

## JUST FOR FUN

For those that are expecting my usual soapbox rant, this is going to disappoint. This one is just for fun!

We are so fortunate, and our industry is so varied that everyday there is new fun to be had. I am lucky that I really do not have a job in the sense of real "work" – what I do is not, at least in my book, drudgery. We do work hard, but I love coming to the office, solving problems for clients, chatting with licensors big and small about opportunities brewing or programs in development. We read so much and look at so many different sources for info and trends that you can't help but be amused on a daily basis.

*So we are in a staff meeting, discussing the future, always fun. We're asking questions of each other, like "How long is 'this' going to last?" and "Why did we pass on 'that' two years ago?" Which leads us to thinking about some of the more amusing moments that we have been part of during the past few years and it is some of those that I want to share here.*

*For instance, a few years ago we met with the folks at Oleg Cassini. Now when you go to Dreamworks for a meeting, Steven Spielberg does not sit in ... so imagine our surprise when midway thru the meeting Oleg himself walks in. He comes in, black leather pants covering his skinny legs, and sits down. We expected drool and old war stories, but he's as sharp as a tack! He knows what is going on and is into it. Surreal and fun!*

*Ever play a Chess match lose on the first move? We have. We got a call from a licensor that one of our clients was working with and was told that there was a big problem: wrong product shipped to wrong distribution. "Oh no," the client said, "It can't be, we don't even make one of those." So we sit down in a big meeting to solve the problem and straighten out*

*the miscommunication, when the director of licensing for the licensor opens her bag and puts the item on the table and says, "Look what I bought on my way here today." Checkmate. Meeting finished, relationship over. Check mate.*

*One of the wackiest calls I ever got was from a frantic client calling just as he was leaving a sales appointment. He's talking to me on one phone and someone else on another. "Get me Austin Powers!" he yells. "My buyer said it was the number one T-shirt by a 10-1 margin. It is HOT! – don't take no for an answer!"*

*I say "Austin Powers???" while thinking to myself the first movie was good, the second was still in development and there was no buzz on it in between," which is where we were at the time. "Just get it!" he yells, so off we go.*

*I call New Line and talk to Dave; yes the category is open, yes we can work something out. Dave asks "why." We move on, we make some calls and nothing, zip on the buzz meter. We call the client and tell him that yes, we can get it and New Line will be reasonable... The client calls two days later and sheepishly tells us that the buyer was selling Steve Austin T-shirts... "Ohhhhhhhhhhhhhhhhhhh," I say.*

We once spent two months on one deal only to be told at the contract stage that "Legal called and we do not have the rights to license this. You need to call..." One would think the "licensor" would know if he had the rights to the license before getting that far into the deal, but like I say, it's a wacky business.

Gotta Go -- my phone is ringing and there is more fun to be had!

## BAKERY CRAFTS

"Everyday is somebody's birthday!" says Sam Guttman, President of Bakery Crafts in explaining why the cake decorating industry is not one that should be looked at as seasonal. The cake decorating industry is a \$175 million category, and Bakery Crafts has a stronghold on the market.

In business for more than 55 years, Bakery Crafts was one of the first companies in the industry to provide cake decorations to bakeries, supermarket bakeries and cake shops. Their unique product line includes edible and non-edible products. Non-edible product consists of cake kits, Xtreme® cake kits, cupcake picks and rings, novelty candles, cake lay-ons (plaques, POPTOPs®, etc.) and decorating kits. Edibles include Edible Image®, Bakery Bites® and their Copy Confection® photo imaging system.

As the leading supplier to the baking industry, with over 5,000 SKU's, the company also enjoys the highest usage among retail and supermarket bakeries in the industry. The company also maintains great relationships with Mom and Pop shops such as independent bakeries and ice cream shops.

As a Batman licensee dating back to 1966, the caped crusader headlines licensed properties for 2005 in time for the feature film. Bakery Crafts is proud to call Sesame Workshop, Universal, Warner Bros, NASCAR, WWE, Harley Davidson, John Deere, and Crayola our partners.

