

## Branding & Promotion Experts

Gossett Marketing is celebrating its 30th year as a promotional marketing agency. We are experienced marketing professionals that understand business, the bottom line, and the importance of maintaining your brand image in all you do!



Danette Gossett  
Best-Selling Author and CEO



Greetings!

Summertime for some industry can be the time of slowing down and catching up. So far, it hasn't been that kind of summer for us, but it is not as hectic as it can be during other times of the year.

That means it's a great time to take a look at how you are showing your employees how much you appreciate them. Because if don't, they may start looking elsewhere.

According to some reports over 4 million people have already resigned in 2022 to seek new jobs or change careers entirely. Some are changing because they don't want to go back to the office and prefer to work remotely (part of that is attributed to the high cost of gasoline). Others feel their bosses are failing to recognize the contributions the employees make to their companies.

Even if you allow employees to work remotely or with a hybrid office/home option, your employees still want to be appreciated. Granted, no one wants to thank an employee for just showing up and doing their job but making sure to acknowledge their efforts can go a long way to job satisfaction.

As a matter of act, according to a recent Gallup Poll, 68% of employees haven't received any form of recognition for good work in the last year.

The work world is changing dramatically and we all have to change with it. Employees demand to be heard or they leave. And while a raise right now to help offset inflation is great, many employees express they would also like to be recognized for their accomplishments.

According to the Incentive Marketing Association, 6% of employees prefer non-cash incentives.

So, when was the last time you sat down and discussed the employee career path goals? Have you given employees an opportunity to work on different projects? How about helping to redefine their roles?

What are you doing to recognize and say thank you for a job well done? No idea? Let us help.



### Cooling Towel

Overall measures 12”w x 24”L

Super quick-absorbing and drying towel

Full color dye sublimation imprint

100 Qty: \$5.30 ea



### Pen & Pencil Gift Set

Mechanical pencil and ballpoint pen

Soft-touch rubberized finish

Black gift box.

Laser engraved logo on pen & pencil

50 Qty: \$5.89 ea



### Picnic Blanket

Overall measure 52” x 47”

Polyester Fleece Plaid

Water-resistant PE backing

Attached handle for easy carrying

1-color imprint

50 Qty: \$12.99 ea.

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## We Help Your Team Achieve The Sweet Spot In Trade Show And Team-Building Attire

Just as critical to trade show success as a stunning, well-designed trade show exhibit is a well and appropriately dressed booth staff. This is no time for your representatives to express their individual style and personality! It's very likely that trade show apparel is not the first thing you think about when planning for that event, especially if this is your first venture....

[~ Read More](#)

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## **Promotional Marketing Expert, Danette Gossett, Writes About How To Appropriately Dress Trade Show Representatives For Success.**

*Owner and President of Gossett Marketing, a leading promotional marketing firm, Danette Gossett, helps her clients find what she calls "the sweet spot" in trade show attire, that is somewhere between tasteless and invisible.*

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