

# Friends Of Puerto Rico Toy Drive

I want to take a moment to publicly thank everyone who helped with our Toy Drive for the Kids of Puerto Rico. With your help, we were able to deliver approximately 50,000 toys and sporting goods to children who otherwise may have not had Christmas.

If you think about it, this made us Santa Claus!

The drive was held in conjunction with a non-profit group called Friends of Puerto Rico (FPR). We collected the toys and they worked with local non-profits and faith based groups to distribute them on the island. This was not only a gift to the children; it supported parents who neither had the time or resources post-hurricane.

Special thanks go out to friends like John Gildea, Brian Hakan, Ed Williams and Alan Gordon who stepped up and went above and beyond in helping me with emails and contributions. A special 'thanks' goes out to Elizabeth Roy, and the team at Spin Master. I did not connect with Liz until late, but she mobilized the team at 'Spin' and came through big time.

A lot of licensors emptied their sample rooms and sent product, many contacted their licensees and asked for contributions. Truly heartwarming.

And, if you were not approached, it is not because I did not think of you. In the middle of the project my computer hard drive crashed and I could not get to my Outlook! For me, that was a terrible ten days, but as difficult as that was, it was nothing compared to the hardship the kids and parents of Puerto Rico were and are still suffering, struggling to get food, water, and shelter still. If you want to support those efforts, please donate generously to the Red Cross and/or Friends of Puerto Rico.



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# ASTROLOGY

**Most of the people I know in our business have their quirky side. Their formulas for selecting licenses; for picking licensees, for most everything, are all unique. That said, we all have small superstitions... Whether you use a MAGIC 8 Ball, The Long Island Medium or the stars above, we all need a little luck now and then. After 30+ years of working in the industry, here is how I parse the calendar year, as seen through my own quirky prism:**

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**ARIES** (March 21- April 19) You are putting together the 1Q royalty reports, or anxiously awaiting their arrival. You are into preparation and product development for the new/coming / next year... It is all good!

**TAURUS** (April 20 – May 20) Spring! Finally! The new line is approved and this year's business is in the hopper! You are thinking about the Licensing Show and the headaches that it creates. Not enough time to meet with all your current partners and still schedule meetings with new business, but the sun is out today, so let's play 18!

**GEMINI** (May 21-June 20) Twins. Gemini represents the two sides of our business – 'ee's and 'or's. (Maybe the haves and have-nots?) Either way, we all go to Vegas and put on the game face (both of them) and make this work. Somehow.

**CANCER** (June 21-July 22) Follow up from the Licensing show sometimes feels like an endless uphill slog in the heat and humidity. You come home to find the budget's already been spent or you are too late on the trigger. Some of the best deals are when the "other guy" gets the license – or so you tell yourself in July.

**LEO** (July 23 – August 22) The Lion. Vacation time! Is there anything more peaceful than that majestic maned lion stretched out in the warm sun! I am just going to sit here until Labor Day. Wake me up in September. Oh, wait – do I have to feed that lion?

**VIRGO** (August 23 – September 22) Yes! Crisp fall air. Back to work and everything is new again. Pure blank Excel spreadsheets waiting for the new year's forecast. Management wants a 10% bump and you don't have that kind of imagination.

**SCORPIO** (October 23 – November 21) You have made it to Q4 and from here you can see the finish line, and it looks GOOD. Nobody's canceled anything (yet) and those weeklies keep improving. Pass the Turkey and let's think about stringing those lights! The mantra: "It is going to be a good year!"

**SAGITARIUS** (Nov 22 –Dec 21) All the calls sound like this: "I can't talk to you now, I am in the warehouse helping pack the trucks – or in the aisles helping to keep the shelves stocked. I know you need the new forecast, but it will have to wait – we are this close to beating the numbers I forecasted (made up) a year ago!"

**CAPRICORN** (Dec 22-January 19) Your feet are up and you're looking at the yearend numbers. It is never as good as you hope, but not bad at all, considering all of those pesky outside issues. The new line for next year is already being thrown around, and this year is brand new. Ahhhhh... let's just sit still and enjoy this for a moment.... OK, time's up, back to work!

**AQUARIUS** (Jan 20-Feb 18) A water sign. For some it means the Caribbean, for others it means snow in NYC at Toy Fair. And for the really special, it might be both!

**PISCES** (Feb 19 – March 20) That "Dead of Winter" moment: "I feel like a fish out of water. What year is it? We are just recapping last year; this year is happening too fast and the new/coming/ next year is already late" – or so they say. It's cold and the work days keep you inside for all of the daylight, which is good since you are a fish after all. You feel at home underwater.

And then it starts all over again...