When formulating the line for cake decorations, the company will often work with an existing licensee in

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the vehicle, figurine or collectible area, thus increasing the value of the cake, and providing a long lasting memory of their event. The Scooby Doo Cake comes with a collectible bobble-head figurine, Sesame Street cakes include character vehicles, and Snoopy's Joe-Cool cakes comes with a pair of sunglasses.

Bakery Crafts is the leader in product innovation in the category. It has introduced the industry to many products that are now standard, including their trademarked POPTOP's®, they were the first company to use cupcake rings and picks on products, invented and holds patent rights for photo imaging on

cakes and trademarked the Color A Cake® and Xtreme Image® products. When Bakery Crafts takes on a license, the Marketing machine starts churning. BC goes to every effort to ensure that the bakeries know your property! Custom mailers to bakeries, brochures, samples, and POP's are just some of the ways Bakery Crafts gets the word out there!

Looking ahead to 2005-06, Bakery Crafts is excited to expand a line up that spans all demographics. New for this coming year will be products featuring Koala Bros. and Curious George for the preschool market as well as Orange County Choppers and Transformers for the older segment. In fact, Bakery Crafts is positioned to "top" anyone's expertise and product line and bring licensors the best opportunities in the commercial baking world year-round.



many people will **walk** in and out of your **life**, but only true friends will leave footprints on your **heart**. to handle **yourself**. use your **head**; to handle others, use your **heart**. anger is only one letter short of danger. If someone betrays you once, it is his fault; if he betrays you twice, it is your fault. great **minds** discuss **ideas**; average minds discuss events; small minds discuss people. he who loses money, loses much; he who loses a **friend**, loses much more; he who loses **faith**, loses all. beautiful young people are accidents of **nature**, but **beautiful** old people are works of art. **learn** from the mistakes of others. you can't live long enough to make them all yourself. **friends** you and me....you brought another friend....and then there were three....we started our group....our circle of friends....and like that **circle**....there is no **beginning** or end....yesterday is history. tomorrow is mystery. today is a **gift**, that's why they call it the **present**. [eleanor roosevelt]

# BUILDING Q BUZZ

## TWO NEW: TOO COOL

Adding new clients is exciting, especially when it takes us into new industries. This summer we added two new clients to our roster:

- **PUGSTER**, a premier manufacturer of Italian Charms and bracelets, has retained Building Q to help build upon its solid standing through online sales with properties for mass and specialty market distribution.
- **ETERNAL IMAGES**, a major producer of burial caskets and urns seeking to expand its marketing reach, has joined Building Q. Research indicates that funerals are now becoming "celebrations of life-long passions" and that the market will welcome licensed caskets and urns that celebrate the lives of loved ones. This forward thinking company from Detroit looks to create a niche in this very specialized category, and we look forward to providing the support.

## ADIOS

After representing AD SUTTON & SONS for many years, we were saddened to learn that the company is entering a category that conflicts with INNOVATIVE DESIGNS. While we have mutually agreed to part ways, we leave on good terms, remaining friends with David and his staff, and wish him nothing but the best of luck in the future.

## SCHNEIDER'S ON THE BALL

You know him as BQ's mild mannered Director of Marketing, but on Saturday, November 6, Gary Schneider returned to his college roots, behind the microphone for WGLS-FM, the Rowan University (Glassboro State College in his day) campus radio station in Glassboro, NJ.

WGLS is celebrating its 40th anniversary this year, and as a former Sports Director (1987-1989) he was invited back to the booth as part of an ongoing celebration at the University. Offered the chance to broadcast his first football game in 15 years (as Rowan took on William Paterson University), Gary, well, took the ball and ran.

"I realized how lucky I was to have the opportunity to do something like that while in college," said Gary. "Now, I am hoping they let me reprise my position as a sports talk host too!"

## UPCOMING TRADE SHOW SCHEDULE

- **Consumer Electronics Show** – Las Vegas – January 6-9
- **Super Show** – Orlando – January 17-19
- **WINTER MAGIC** – Las Vegas – February 14-17
- **CHA Hobby Show** – Atlanta – February 12-15
- **American International Toy Fair** – New York – February 20-23
- **Pet Industry Trade Show** – Atlantic City April 1 - 3
- **National Stationery Show** – New York - May 15-18
- **National Hardware Show** – Las Vegas – May 17-19
- **JPMA** – Orlando – May 23 -25
- **Book Expo** – New York – June 2 – 4

# We Are Moving!!

As of March 1, 2005 the Building Q "world" headquarters is moving to a new location in Medford, NJ. Join us through the construction phase as we begin a two-part series on the custom build-out of the office. These are some "before" photos. Check back with us in our June issue for the "after" pictures.



