

## LICENSING HAS BEEN BERRY BERRY GOOD TO ME...

With apologies to Garret Morris of SNL fame, through all the ups and downs of the business, I have been blest—This business has been very very good to me.

I am in a reflective mood in part because my #1 daughter turns 30 this year, and she is my “bookmark” career wise – 30 years in the biz for me. In addition, my “baby” girl graduates from George Washington University—so I can celebrate the end of tuition payments. Licensing has allowed me to send 3 kids to school, (pay retail) and survive! I remember my early days in the business and talking with Les Borden, who was VP of Licensing at Columbia (now Sony) and he frequently made tuition jokes. Humor is a good deflection of the pain; and now I can truly identify with the pride he showed as his children grew and graduated.

In these strange times you wonder how the new college graduates will fare. Times are tough but every senior class seems to face a struggle to get a foothold, yet talented youth is our real hope. As we greybeards move along, I am reminded that every day we learn something new from the young professionals in our business. It seems to me that the talent pool in our industry is getting deeper? Better? More educated and better equipped, for sure.

One of the things that impresses me is the CLS Program put together by Greg Battersby-this

year’s LIMA HOF Inductee. So many of the old guard had to learn most of these lessons through trial and error, and I do mean error - or through small networks of trusted friends. The LIMA CLS program provides a range of classes and an exchange of information and instant circle of classmates that share experiences and who can continue to dialog for years to come.

The other day someone called me and mentioned the late Arnold Bolka, founder of the licensing letter, the guy who launched it before Ira remade it into the publication it has become. I was reminded of my early networking pals, guys like Les, Gary Caplan, Mike Georgopolis, Art Vanderkar; Lois Sloan and my old boss Don Eccleston. These guys were my CLS program, and while I knew I was learning cool stuff, it was hard to think of licensing as a career choice. It was something I was doing while I was waiting for my marketing career to happen. Funny how life works! There are people now who start in our industry looking forward to a long career in Licensing.

As my three graduates wind their way through life, and find career choices that are both kismet and good planning, I look back on my career decisions and wonder if I have the credibility to comment and guide. Can you teach luck?



## Client Spotlight: PRODUCTWORKS

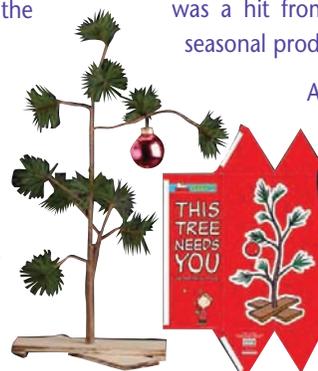
ProductWorks is the one stop resource for everyday and seasonal lighted décor – allowing retailers to market full assortments of coordinated product. Lighted Décor, LED battery operated lights, window clings, specialty trees and novelties. A Building Q client since 2007, ProductWorks develops exclusive product for each tier of distribution and offers retailers within each tier exclusive product, custom for their price point and customer needs.

The company is headed by Michael Sapinsley, who brings over 25 years of experience to the company and is involved in every aspect of ProductWorks business. From sales and customer relationships to world-wide sourcing and product development, top management is involved, keeping the company ahead on trend identification, technology, and growing an already extensive distribution base.

Licensing is a significant component of the ProductWorks business model, with seasonal and everyday licenses adding value and differentiation to the product mix. From trend setting programs like Disney’s Hanna Montana to the everyday classics of Peanuts, Rudolph the Red Nosed Reindeer and Frosty the Snowman, ProductWorks develops product in a variety of 2D and 3D executions including lighted and non-lighted accents.

The award winning Charlie Brown Christmas Tree was a hit from its launch in 2007, and is now a seasonal product standard.

Although licensing will continue to be a component of the company’s future plans, the key to ProductWorks upcoming growth is innovative product that offers the consumer value and warmth.



My pal Robbie sent me this about  
the 2009 GrowCo Conference  
- Woody

P.S Here is Robbie's contact info...  
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I just returned from the Inc. Magazine "2009 GrowCo Conference" in Florida where I was treated to some amazing seminars and had access to some great business minds. The segment most valuable to me was led by Inc. columnist and 8-time entrepreneur Norm Brodsky, and journalist and author Bo Burlingham. They taught a session called "The Knack: when Life Knocks You Down, Get Up Again," based on their book of the same name.

When the session was over I had 20 separate points written down. I thought I would pass on what I learned.

