

15 YEARS.....

People will tell you, if you start a business, that once you make it past 3 years, or 4 years, or 5 years, depending on who you are talking to that you have “made it” and things will get easier. Not in a service business, and we are a service business.

A client’s mantra is “What have you done for me, lately?” No matter if your response is Sponge Bob pajamas; OCC T-shirts, Nickelodeon confections, or even Vatican caskets the client needs new stuff; the retailer is banging them for new stuff, and of course the new stuff has to “work” or it doesn’t count either. So you are always looking. It is scary when the VP of sales is chasing you around the room with a warehouse of inventory of a property that retail “did not support.”

Of course, too much good is no good either. The call always comes in – “The CFO needs to speak with you” – and that is a scary call. Maybe scarier. Just typing the initials CFO makes me go

through a bottle of Roloids. Over the course of 15 years, the wise-ass answer “You mean you didn’t want to be that successful” doesn’t get a lot of laughs in the accounting department. (It goes over a lot better in marketing.) Of course I jest, our clients, past and current relish their successes.

So what have you done for me lately? Let’s see, we promote your company, we leverage our reputation to open doors, we trouble shoot, we keep you visible, tout your strengths, hide your weaknesses, we say “no” when you don’t want to, we tell the truth- even when it is tough, and we tell you when you’re wrong, and support you when you’re right. Perhaps most importantly we have fun doing what we do.

This approach has taken Building Q through the last 15 years, and I expect it to take us through the next!



What Goes Around

As I was about to go on my own, a sage pulled me aside and told me that I will soon be amazed at how few “friends” come out to help... but not to be dismayed as I would also be surprised at the new “friends” who come out of nowhere to help. Of course, I told him, “Naaaahh, that won’t happen to me!” – and as I have told and retold many times since, it was absolutely true, and his words of warning kept me sane (almost) in those dark days of 1992.

One of the “new” friends who showed up to help was Susan Miller, at that time a VP of Warner Bros. Consumer Products, way back when they had a big office in NYC. Susan called me and introduced herself, then went on to offer help and advice. Among other things, Susan managed the rather large “Lambchop” business, so I was more than a little shocked at the unsolicited offer of help. She even – and I hope I don’t get anyone in trouble – offered to “meet” with a client if I needed to “impress” someone with a high level Warner Bros. meeting!

As a fledgling new business, I can honestly say, that call fueled my hope of “making it” for more than a few months!

A few years later Susan opened her own shop (Mixed Media) when WBCP left NYC; and I couldn’t dial fast enough to offer the same kind of encouragement.

Whatever you need... (Although her business model was a lot sounder than mine, and the help I could provide was limited, at best.)

She has gone on to be a movie producer, publishing mogul, and now as a principal in Bolder Media a partner in what we believe is the next great preschool property in Wow Wow Wubbzy. I have watched the program develop over the past three or four years, and now it is on air and on the cusp of becoming a true consumer products hit.

Our clients have all heard about WWW early and often; some it makes sense for, others patiently listen and move on; some have mistaken our friendship for a lack of clarity – and others have seen what we all know to well – this is a business of relationships.

Building Q is a lucky company; luckier because Susan picked up the phone in 1992!



2007 – It is the year!

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It is the year of the pig.

It is the year of hope, happiness, and honesty.

It is the year we raise our glasses and make a toast to friends and family in appreciation for being there when we needed them most.

It is the year we have plenty to be thankful for.

It is the year we decompress.

It is the year we play more than one or two rounds of golf.

It is the year we celebrate a birthday.

It is loud, noisy and fun.

It is the year of niche marketing.

It is truly audacious, fun and exciting.

It is the year we take time to hug one another.

It is the year we learn what it means to be a citizen.

It is oh so political and yet very justifiable.

It is the year we honor those that fight for our freedom.

It is the year we aspire to make a difference and make a change.

It is the year we pursue our own internal happiness.

It is the year that we physically, mentally and financially take control of our lives.

It is the year that is full of possibilities.

It is the year we later will recall as awesome and most memorable.

2007 is Building Q's 15th Anniversary Year!