*Wacky*

# 2018 TRADE SHOW CALENDAR



SHOW	DATES	LOCATION
OR Winter Show	January 8-11	Salt Lake City, UT
Consumer Electronics Show (CES)	January 9-12	Las Vegas, NV
Atlanta Int'l Gift Show	January 9-16	Atlanta, GA
Halloween & Party Expo	January 12-15	New Orleans, LA
Sports Licensing & Tailgate Show	January 23-25	Las Vegas, NV
Fancy Food Show (Winter)	January 21-23	San Francisco, CA
NY Gift Show	February 3-7	New York, NY
MAGIC (Winter)	February 12-14	Las Vegas, NV
Toy Fair	February 17-20	New York, NY
NYC Licensing Summit	February 20	New York, NY
Housewares Show (NHMA)	March 10-13	Chicago, IL
Global Pet Expo	March 21-23	Orlando, FL
National Hardware Show	May 8-10	Las Vegas, NV
Licensing Expo	May 22-24	Las Vegas, NV
Sweets & Snacks Expo	May 22-24	Chicago, IL
E3 Expo	June 12-14	Los Angeles, CA
OR Summer Show	June 17-20	Salt Lake City, UT
Super Zoo	June 26-28	Las Vegas, NV
Fancy Food Show (Summer)	June 30- July 2	New York, NY
Comic Con	July 18-22	San Diego, CA
MAGIC (Summer)	August 17-19	Las Vegas, NV
Dallas Toy Preview	October 2-4	Dallas, TX
ABC Kids Expo	October 9-11	Las Vegas, NV
SEMA (Automotive)	October 30- November 2	Las Vegas, NV

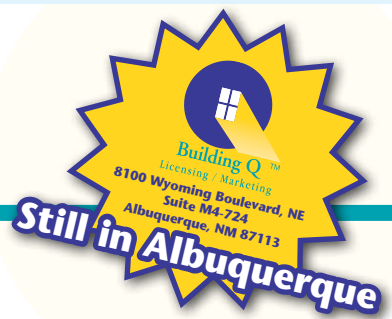


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CLIENT	DISTRIBUTION	CORE PRODUCT LINE	CURRENT LICENSES HELD
<b>HOME AND ROOM DÉCOR</b>			
PRODUCTWORKS	Mid Tier, Specialty, Mass, Home Improvement Stores, Drug Chains, Hardware, Catalogs	Lighted seasonal/Non-seasonal Indoor/Outdoor Decorations including Yard Art, LED Lights, Illuminated Wall Décor, Jingle Jelz, Digital Decorations, Gift and Novelty	Peanuts, Rudolph The Red Nosed Reindeer, Elf on the Shelf
<b>TOYS, COLLECTIBLES, GIFTS AND NOVELTIES</b>			
COMIC IMAGES	Mass, Drug, Comic Book Stores, Convenience Stores, Hobby Stores, Toy Specialty Stores, On-line Retail	Super Deformed ® Plush, Novelty Golf Club Covers, Novelty Slippers, Figural Backpacks	Nicktoons; Teenage Mutant Ninja Turtles
<b>NEW TECHNOLOGY</b>			
TOTAL HOME F/X	Mid Tier, Specialty, Mass, Home Electronic Chains; Home Improvement Stores, Drug Chains, Hardware, Catalogs	Digital Decor	Peanuts, Rudolph The Red Nosed Reindeer
<b>SPECIAL PROJECTS</b>			
LITTLE HIPPIE	Direct; On- Line; Specialty	Infant & Toddler Apparel & Accessories; Home Decor	Grateful Dead; Fraggle Rock: Labyrinth
INLIGHTZ	Mass, Drug, Comic Book Stores, Convenience Stores, Hobby Stores, Toy Specialty Stores, On-line Retail	Lighted Collectibles	Valiant; Ford Motor Company

# NEWS & NOTES



## CLIENT HIGHLIGHTS:

**COMIC IMAGES:** Nicktoons continues to drive business. Ren & Stimpy; Rocko, and of course Reptar are the leading "ask for" SKU's. Stop by at NY Toy Fair and see even more cool product. Booth # 5447.

**SUPER BLANKY!** Over the years Building Q has done some Inventor Representation, and we are fortunate to work with Karen Bonnici, creator of the Super Blanky. Franco Mfg. launched the product this Fall at Target, with endcaps in all stores through the 4th Quarter. Super Blanky is a patented sleeved blanket that forms a 'safe' cape functional for both children and adults. Franco Mfg. launched with 8 licenses in 2017: Batman; Trolls; Paw Patrol; PJ Masks; Despicable Me 3; Jurassic World; My Little Pony; Emoji Nation. Look for more in 2018!



**Friends of Puerto Rico:** You can read more about the Toy Drive on page 4, but for more info on the FoPR and to make any donations, please check them out at <http://www.friendsofpuertorico.org>. The people of Puerto Rico are still in need of food, water, and resources – and the team at FoPR continues to deliver hope and care on the Island.

**BUILDING Q FUN RUN:** Yes, there will be yet another FUN RUN Tuesday morning. We meet at the main entrance of Mandalay Bay and after a quick photo at the Welcome to Las Vegas sign, we run (slowly?) out and back.

**LIMA CHARITY BIKE RIDE:** My close friends know how much I like Red Rocks in Las Vegas...For early arrivals in Vegas, how about getting out and supporting the 2nd annual LIMA Charity Bike Ride (benefitting the Children's Brain Tumor Foundation) at Red Rocks in Las Vegas on Sunday, May 20. Last year, over 30 licensing colleagues rode raising over \$3000 for the charity. Contact Ted Larkins at [twlarkins@gmail.com](mailto:twlarkins@gmail.com) for more info.

