving a person's actions or words as an affront or slight. In order to take something personally, you must read negative intent in an individual's words or actions. But what people do and say has no bearing upon you and is usually based on their own experiences, emotions and perceptions. If you attempt to take what they do or say personally, you may end up feeling hurt without reason.

If you are tempted to take a comment or action personally, creating some distance between yourself and the other person can help you. Try to determine what is at the root of your feelings. Ask yourself if the other person's words or actions are just reinforcing some insecurity within you or if you can really be sure that an offense was intended. You may even want to ask them what they meant. Finally, put yourself in the other person's shoes. Instead of taking their words as the truth, or as a personal affront, remember that whatever was said or done is based on their opinion and is more reflective of what is going on inside of them, rather than having anything to do with you. You may have been an easy target for someone having a bad day, and their comments may have been offered with no ill intentions.

When you recognize that what anyone says or does doesn't necessarily have anything to do with you, you will no longer feel hurt or attacked. While it's easy to take things personally, you should never let anyone's perceptions or actions affect how you see yourself or your worth. Your life is personal to you, and it is up to you to influence your own value and sense of well-being.

– Author unknown received via email

NEWS AND NOTES

LICENSING SHOW

We can't think of a better way to kick off the summer, than with the annual Licensing Show. Look for us in our familiar location – Booth #3553 – where we will have client products on display. Be sure to stop by and say "Hi" to our new office manager as well – Nancy Flynn.

BACK TO BACK?



Still riding high on the emotion of winning the "2005 Licensee of the Year" for Care Bears, Modern Publishing is once again on the ballot in 2006. This year the company is nominated for its highly successful line of Lil'Bratz coloring and activity books. Come to the LIMA Awards on June 21 to see the drama unfold.

FUN RUN

The 7th Annual Building Q Licensing Show Fun Run commences at 6:30 AM at the 57th Street Entrance of Central Park. Come out this year for some NEW Building Q Swag and help support LIMA's charity of choice, the Children's Brain Tumor Foundation!

NEW BUSINESS

We are pleased to welcome two new manufacturers to our client roster. HOBIBICO, based in Champaign, IL is a manufacturer of lenticular puzzles. In 2007, they are looking to expand their proprietary Visual Echo line of puzzles through licensing. We also welcomed an old friend back to the Building Q family. Neil Werde is now Vice President of ASPEN PET, manufacturers of innovative pet products that are perfect items for licensing.