Without further ado:

### 20 THINGS I LEARNED FROM NORM BRODSKY

1. **Don't think like anyone else. Be true to yourself.**
2. **When times are tough, do everything you can to secure jobs, clam employees' fears and keep employees vested in keeping the business alive and thriving.**
3. **Hire for attitude, not for skills. You can teach people how to do almost anything but have a great attitude.**
4. **Focus on cash. Then focus on cash. Then focus on cash again, because cash flow is everything.**
5. **Yet - once you have cash, gross profits are most important.**
6. **Don't lower cost: add value.**
7. **Find your segment and don't compete - just keep focused on your goals and processes.**
8. **A sale is when you collect the money. Before that you are a bank.**
9. **Teach customers how to save money by using your company. Brodsky's document management company delivers boxes for \$15 for the first, \$2 for any others in the load. He had a customer who had four orders a day; each had a \$15 first box. He showed the customer to customer to schedule one delivery a day, saving them \$45 a day, \$225 a week, \$11,700 a year.**
10. **Build relationships with customers by being interested in their interests: golf, books, baseball...**
11. **Entrepreneurs are hard on themselves. Remember what you do right and keep doing it.**
12. **Numbers run a business. Figure out your critical numbers and know them.**
13. **Listen to your customer. You'll learn a lot.**
14. **Know when to draw the line in the sand with a customer - and don't cross it.**
15. **There are no shortcuts to business.**
16. **Don't hire a "hotshot." Sales people with good records are better for the long haul.**
17. **Everyone has a bad year. Find good (sales) people and stick by them.**
18. **Think long term: pay your sales people salaries, not commissions.**
19. **But remember: the company "owns" the customer, not the sales person.**
20. **Run your business as if you might sell at any time.**

My apologies to both you and Norm. I cannot do justice to Norm's presentation, which is why I suggest buying the book. I did buy the book and read a chunk of it on the plane home. Well worth it. And start saving pennies for next year's conference.

## NEWS AND NOTES

### UPCOMING TRADE SHOW SCHEDULE

- LICENSING SHOW Las Vegas June 4-6
- IDDBA SHOW (BAKERY/DELI) Las Vegas June 8-10
- COMIC CON San Diego July 23-26
- MAGIC Las Vegas Aug 31-Sept 2
- TOY SHOW Dallas October 6-9

### CONGRATS TO GREG BATTERSBY...

This year's Murray Althuler Hall of Fame inductee is Greg Battersby. Not a good choice, but a great choice! Greg has been a rock as a board member, advisor and legal counsel to LIMA, and has taken on the role as the "Dean" of the College of Licensing at LIMA University. The education program under Greg is amazingly good, and is a true value for member companies.

He is a really interesting guy, and I for one am looking forward to the first HOF ceremony in Las Vegas. Elvis might be there, too!

## FUN RUN??

For the past 10 years, on the last day of the Licensing Show, Building Q has organized a Fun Run in Central Park. The Fun Run has raised over \$10,000 for LIMA's Charity of choice over that span. Vegas is fun, but a jog down the strip is one of the least desirable places to exercise. Red Rock Canyon (see p. 4) is a bit too far for a group activity, so as of this time we do not have a plan for the 2009 show, but will come up with an alternative for 2010.

### NEW BIZ:

It seems amazing, even to me, that in more than 17 years in business, 98% of our clients come to us on referral from clients and licensors. In fact, I can only remember one or two instance where there has been absolutely no connection to us and a prospect. That said, if you know a quality manufacturer/licensee in the Food/Snack Category, Housewares, Home Furnishing or Apparel who is interested in growing their business through licensing — please pass our contact info along and we will work to show that your confidence in us is well placed. Thank your for your trust in us.