NEWS AND NOTES

LICENSING SHOW

Come visit us at Booth Number 3553 at this year's Licensing Show. Stop by say Hi, and see some cool licensed product from all of our clients.

IT'S GONNA BE HUGE X8

Join us for the 8th annual Building Q Licensing Show "It's Gonna Be Huge" Fun Run. Join Woody and some of the "regulars" for an early morning easy run through Central Park on Thursday, June 21. Meet at the Columbus Circle at 6:30AM. All runners get some cool new Building Q swag!

A FRESH NEW VOICE

Help us welcome the new voice of Building Q – Carol Archer. Carol joins us as our new office manager, and is the first voice you hear when calling into our Philadelphia offices.

NEW BUSINESS

AWESOME TOYS LLC- This Chicago based toy company offers a diverse range of product capabilities from patented Regener8's transformable vehicles to plush accessories.

CAMEO PC- A new player in the licensed product arena offering licensed laptop computers. High quality and innovative designs set this company apart with their licensed computers.

HOUND DOG, LLC- Manufacturers of a "One Stop Shop" for licensed kids room décor. This newcomer to the licensing industry manufactures bath and bedroom décor all sold in one package. In 2008, you will also be able to find Hound Dog in the Arts and Crafts aisles with their line of unique products in this growing category.

PRODUCT WORKS LLC- Manufacturers of lighted decorations utilizing the latest technologies. This client fills the niche for decorating for the holidays both indoors and outdoors!!

UPCOMING TRADE SHOW SCHEDULE

• BOOK EXPO AMERICA	New York City	June 1
• IDDBA	Anaheim	June 3
• SGMA SPRING SHOW	Las Vegas	June 11
• LICENSING SHOW	New York	June 19
• COMIC CON	San Diego	July 26
• SHOE SHOE	Las Vegas	July 30
• NEW YORK GIFT SHOW	New York	August 11
• MAGIC SUMMER MARKETPLACE	Las Vegas	August 27
• ALL CANDY EXPO	Chicago	September 17
• FALL TOY FAIR	Dallas	October 9
• SGMA FALL SHOW	New York	October 24

Spirit of the Deal

The Building Q Newsletter: 10 Years and Counting!



VOLUME 1
June 1998



VOLUME 2
January 1999



VOLUME 3
June 1999



VOLUME 4
January 2000



VOLUME 5
June 2000



VOLUME 6
January 2001



VOLUME 7
June 2001



VOLUME 8
January 2002



VOLUME 9
June 2002



VOLUME 10
January 2003



VOLUME 11
June 2003



VOLUME 12
January 2004



VOLUME 13
June 2004



VOLUME 14
January 2005



VOLUME 15
June 2005

MMMMM...
licensing.



VOLUME 16
January 2006



VOLUME 17
June 2006



VOLUME 18
January 2007





News & Previews

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APPAREL & ACCESSORIES

BCI	Mass, Drug, Grocery, Convenience Stores	Sunglasses, Reading Glasses, Computer Eyewear	Crayola, Hawaiian Tropic, Wrangler
ODM	Mass, Mid-Tier, Specialty, Independent, Department Store	Men's, Young Men's, Boys, & Juniors T-Shirts, Wovens, Knits in all models and fabrics including jersey and fleece	Bazooka, Ben 10, Billy Lane, Bob Ross, Bruce Lee, Captain Morgan, Cadillac, Chevrolet, Choppers Inc., Coors Beer, Crayola, Dragon Ball Z, Eureka Seven, Full Metal Alchemist, Ghost in the Shell, GMC, Guinness Beer, Goodfellas, Hawaiian Style, Hellsing, Hummer, Jarritos, Jimi Hendrix, Lost Planet, Magnum, Mega Man, Mickey's, Miller, Milwaukee's Best, Old English, Pee-Chee, Pontiac, Samurai Champloo, Selena, Silly Putty, Street Fighter, Tonka, Tapatio Hot Sauce Trigun, World Poker Tour

