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Featured Client: LPA Group

It's Time to Tailgate!

Have a GRAND season! ~The Ladies at Grand Ideas

Autumn's "Grand Idea": Executive Gifts



(The sterling silver brooches pictured above were custom made as gifts for an executive team planning a visit to Charleston, SC. Grand Ideas contracted with a fifth generation silversmith to craft these pieces as a corporate

Fall is finally in the air here in Charleston. Our nights and mornings are cooler, the water oak leaves are starting to "rain", and football games are constantly on the television.

It's hard to believe that there are a mere **82 DAYS UNTIL CHRISTMAS** and that our heads are about to be spinning with thoughts of gift giving. In order to help you avoid the shopping madness that is about to ensue, Grand Ideas is dedicating our Autumn newsletter to **Executive Gift Giving**. We hope you will use the tips below to find innovative, creative and unique corporate gifts for your upcoming holiday events, parties and exchanges. Give us a call today and let us help you make your vision a reality!

Visit our web site at www.grandideas.net or call us at 843.852.5264.

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With every corporate gift, you want to hit the bull's eye. I take the opportunity to work with my clients very personally and want each to get the most "bang for their buck" in every promotional marketing opportunity. I suggest you take the following questions into consideration when choosing the perfect corporate gifts this



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gift. These pins were packaged in an Irish linen drawstring bag and left as a pillow gift for each attendee at the meeting.)

The approaching holiday season means it's time to start thinking about gifts for your employees, your investors, your clients and your boss. We encourage you to start spinning your wheels NOW in order to come up with some gifts that the professional contacts in your life will appreciate. Below are some GRAND ideas we think will be a big hit!

- MP3 Players
- Engraved watches
- Digital photo frames
- Marble obelisks/bookends
- Embroidered clothing (golf shirts, wind shirts, jackets, polar fleeces)
- Branded Mont Blanc pens
 - "Rabbit" wine openers
- Pewter cups, trays and bowls
- Logo'd USB Flash Drives
- Custom Branded Cigars

To learn more about these or other GRAND executive gifts, call us at 866.554.7263.

Visit our Web Site to learn more...

season:

1. Who are you trying to target?

Your target gifting audience should receive a gift from your company that has your personality and theirs all over it, so your gift won't be tossed with the fruit cakes and bad coffee mugs!

2. What have you used in the past?

Don't settle for something run-of-the-mill, overused or tired. I encourage my clients to think creatively and to share their ideas, even if they are uncommon. Your time is too valuable to waste on reviewing products and pricing of gifts you have no interest in.

3. When do you need the gifts?

Plan for your events in advance. Make a list (at least quarterly) of your promotional marketing needs. Planning helps avoid RUSH charges and expedited freight charges. To me, that is "wasted money" and avoidable.

4. Why are you gifting?

Is it a Thank You, a celebration, a service award or a themed event? Sharing this information up front is MOST valuable to the generation of the "right" list of gifts proposed by the Grand Ideas team.

After we have selected the perfect corporate gifts, it's crucial to maximize the exposure your company will gain from the gift. I recommend including as much information as possible, including a logo, web site and contact info. Making sure the recipient has your information at their fingertips when they need it ensures that you will get their business again!

Happy gift giving everyone!,
Grande

• Featured Client: LPA Group



The LPA GROUP is a national company headquartered in Columbia, SC, that provides complete planning, environmental and design services for airport, highway/bridge, and architectural development programs. Their staff includes engineers, architects, planners, aviation and transportation specialists,

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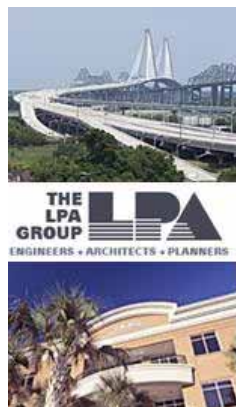
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environmental scientists, construction managers, graphic designers and computer experts complemented by management and marketing specialists.

Founded in 1981 by Glen Lott, Chairman and Chief Executive Officer, and Ed Parrish, President and Chief Operating Officer, the LPA GROUP has established a reputation for personalized service and innovative transportation solutions. Celebrating 25 years in business this year, the company has been responsible for some of the country's busiest airports and highways, recognizable buildings and celebrated bridges, including Charleston's own new **Arthur Ravenel Bridge**.

As a Grand Ideas client since the beginning, the LPA Group has used the creative talents of Grandee and her team on many occasions. From Mont Blanc pens to customized clothing to etched awards--Grand Ideas has provided it all.

According to Marketing Coordinator Pat Shuler, *"Grand Ideas always goes above and beyond what we ask from them, and they always offer exceptional service and top quality products. Whether it's custom ordering a hard-to-find item or personally rushing an order by car to our Columbia office, we know we can count on Grandee and her staff!"*

- **It's Time to Tailgate!**

Football season is finally here! We love the hum of the game on tv, but we love getting out and enjoying the game even more.



We at Grand Ideas believe that tailgating should be treated like any special event, making the decor and style just as important as the fried chicken, potato salad and cold beverages.

We can help you customize your tailgate with company logos, team colors, branding messages and more, and we have a huge assortment of high quality, wholesale products. Koozies, coolers, tumblers, leather footballs, bottle openers, stadium seats, visors,

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