A/C/A Associates, Inc.

Manufacturers' Representatives

Company Profile

A/C/A Associates, Inc. is a manufacturers' representative company that provides complete sales representation and sales management for small to medium-sized manufacturers of toys, sporting goods, and entertainment/license-based products.

Standard services include:

- Detailed product and program knowledge
- Timely presentation to retail buyers
- Superior follow-up and follow-through
- Excellent communication
- Attendance at sales meetings and shows

A/C/A Associates will also provide expert knowledge and feedback on trends and the needs and expectations of buyers. We consult on the price, product, placement and promotion aspects of each program proposal to make the manufacturers' efforts most successful. A/C/A Associates will always provide clients with a multi-faceted look at managing and securing sales and product distribution. We provide a full-time, trained office staff available to support Manufacturers and Customers with all needs.

A/C/A Associates offers manufacturers the strong level of national and regional account management that you would expect from in-house representation, with primary coverage in the Midwestern area of the United States.

5467 Green Pine Lane · Kalamazoo, MI 49009 | P 269.544.2680 | M 269.352.5071 | W acaassociatesinc.com

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Stephen Abdo - Background

1999 – Present

A/C/A Associates, Inc., Kalamazoo, MI
Manufacturers' Representative

Current Manufacturers:
NKOK, Inc., VR Entertainment, Explore Scientific, Guillow's, Drybranch/Sport Design, Geoworld USA, Creative Outdoor Products, Comic Images, Premium Toys, Ponyland, Toysmith, Dolu

1998 – 1999

Infant Advantage, Inc., San Ramon, CA
Infant products company

Vice President Sales

- Marketed product to upscale independent baby specialty retailers and medical community
- Recruited, hired, trained, developed and structured company-employed field sales force, beginning with three sales executives and growing to sixteen

1994 – 1998

Hedstrom Corporation/ERO Industries, Inc., Mt. Prospect, IL
Toy, juvenile, activity, sporting goods & BTS/Stationery products company

Vice President National Accounts

- Managed $100 million quota for eastern US, in all mass market channels including Toys R Us and Kmart
- Developed special products programs for retailers and consistently listed new products

1980 – 1994

Western Publishing Company, Inc., Racine, WI
Largest manufacturer of children's books, known as Golden Books, in US; Leading game and puzzle manufacturer

♦ Director National Accounts	1991 – 1994
♦ Great Lakes Regional Manager	1991
♦ Senior National Account Executive	1986 – 1990
♦ Regional Sales Executive – Northeast	1985 – 1986
♦ Territory Sales Manager – Northeast	1980 – 1984

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Achievements

- Successful first year distribution of VR RealFeel Virtual Reality product at TSC-Canada, Multiple US Midwest Regional chains and accounts.
- Quadrupled Tech4Kids business at Meijer from 2014-2015 in first full year of representation and growing to over $1,000,000 cost sales in 2016. Consistently attained key company incentives each year including 2017 Gemmies Activities and Toy Pallet program for December.
- Established or grew distribution with four vendors at Seventh Avenue Companies – NKOK, Geoworld USA, Drybranch/Sport Design, and Explore Scientific.
- Secured five-SKU WWE licensed R/C, Vehicle, and Die Cast program at Kmart for Fall 2014.
- Added four new vendor programs to Seventh Avenue/OSA Brands for Holiday 2014 including NKOK, Inc, Explore Scientific, GeoWorld USA, and Worx Toys.
- Implemented 2-foot Breyer Horses section at Meijer with excellent placement in the center of Girls Small Dolls aisle in 2013.
- Implemented new exclusive Breyer Horses five-SKU program to Walmart in 2012
- Developed and created exclusive 150 pc. tub set from CitiBlocs for TRU Fall 2012 program.
- Contract National Sales Manager for Citiblocs, 2010 - 2014. Managed 8 rep groups, 40+ reps, developed sales programs, consulted on all sales issues, published monthly newsletter. Responsibility included sales tracking, hiring groups and making changes where needed.
- Added full Halo R/C program to Kmart and Meijer for Fall 2010. Added two new Singer Sewing and Knitting Machine SKU's to Kmart for Fall 2009. This entry has resulted in continued annual growth in the R/C program with new additions each year.
- Secured new games listing for Zobmondo!! Entertainment at Kmart for Fall 2008 and at ShopKo for Fall 2009, and expanded Meijer Zobmondo!! listing to include full line of games in 2009.
- Implemented $1,000,000 Playhut program in Kmart Sporting Goods in Fall 2007.
- Implemented new $1,000,000+ eight-item Breyer Horses program (Reeves International) at Kmart and Sears stores for 4th quarter 2006, including key ad placement.
- Increased sales for Playhut in first year of representation for Midwest Territory from $1,500,000 in 2004 to $2,500,000 in 2005, $3,000,000 in 2006, $3,700,000 in 2007. Reestablished business at Kmart, Meijer, and Aldi.
- Quadrupled puzzle and game business with Warren Industries at Meijer from 2001 – 2005 and established Warren Industries as Puzzle Category Captain at Meijer despite strong Hasbro dominance and influence.
- Developed and secured full distribution at Toys R us for exclusive vinyl playball program for Mondo United in 2003, including 10,000 action aisle displays totaling $1,000,000.