A RIDE THROUGH THE ROCKIES

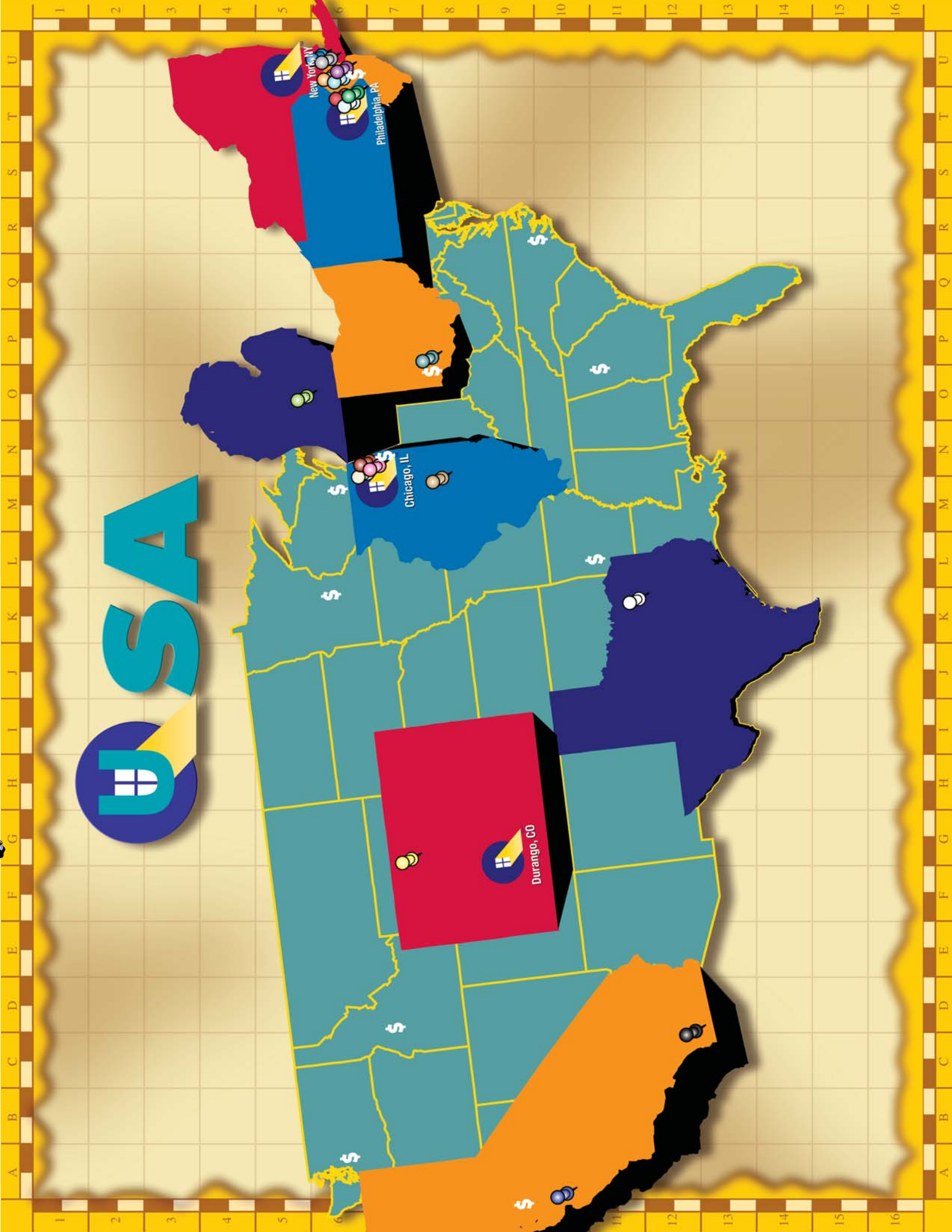
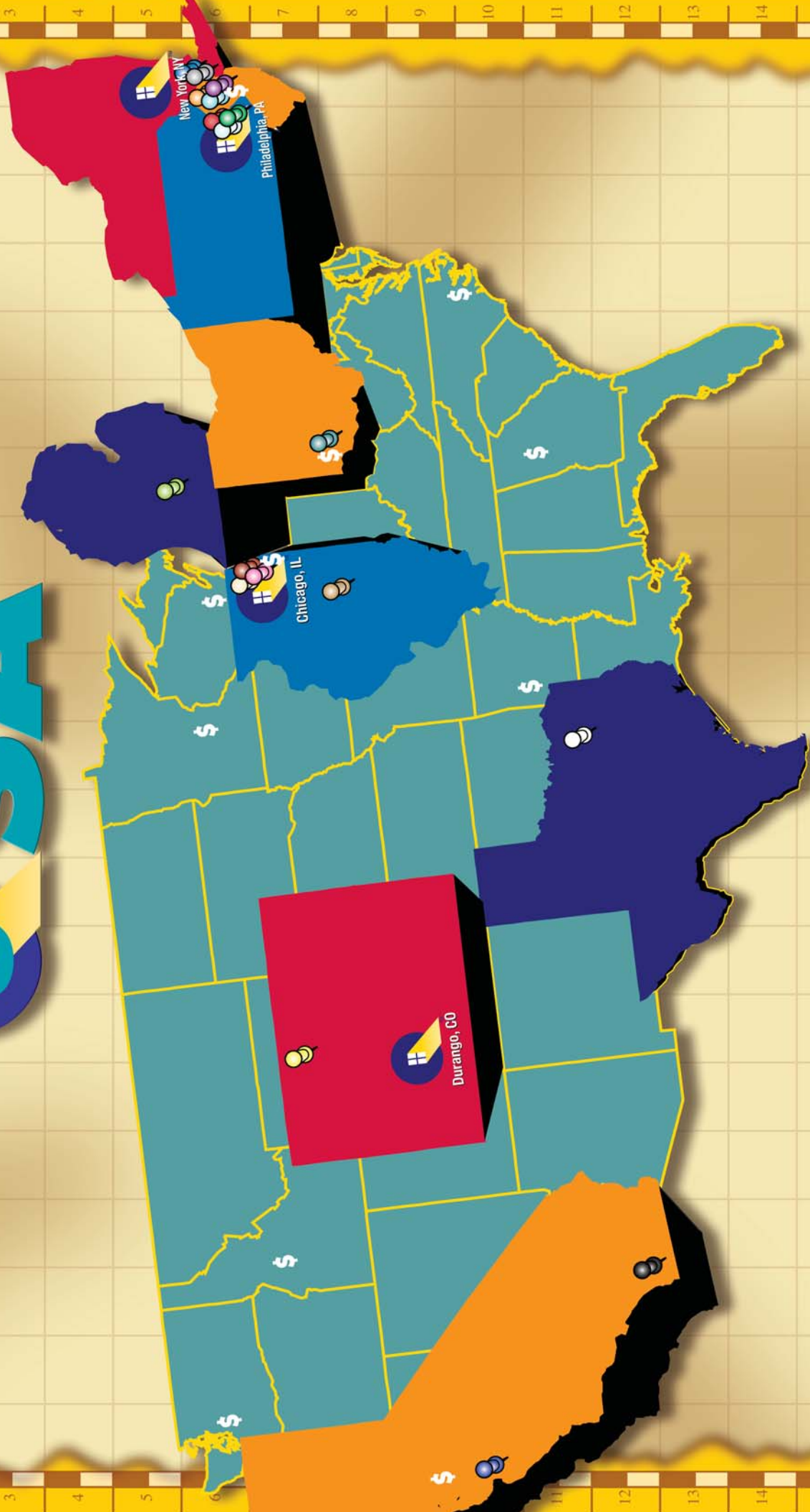
As we go to press, Woody and Sam Guttman, President of Bakery Crafts, are taking part in the Ironhorse Bicycle Classic, a bicycle race from Durango to Silverton CO. Be sure to ask Woody and Sam about their ride in Colorado when you see them at the show!