## 709 STOKES ROAD FACT SHEET

ADDRESS: ..... 709 STOKES ROAD,  
MEDFORD, NJ 08055

BUILT: ..... 1986

NUMBER OF TENANTS: ..... 3

TOTAL SQ. FT.: ..... 6,900

BUILDING Q OFFICE SQ. FT.: ..... 1,900



# News & Previews

For more information on Building Q or our clients contact us at:

Woody Browne, *Managing Partner*  
 Gary Schneider, *Director of Marketing*  
 Terry Hess, *Director of Marketing*

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 www.BuildingQ.com

As of 3/1/05  
 Our New Address Will Be  
 709 Stokes Road  
 Medford, NJ 08055

CLIENT	DISTRIBUTION	CORE PRODUCT LINE	CURRENT LICENSES INCLUDE (LISTED ALPHABETICALLY)
<b>APPAREL &amp; ACCESSORIES</b>			
BCI	Mass, Drug, Grocery, Convenience Stores	Sunglasses, Reading Glasses, Computer Eyewear	Crayola, Hawaiian Tropic
ISAAC MORRIS	Mass, Mid-Tier, Specialty, Department Store	Newborn, Infant, Toddler, Girls, Boys & Juniors Apparel	Batman, Betty Boop, Betty & Veronica, David and Goliath, The Dog, Koala Brothers, Miffy, Power Rangers, Powerpuff Girls, Scooby Doo, So Girly, Superman, Supergirl, Teen Titans
ODM	Mass, Mid-Tier, Specialty, Dept. Store	Men's, Ladies, Juniors, Kids T-Shirts & Fleece, Hats & Headwear	Alf, Bob Ross, Bruce Lee, Cadillac, Chevrolet, Corona, Cowboy Bebop, DragonBall Z, Fear Factor, Guinness Beer, Happy Days, Import Tuner, Initial D, Jimi Hendrix, Leave it to Beaver, Man Show, Monster Jam, Orange County Choppers, Pearl Drums, Pontiac, Triumph the Dog, Up in Smoke, World Poker Tour, Yu-Yu Hakishu, Vivid Video
PUGSTER	Online, Mid-Tier, Specialty	Italian Charms, Jewelry & Accessories	Happy Bunny*
SUNWISE SWIMWEAR	Drug, Grocery, Mass, Mid-Tier	Children's UV Protective Swimwear	Coppertone
VANDALE INDUSTRIES	Mass, Mid-Tier, Specialty, Department Store	Loungewear, Sleepwear, Intimate Apparel for Junior's, Missy & Plus sizes	Barcode Kitty, Curious George, Pamela Anderson, Rampage
<b>COLLECTIBLES</b>			
COMIC IMAGES	Mass, Drug, Convenience Stores, Hobby	Trading Cards, Collectible Card Games, Mini-Bobbles, Bobble Pens, Antique Gumball Machines	Betty Boop, Hulk, Madagascar, Shrek II, Spiderman, Star Wars: Episode III, World Wrestling Entertainment, 24
<b>FOOD</b>			
BAKERY CRAFTS	Retail & Supermarket Bakeries, Cake & Candy Supply Shops, Ice Cream Shops	Cake Kits, Cake Toppers, Cupcake Decorations, Wedding Ornaments, Candles, Bakery Supply Equipment	American Choppers, Batman, Blue Jean Teddy, Bratz, Build A Bear*, Care Bears, Clifford, Crayola, Collegiate Licenses, Curious George, The Dog, Duel Masters, Harley Davidson, Hello Kitty, Hulk, Justice League, King Kong, Koala Bros., Mighty Beanz, NASCAR & Drivers, Orange County Choppers, Peanuts, Pokemon, Power Rangers, Precious Moments, Scooby Doo, Sesame Street, Spiderman, Superman, Transformers, World Wrestling Entertainment