COLLECTIBLES

COMIC IMAGES	Mass, Drug, Convenience Stores, Hobby	Trading Cards, Collectible Card Games, Bobble Heads, Snow Globes, Bobble Pens, Deluxe Plush Collectibles	American Idol, Stargate, Star Wars, World Wrestling Entertainment
PRODUCTWORKS, LLC.	Mass, Drug, Grocery, Specialty Mid-Tier	Lighted Indoor / Outdoor Decorations (Seasonal and Non-Seasonal) Illuminated	Peanuts, Happy Bunny, Frosty the Snowman*, Year without a Santa Claus*

CONSUMER ELECTRONICS

CAMEO PC	Mass, Specialty, Catalog, Internet	Trading Cards, Collectible Card Games, Personal Computers and Laptops	Commodore
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FOOD

FUNERARY

PARTY GOODS

	Ice Cream Shops, Bakery Distributors	Ornaments, Candles, Bakery Supply Equipment, On Demand Imaging Systems with Licensed Characters and Frames, Edible Cake Decorations	Caterpillar, Chivas Mexico, Clifford, Crayola, Collegiate Licenses, Curious George, Doodlebops, Duel Masters, Foster's Home for Imaginary Friends, Golden Compass, Harley Davidson, Hello Kitty, Holly Hobbie & Friends, Jelly Belly, Koala Bros., Little Tikes, LEGO, Little Tikes, Miss Spider, NASCAR & Drivers, Orange County Choppers,
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PET PRODUCTS

ASPEN PET	Mass, Pet, Drug	Pet Products	American Kennel Club, American Legacy, Lassen
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STATIONERY AND PUBLISHING

MODERN PUBLISHING	Mass, Drug, Specialty, Grocery, Dollar Stores, Warehouse Clubs	Coloring, Activity and Sticker Books, Story Books, Bath Books, Paint with Water, Workbooks, Cut outs, & Other Unique Formats Including: Padded Board, Block Board, Wall Flash Cards, Jumbo Floor Pads, and many novelty items	American Kennel Club, Build A Bear, Care Bears, Care Bear Educational, Fisher Price, Fisher Price Imaginenext Dinosaurs, Hanna Montana, High School Musical, Hot Wheels, I Love You, Lil Bratz, Little People, Littlest Pet Shoppe, Pokemon, Rescue Heroes, Tonka, Transformers, Treasury of Illustrated Classics, Yummi Land
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TOYS AND GAMES

BASIC FUN	Warehouse Clubs Mass, Toy, Specialty, Drug, Grocery, Craft Stores	Functional, Figural and Plush Keychains and Novelty Items. Talking Pens, Keychains and Bottle Openers. Holiday Ornaments, Cell Phone Charms, Magic Washcloths and Mitts, XTS Expandable Train System, Cubisto 3-D Framing System	40 Year Old Virgin, American Idol, Animal House, Atari, Beavis and Butthead, Blues Brothers, Care Bears, Dirty Dancing, Dora the Explorer, Elvis, Etch-a-Sketch, Family Guy, Fisher Price, Franny K. Stein, Go Diego Go, Hasbro's Games, Happy Feet, Hello Kitty, Jeep, Justice League, Littlest Pet Shop, Mad Balls, Mr. Potato Head, My Little Pony, My Name is Earl, Napoleon Dynamite, Nintendo, Pokemon, Princess Bride, Scooby Doo, Shin Chan, Simpsons, Sixteen Candles, Spongebob, South Park, The Office, Thomas and Friends, Tonka, Transformers, WWE Buzztime Entertainment, Doodlebops, Franny Feet.
CADACO	Mass, Toy, Specialty	Wireless DVD Games, Board Games, Crayon Paper & Activity Sets, Magic Kits Crafts & Activities	Backyardigans, Blues Clues, Dora the Explorer, Go Diego Go, Spongebob Squarepants
FIBRE-CRAFT	Mass, Specialty, Toy, Drug, Craft Stores	Lenticular Puzzles	Harry Potter, Looney Tunes, Nintendo, Pokemon, Royce B McClure Art, Teenage Mutant Ninja Turtles
HOBBICO	Mass, Specialty, Toy	Room and Bath Décor and Activity, Arts and Crafts	Doodlebops*, Shrek 3, Wow Wow Wubbzy*
HOUND DOG, LLC	Mass, Specialty, Toy		

* - Contract Pending