UPCOMING TRADE SHOW SCHEDULE

- LICENSING SHOW, *New York City* – June 21-23
- COMIC CON, *San Diego* – July 20-23
- WORLD SHOE SHOW, *Las Vegas* – August 1-4
- SUMMER MAGIC, *Las Vegas* – August 28-31
- FALL MASS MARKET TOY FAIR, *New York* – October 20-23

USA





News & Previews

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CLIENT	DISTRIBUTION	CORE PRODUCT LINE	CURRENT LICENSES INCLUDE... (LISTED ALPHABETICALLY)
APPAREL & ACCESSORIES			
BCI	Mass, Drug, Grocery, Convenience Stores	Sunglasses, Reading Glasses, Computer Eyewear	Crayola, Hawaiian Tropic, Wrangler
ODM	Mass, Mid-Tier, Specialty, Department Store	Men's, Young Men's, Boys, Ladies, Juniors & T-Shirts, Wovens, Knits in all models and fabrics including jersey and fleece, Headwear	Bob Ross, Bruce Lee, Cadillac, Chevrolet, Choppers Inc., Corona, Cowboy Bebop, Coors Beer, GMC, Guinness Beer, Goodfellas, Happy Days, Hellsing, Hummer, Jarritos, Jimi Hendrix, Leave it to Beaver, Magnum, Miami Ink, Mickey's, Miller, Milwaukee's Best, Old English, Pearl Drums, Pontiac, Samuri Champloo, Selena, Tonka, Topatio Hot Sauce, Trigun, Up in Smoke, Vigoss, World Poker Tour
PUGSTER	Online, Mid-Tier, Specialty	Italian Charms, Jewelry & Accessories	Betty & Veronica, Curious George, Grinch, Happy Bunny, Pepsi, Shrek III
COLLECTIBLES			
COMIC IMAGES	Mass, Drug, Convenience Stores, Hobby	Trading Cards, Collectible Card Games, Antique Gumball Machines, Bobble Heads, Snow Globes, Bobble Pens	The Apprentice, Stargate, Star Wars: Episode III, World Wrestling Entertainment
FOOD			
BAKERY CRAFTS	Retail & Supermarket Bakeries, Cake & Candy Supply Shops, Ice Cream Shops, Bakery Distributors	Cake Kits, Cake Toppers, Cupcake Decorations, Wedding Ornaments, Candles, Bakery Supply Equipment On Demand Imaging Systems with Licensed Characters and Frames	American Chopper, Batman, Bionicle, Bratz, Build A Bear, Care Bears, Clifford, Crayola, Collegiate Licenses, Curious George, Doodlebops, Foster's Home for Imaginary Friends, Harley Davidson, Hello Kitty, Holly Hobbie & Friends, Justice League, Lego, NASCAR & Drivers, Orange County Choppers, Open Season, Peanuts, Pokemon, Precious Moments, Scooby Doo, Sesame Street, Superman, Transformers, Where the Wild Things Are, World Cup Soccer
FRANKFORD CANDY & CHOCOLATE COMPANY	Mass, Drug, Grocery, Specialty, Convenience Stores	Seasonal & Everyday Chocolate & Non-Chocolate Confections, Food Filled Containers, Easter Baskets and Confectionery Gifts	Barbie, Beatrix Potter, Care Bears, Curious George, Dora the Explorer, Hot Wheels, Nickelodeon, NBA, Spongebob Squarepants, World Poker Tour
FUNERARY			
ETERNAL IMAGE	Funeral Homes	Caskets, Urns	American Kennel Club, Major League Baseball, Precious Moments, The Vatican Collection
HEALTH AND BEAUTY AIDS			
WATERJEL INC.	Mass, Drug, Grocery	Adhesive Bandages & Hand Sanitizer, Bubble Bath, Tween Cosmetics, Bath Gift Sets	Barbie*, Holly Hobbie & Friends*, Rescue Heroes, Strawberry Shortcake, The Wiggles, Teenage Mutant Ninja Turtles, Toy Story*
PET PRODUCTS			
ASPEN PET	Mass, Pet, Drug	Dog Chew Toys	
STATIONERY AND PUBLISHING			
INNOVATIVE DESIGNS	Mass, Drug, Mid-Tier Dept. Stores, Specialty, Grocery	Stationery and School Supplies	American Dad, Family Guy, Groovy Girls, Napoleon Dynamite, Orange County Choppers, Shrek III*, The Simpsons, Wacky Packs, West Coast Customs
MODERN PUBLISHING	Mass, Drug, Specialty, Grocery, Dollar Stores, Warehouse Clubs	Coloring, Activity and Sticker Books, Story Books, Paint with Water, Workbooks, Cut Outs, & Unique Formats	Babar, Beyblades, Bratz, Build A Bear, Care Bears, Fisher Price, H.R. Puf N Stuff, Hot Wheels, Little Bratz, Little People, Pokemon, Rescue Heroes, Teenage Mutant Ninja Turtles, Tonka, The Wiggles
TOYS AND GAMES			
BASIC FUN	Mass, Toy, Specialty, Drug, Grocery, Craft Stores	Functional, Figural, Talking & Plush Keychains, Cell Phone Charms, Ipod Covers, Christmas Ornaments,	40 Year Old Virgin, Animal House, Atari, Beavis and Buttthead, Blues Brothers, Breakfast Club, Build A Bear, Disney Princesses & Standard Characters, Disney's Cars, Etch-a-Sketch, Family Guy, Fisher Price, Franny K. Stein, Full Metal Alchemist, Happy Bunny, Hasbro's Games, Happy Feet, Hello Kitty, Jeep, Justice League, Mr. Potato Head, My Little Pony, Napoleon Dynamite, Naruto, NBA, Peanuts, Pirates of the Caribbean, Pokemon, Power Rangers, Scooby Doo, Simpsons, Snapple, Spongebob, South Park, Superman, Spy Gear, Teenage Mutant Ninja Turtles, The Office, Transformers
CADACO	Mass, Toy, Specialty	Plug & Play DVD Games, Board Games, Activity Sets, Chalk and Outdoors, Magic Kits	Backyardigans, Blues Clues, Dora the Explorer, Go Diego Go, Koala Bros., Spongebob Squarepants, Scooby Doo
FIBRE-CRAFT	Mass, Specialty, Toy, Drug, Craft Stores	Crafts & Activities	Blues Clues, Dora the Explorer, Koala Bros., Spongebob Squarepants, Scooby Doo
HOBBICO	Mass, Specialty, Toy	Lenticular Puzzles	Nintendo, Royce B McClure Art
SHELCORE TOYS	Mass, Drug, Grocery	Infant, Preschool, Juvenile & Seasonal Toys	Jeff Gordon, Tony Stewart, Jimmie Johnson, NASCAR, Peppa Pig
SRM ENTERTAINMENT	Mass, Toy, Specialty, Drug	Light Chasers & Hand Held Light Toys	Dora the Explorer, Justice League, Scooby Doo, Sesame Street, Spongebob Squarepants

* - Contract Pending