FRANKFORD CANDY & CHOCOLATE COMPANY	Mass, Drug, Grocery, Specialty, Convenience Stores	Seasonal & Everyday Chocolate & Non-Chocolate Confections, Jelly Pops, Food Filled Containers	Barbie, Beatrix Potter, Blues Clues, Care Bears, Dora the Explorer, Evergirl, Hello Kitty, Hot Wheels, Nickelodeon, Rugrats, Scooby Doo, Spongebob Squarepants, The Simpsons, World Poker Tour*
<b>FUNERARY</b>			
ETERNAL IMAGE	Funeral Homes	Caskets, Urns	Precious Moments*, The Vatican Collection*
<b>HEALTH AND BEAUTY AIDS</b>			
KOSMA-KARE	Mass, Drug, Grocery	Adhesive Bandages & Hand Sanitizer	Bob the Builder, Jay-Jay the Jetplane, Rescue Heroes, Strawberry Shortcake, The Wiggles, Teenage Mutant Ninja Turtles
<b>HOUSEWARES</b>			
ALOHA WORLDWIDE	Mass, Mid-Tier, Home Stores, Commercial/Industrial	Portable Heaters, Fans, Air Conditioners, Lighting & Lighting Systems	Igloo*
<b>STATIONERY AND PUBLISHING</b>			
INNOVATIVE DESIGNS	Drug, Grocery, Mass, Specialty	Stationery and School Supplies	Atomic Betty, Care Bears, Little Bratz, Monster Jam, Orange County Choppers, Spiderman, Teenage Mutant Ninja Turtles, The Simpsons, Totally Spies, West Coast Customs
MODERN PUBLISHING	Drug, Grocery, Mass, Specialty	Coloring, Activity, Sticker Books, Story Books, Paint with Water, Workbooks, Board Books	Babar*, Bratz, Build A Bear, Care Bears, Caillou, Connie the Cow, Hasbro Games, Hot Wheels, HR Puff N Stuff, Little Bratz, Little People, Mighty Beanz, Orange County Choppers, Pokemon*, Rescue Heroes, Teenage Mutant Ninja Turtles, The Wiggles
<b>TOYS AND GAMES</b>			
BASIC FUN	Mass, Toy, Specialty, Drug, Grocery, Craft Stores	Functional and Figural Keychains, Windup & Impulse Toys, Christmas Ornaments	Barbie, Blues Clues, Bey Blades, Build A Bear, Disney Princesses & Standard Characters, Dora the Explorer, Etch-a-Sketch, Fairly Odd Parents, Franny K. Stein, Hot Wheels, Hulk, The Incredibles, Justice League, Jim Benton, Mighty Beanz, Muppets, Peanuts, Pez, Simpsons, Snapple, Spiderman, Spidey & Friends, Spongebob, Spy Gear, Teenage Mutant Ninja Turtles, Terrible Babies, Transformers, Wild Thornberrys, The Wiggles, Yu-Gi-Oh
CADACO	Mass, Toy, Specialty	Board Games, Activity Sets, Chalk and Outdoors, Magic Sets	Buzztime Entertainment, Care Bears, Counting Sheep, Lance Burton, Marshall Brodien, MLB Cooperstown Collection, MLB Players Association
FIBRECRAFT	Mass, Specialty, Toy, Drug, Craft Stores	Craft & Activities	Blues Clues, Dora the Explorer, Koala Bros., Spongebob Squarepants, Scooby Doo
FUSION TOYS	Mass, Toy, Specialty, Drug	Room Flyers, Adult Puzzles	Disney Standard Characters, Disney Princesses, Harry Potter, The Incredibles, Justice League, Pooh, Peter Pan, Shrek II, Thunderbirds*, Toy Story, Universal Monsters
SRM ENTERTAINMENT	Mass, Toy, Drug, Specialty	Hand Held Light Toys	Dora the Explorer, Koala Bros, Power Rangers, Scooby Doo, Sesame Street*, Spiderman, Spongebob Squarepants

\* - Contract Pending