



Greetings!

I don't know about you, but I had the most hectic holiday season I've had in years. I don't know if it was due to the holidays being in the middle of the week or because no one seemed to be shutting down like they usually do.

Now, I am not complaining. It's good to be busy.

However, I usually use the holidays to get the office and myself organized and that didn't get to happen. Now my desk is somewhat organized, but we didn't clean out all the samples that are discontinued. I typically donate them to a local charity, and they called today asking when they could pick them up! It will be a few weeks for sure.

Next week I will be traveling to the Promotional Products Association International Show in Las Vegas. I will be seeing more than 1500 different manufacturers and walking more than 25 miles of aisles. It is an exhausting and exciting time. Many companies will introduce new items or twists on items that will be great for promoting my clients.

I am also spending some time on education. On Sunday night the keynote speaker is Steve Wozniak, the co-founder of Apple. You know he's going to be inspiring. And then on Monday morning Brian Moran is giving a workshop based on his book, *The 12 Week Year*. Now, I've read his book and have spent the last year trying to follow his lead. I like the concept. Don't wait 12 months to make your goals, make goals for 12 weeks. And that way achieve even more in 12 months.

I admit, while I was somewhat successful, I could use some further finetuning and guidance. So it's going to be great to have the author's guidance.

After that I will be walking the show floor. I have appointments with a number of key manufacturers scheduled and have a long list of others I want to be sure and stop by to see.

When I return, I will be filled with ideas on how to make 2020 an even more amazing year for my clients. So, if you are one of my clients, you know February is a fun time as I travel around with my new product showcase.

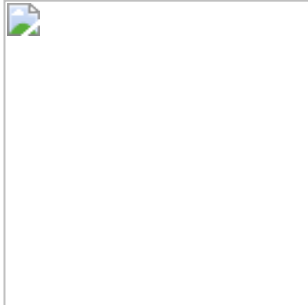
Look forward to seeing you soon!

***Danette***

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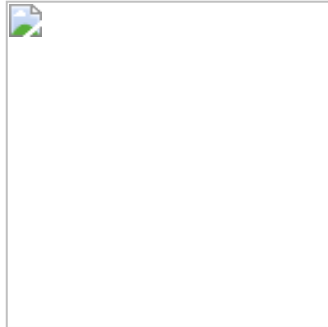
### **Did You Know:**

While it happens all too frequently, in my business I don't recommend waiting until the 11th hour to get important marketing materials ordered.



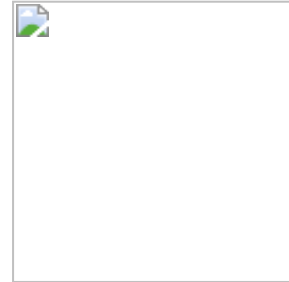
**3 Ft. 3-in-1 Charging Cable**

Braided cable features 3 charging tips. Extends 3 Feet.  
1 color 1 location imprint  
imprint  
100 Qty: \$4.45 each



**Travel Pouch**

Features 3 zippered compartments. Top grab handle.  
1 color 1 location imprint  
100 Qty: \$4.55 each



**Sling Bag**

Features an adjustable shoulder strap and front zippered pocket. Zippered main compartment.  
1 color 1 location imprint.  
100 Qty: \$5.50 each

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## The 11th Hour, Down To The Wire, In The Nick Of Time...

We've all heard these expressions that embody the fact that someone has waited until the very last possible moment to get something done. In many cases it seems like it would be impossible and the accomplishment of whatever this thing was seems absolutely miraculous. While it happens all too frequently, in my business I don't recommend waiting until the 11th hour to get important marketing materials ordered.

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## Gossett Marketing Designated As Approved Vendor of the Super Bowl LIV Business Connect Program

Danette Gossett, Founder of Gossett Marketing Communications, Inc., Co-Founder of Promotions Resource, LLC, and co-author of the best-selling book, Transform, recently announced the inclusion of Gossett Marketing into the Super Bowl LIV Business Connect Program.

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