

With our recent membership campaigns, we've had a number of new members join AzPPA. In our next several newsletters, we'll be featuring some of the new members who have come on board.

Our first new member feature introduces George Joe, of The Navajo Store in Winslow, AZ. George joined us in October 2016. Welcome, George!



**1. How did you get started in the Promotional Products Industry?**

It was by accident, actually. I started a Navajo coffee mug business and some organizations started ordering customized mugs from me. Then they started asking me if I had other items like apparel, caps, t-shirts, pens, etc. So I looked into it and I found it wasn't that hard because I was already knowledgeable about the cost of products. So I started offering promotional products as part of my business. Next thing I knew I had a web site, and "kaboom" - I was in the business.

**2. How long have you been in this industry?**

Not too long. I started in 2015 and the first organization I joined was your organization. I wanted to meet others in the business and network with them. I attended my first meeting and I met several people. The people associated with the organization are very helpful.

**3. What is your favorite Holiday and why?**

Christmas. It's big for many reasons. It's when I have the most business. I have people wanting to purchase my products, and organizations wanting to purchase gifts for their employees and they buy by the hundreds. It's the biggest business time of the year.

**4. Who are the key industries you work with?**

Government entities. Schools. Health care centers.

**5. Share a case study of one of your successes (not using your clients name).**

After failing to win a bid on several attempts with a major tribal gaming organization, we finally got in one day through providing coffee mugs and explaining the pricing. Because they were using government funding, they did not realize that they were paying a lot for shipping but the larger promo company's prices were low on the mugs. But the organization wasn't taking into account the shipping until I pointed it out to them. It was a game changer.

6. What is one of your go to product(s) and why?

Coffee mugs, because I specialize in that area. In fact, sometimes I create my own designs. Also, I know the prices and the latest styles.

7. What do you do when you are not working?

Thinking of new designs. Thinking and researching how to get new products. Other than that, I will play tennis, go camping, or read a book.

8. What are a couple of fun facts about you that most people don't know?

I enjoy going to rock and country western concerts. There is something about the music, the vibes, and the people who attend concerts that make it fun. I enjoy being out on the lake. I read a lot. I read political history books, media/journalism books, books that cast insight into what happens behind the scenes in political events. I hold two master's degrees: education and English. I also am into tourism and have started a tourism site called NavajoStore.com.