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Trade Show Experience

Trade Show	Years Attended
American International Toy Fair	1983 – 2018
Dallas October Fall Toy Preview	2003 – 2017
Hong Kong January Toy Fair	2004 – 2018
The Rendezvous - Mid-States Distributing Co. Fall Toy Show	2010 – 2018
ABC Show	2011 – 2012
New York Pre-Toy Fair	1997 – 2002
International Halloween, Costume & Party Show, Las Vegas, NV	2008
American International Outdoor Toy Show	2004
National Independent Nursery Furniture Retailers Association (NINFRA)	1999
Association of Independent Specialty Stores – Juvenile Products	1999
The Super Show	1995 – 1997
International Juvenile Products Show (JPMA), Dallas, TX	1995 – 1999
Dallas International Trade Import Show, Dallas, TX	1995 – 2002
International Mass Retailers Association (IMRA)	1992, 1993, 1998
International Hardware Show, Chicago, IL / Las Vegas, NV	1995 – 1998, 2008
International Marine Trade Expo & Conference	1994 – 1997
School & Home Office Products Association (SHOPA)	1996 – 1997
National Sporting Goods Association (NSGA), Chicago, IL	1994 – 1997
National Spa & Pool Institute International Expo, (NSPI)	1996 –1997
National Housewares Show, Chicago, IL	1996
American Booksellers Association Expo	1987 – 1993
National Association of Chain Drug Store (NACDS)	1990 – 1992

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Manufacturers Represented

NKOK, Inc. - City of Industry, CA
Licensed R/C Vehicles, Small Vehicles, Singer Sewing/Knitting Machines, Junior Racers and Junior Explorers, WowWorld and WowTech Activity Toys
Licenses and brands include Ford and Dodge trucks and cars, RealTree vehicles and role play, Lamborghini, Porsche, Mercedes-Benz cars, Air Banditz helicopters, Sonic, SpongeBob, Singer, Power Rangers, Ghostbusters, and others

Explore Scientific - Springdale, AR
Quality Telescopes, Microscopes, Binoculars, and other Optics
Licenses and brands include Bresser, National Geographic, Discovery, and ExploreOne

Geoworld USA - Tuscon, AZ
Dinosaur Excavation Kits, Dinosaur Toys, Dinosaur and Science Activity Kits

Drybranch/Sport Design - Commack, NY
Sports Balls, Play Balls, Jr. Sports, Game Tables, Beach Toys

Comic Images - Montvale, NJ
Licensed Plush
Licenses include Star Wars, Marvel, DC Comics, Nickelodeon, Cartoon Network, TMNT, and others

Paul K. Guillow - Wakefield, MA
Balsa Wood Planes and Gliders, Balsa Wood Model Kits

Creative Outdoor Products - Greencastle, IN
Hunter Dan Action Figures and Hunting Toys

LEC U.S.A. Corporation – Fort Lee, NJ
Realistic Battery Powered Scale Model Train Sets and accessories
Licenses include MTA, Amtrak, BNSF and Norman Rockwell Christmas Train

Ponyland – Kowloon, Hong Kong
Plush Ride-On Rocking, Walking, and Spring Horses; Hobby Horses and other Ride-On Animals

Premium Toys – Kowloon, Hong Kong
Licensed Boys, Girls, and Preschool Novelty Toys
Licenses include Paw Patrol, Shimmer and Shine

VR Entertainment – Kowloon, Hong Kong
Virtual Reality Headsets with controller including Racing, Fishing, Motocross, Alien Space Blasters, Baseball, and more. TV advertised

CDX Blocks – Elkton, VA
Construction Block Based Roller Coaster Models

Toysmith – Sumner, WA
Novelty Toys, Toy Towers, 4M Science, Night Zone, Games & Puzzles

Dolu Toys – Istanbul, Turkey
Plastic toys including Ride-Ons, Vehicles, Tables, Chairs, and Outdoor Playsets

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Account Coverage

Top Tier Accounts

MEIJER, INC.
MID-STATES DISTRIBUTING COMPANY
FLAT RIVER GROUP (Internet Drop Ship Distributor)

Second Tier Accounts

BLAIN SUPPLY, INC.
BLUESTEM BRANDS/FINGERHUT
CONTINUUM GAMES (Specialty Distributor)
DUNHAM'S SPORTS
HAMMACHER SCHLEMMER
JO ANN'S FABRICS
KMART/SEARS
LTD COMMODITIES, INC.
MASON COMPANIES (Stoneberry Catalog)
MATTOON RURAL KING
MILLS FLEET FARM
NOTIONS MARKETING
ORSCHELN
SEVENTH AVENUE
TSC - CANADA
WINSTON BRANDS

Also Available

WALMART
KOHL'S DEPT STORES
SHOPKO STORES, INC.
TARGET STORES
TRACTOR SUPPLY COMPANY
WALGREENS