# News & Previews

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CLIENT	DISTRIBUTION	CORE PRODUCT LINE	CURRENT LICENSES INCLUDE... ( LISTED ALPHABETICALLY )
<b>APPAREL &amp; ACCESSORIES</b>			
BANDALS INTERNATIONAL	Specialty, Mid-Tier, Mass	Sandals, Footwear	Oklahoma State University
BCI	Mass, Drug, Grocery, Convenience Stores	Sunglasses, Reading Glasses, Computer Eyewear	Crayola, Hawaiian Tropic, Indianapolis 500, New York Times
MTC MARKETING, Inc.	Mid Tier, Specialty, Mass	Jackets, Hoodies, Flip Flops, Headwear	Betty Boop, Bullseye Worldwide Tattoo, Brooklyn Brewery, Chiclets, Cadbury (Swedish Fish, Sour Patch), Double Bubble, FAME, Ferrara Pan, GM, L'il Bratz, Pink Panther, Susan G Komen Pinkitude, Strawberry Shortcake, Speed Racer, Teenage Mutant Ninja Turtles
<b>AUTOMOTIVE ACCESSORIES</b>			
MOTO CYCLE CORP	Specialty	Motor Scooters, Motorcycle Helmets, & Accessories	U.S. Army
<b>COLLECTIBLES</b>			
COMIC IMAGES	Mass, Drug, Convenience Stores, Hobby	Plush figures; Novelty Golf Club Covers; Novelty Slippers, Ceramic Banks; Figural Backpacks	Clone Wars, Godfather, Marvel Super Heroes, NFL, Spiderman, Stargate, Star Wars, X-Men
<b>FOOD</b>			
FRANKFORD CANDY & CHOCOLATE COMPANY	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	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
HILCO	Mass, Drug, Grocery, Specialty, Convenience Stores	Non Chocolate Dispensers, Toppers & Retentative Value Containers	Animal Planet, Hot Wheels, Mad Balls, Magic 8 Ball, Mr. Potato Head, Rock em Sock em Robots, Strawberry Shortcake, Tonka, Transformers Movie
<b>PARTY GOODS</b>			
BAKERY CRAFTS	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, GI Joe, Harley Davidson, Hello Kitty, Jelly Belly, John Deere, Little Tikes, LEGO, NASCAR & Drivers, Peanuts, Pokemon, Precious Moments, Scooby Doo, Sesame Street, Smurfs, Star Wars, Superman, Transformers, Wizard of Oz, Wow Wow Wubbzy, Looney Tunes, Field & Stream, The Dog
<b>PET PRODUCTS</b>			
PETMATE / ASPEN	Mass, Pet Specialty, Drug Stores	Pet Products	American Kennel Club, American Legacy, ASPCA, Cat Fanciers Association
<b>TOYS AND GAMES</b>			
BASIC FUN	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, Spiderman, Spongebob, South Park, SuperBad, The Office, Thomas and Friends, Tonka, Transformers, Wolverine, Yo Gabba Gabba
CADACO	Mass, Toy, Specialty	Game Bytes Computer Games; Board Games; Crayon Paper & Creaata Clings Activity Sets; Magic Kits	Bella Sara, Buzztime Entertainment; Franny's Feet, Polly Pocket, Speed Racer, In My Pocket
WINFAT	Mass, Toy, Specialty, Catalog, On Line Retailers	Preschool Electronic Learning Aids, Preschool Laptops, Musical Instruments, and Plug and Play	Wow Wow Wubbzy
<b>HOME AND ROOM DÉCOR</b>			
PRODUCTWORKS	Mass, Drug, Grocery, Specialty, Mail Order, Warehouse Clubs	Lighted Indoor / Outdoor Decorations (Seasonal and Non-Seasonal), Window Clings, Lighted Novelties	Disney, Elvis Presley, Frosty the Snowman, Hannah Montana, Happy Bunny, High School Musical, Peanuts, A Year without Santa Claus, Rudolph Red Nosed Reindeer

# VEGAS?

There has been a lot of back and forth discussion on the Licensing Show's move to Las Vegas. I have gone on the record as not really caring where the show is...No matter where the show is held, that's where I will be—after all, it is my business.

But Vegas in June? OK with me!

## LET ME GIVE YOU MY TOP 5 REASONS FOR LAS VEGAS IN JUNE....

1. **REDROCK CANYON** – Vegas's biggest secret, RedRock is a 13 mile scenic loop (if you do not want to leave your air conditioned car) that is only 20 miles West of the Strip, just get on Charleston and head away from the Strip. For the more ambitious, RedRock is filled with a series of trails to hike, scenic overlooks, and natural Southwestern beauty that reminds you of what Vegas may have looked like before Bugsy built the Flamingo. It is a great bike ride from the Strip, and the 13 mile loop itself is an ambitious run, but if you are interested, call me, I've done it before and will be there in June.
2. **POOLSIDE BREAKFASTS** – Even if you can't get service that early, you can grab a coffee, muffin and a phone and make East Coast calls while lounging in the morning sun. Gotta love Pacific Daylight time!
3. **DRYHEAT** – Sure the air temp is hot, but it beats the heat and humidity of NYC.
4. **CIRQUE DE SOLEIL** – I love the shows. "O" is a most amazing production, and I have not been to a Cirque show that has not been amazing. What they have done with the Beatles is nothing short of spectacular. Get your reservations early, and don't forget the Blue Man Group.
5. **ROULETTE** – I really don't gamble, I have enough of that everyday talking to licensors, but I do enjoy the roulette table. I bet "birthdays" which keeps me away from couldda, shouldda regrets, and I can cut my losses if "my numbers" aren't coming up. Still after footing the bill for 3 kids and 12 semesters of college, it feels especially good to win on the kids' birthday numbers.

So enjoy.....

