

Member Name: Audrey Driscoll, Southwest Solutions

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

My family has been in the industry since I was a kid. My parents manufactured ceramics when I was a child; they were vendors at the time. When I was in high school they decided to switch the being distributors due to the high costs of manufacturing. I went through college planning on an entirely different career and got my Master's as a speech-language pathologist. After doing that for a few years I realized I wanted to do something to support my city – I love Tucson! Supporting the businesses around the city I love means supporting the city and the people in it. I'm so lucky to have had the opportunity to join this industry when I did by joining my family business, and I'm so excited to keep the legacy going!

2. How long have you been in this industry?

I myself have been in the industry for a year and a half. Southwest Solutions has been around for almost 5 years now. Our team has been in the industry for decades!

3. What is your favorite Holiday and why?

Thanksgiving! So much food and family. No pressure for gifts or anything but eating!

4. Who are the key industries you work with?

We do a lot of work with multi-family housing, senior living, non-profits, and small businesses around Southern Arizona.

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

An apartment complex we've been working with is in a really bad area of town. The manager literally chased drug dealers off of his property multiple times each day; we set up a marketing scheme for him that included signs, flags, banners, and promotional products to increase the curb appeal and quality of the property. Within the next 2 weeks he had 4 move ins of completely qualified residents that he had no hope of attracting before the marketing!

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

Pens and screen cleaners are so easy and everyone uses them. Sticky notes as well. I love drinkware – you can get so creative and fun and really achieve any feel/style you're hoping for, just with a cup!

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

Hike, play with my dog, play music, swim.

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

I'm missing my right latissimus dorsi muscle in my back! I'm deathly afraid of breaking my collar bone. I love bacon but don't like bacon in things!