



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 market trends and the needs and expectations of buyers. We consult on all aspects of each program proposal from inception to execution 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.



Stephen Abdo - Background

1999 – Present

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

Current Manufacturers:

NKOK, Inc., Explore Scientific, Drybranch/Sport Design, Guillow's, Toymith, Banzai, Toy Box, Genesis, CDX Blocks, Strictly Briks, Best Ride On Cars, Ponyland, Diecast Masters, Motor City Classics, Playtime Fun

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



Achievements

- ◆ Established RealTree 12V ride-on vehicles from Best Ride On Cars in Farm Channel, with significant growth the second year, including a RealTree 12V UTV for Mid-States exclusive distribution. \$1,000,000+ (2019-2020)
- ◆ Helped introduce Coaster Dynamix unique plastic brick construction roller coasters to mass market, Amazon, and online retailers, with continued growth and success in subsequent years. (2018-2020)
- ◆ Developed, coordinated, and secured a \$1.5 million retail promotion of Tech4Kids licensed Mash'ems/Mash'ems half pallets at Meijer, with successful sell through. (Q4 2017)
- ◆ Quadrupled Tech4Kids business at Meijer in first full year of representation and grew to over \$1,000,000 cost sales in second year. Consistently attained key company incentives each year including Gemmies Activities and Toy Pallet program for December. (2014-2017)
- ◆ Successful first year distribution of VR RealFeel Virtual Reality product at TSC-Canada and multiple US Midwest Regional chains and accounts. (2017)
- ◆ Secured a five-SKU WWE-licensed R/C, Vehicle, and Die-cast program at Kmart. (Fall 2014)
- ◆ Added four new vendor programs to Seventh Avenue/OSA Brands, including NKOK, Inc, Explore Scientific, GeoWorld USA, and Worx Toys. (Q4 2014)
- ◆ Implemented a 2-foot Breyer Horses section at Meijer with excellent placement in the center of Girls Small Dolls aisle. (2013)
- ◆ Implemented a new exclusive Breyer Horses five-SKU program to Walmart. (2012)
- ◆ Developed and created an exclusive 150 pc. tub set from CitiBlocs for ToysRUs Fall program. (2012)
- ◆ Served as contract National Sales Manager for Citiblocs; 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. (2010 – 2014)
- ◆ Added a full Halo R/C program to Kmart and Meijer, resulting in continued annual growth in the R/C program with new additions each year. (2010 – 2012)
- ◆ Added two new Singer Sewing and Knitting Machine SKU's to Kmart. (Fall 2009)
- ◆ Secured new games listing for Zobmondo!! Entertainment at Kmart (Fall 2008) and ShopKo (Fall 2009); expanded Meijer Zobmondo!! listing to include full line of games (2009).
- ◆ Implemented a \$1,000,000 Playhut program in Kmart Sporting Goods. (Fall 2007).
- ◆ Implemented a new \$1,000,000+ eight-item Breyer Horses program at Kmart and Sears stores including key ad placement. (Q4 2006)
- ◆ Increased sales for Playhut in Midwest Territory from \$1,500,000 to \$2,500,000 in first year of representation, then to 3,000,000 and \$3,700,000 in second and third years. Reestablished business at Kmart, Meijer, and Aldi. (2005-2007)
- ◆ Quadrupled puzzle and game business with Warren Industries at Meijer; established Warren Industries as Puzzle Category Captain at Meijer despite strong Hasbro dominance and influence. (2001 – 2005)
- ◆ Developed and secured full distribution at ToysRUs for an exclusive vinyl playball program for Mondo United, including 10,000 action aisle displays totaling \$1,000,000. (2003)



Trade Show Experience

<u>Trade Show</u>	<u>Years Attended</u>
American International Toy Fair	1983 – 2020
Dallas October Fall Toy Preview	2003 – 2019
Hong Kong January Toy Fair	2004 – 2020
Toy Extravaganza - Mid-States Distributing Co. Fall Toy Show	2010 – 2020
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, 2012, 2019
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



Manufacturers Represented

NKOK, Inc. – Irwindale, CA

Licensed R/C Vehicles, Mean Machines, EarthMovers, Supreme Machines, HydroRacers, Stunt Twisterz, Air Banditz, Junior Racers, Junior Explorers, WowWorld, WowTech, WowPlay, and WowCreate toys
Licenses include Ford, Dodge, and Jeep trucks and cars; RealTree RC, vehicles, and role play; Porsche, Mercedes-Benz, Pagani cars; Sonic, SpongeBob, and others

Explore Scientific - Springdale, AR

Quality Telescopes, Microscopes, Binoculars, and other Optics
Licenses and brands include Bresser, National Geographic, Discovery, ExploreOne

Drybranch/Sport Design - Commack, NY

Sports Balls, Play Balls, Jr. Sports, Beach Toys

Paul K. Guillow - Wakefield, MA

Balsa Wood Planes and Gliders, Balsa Wood Model Kits, Hobby Wood

CDX Blocks – Elkton, VA

Construction Block Based Roller Coaster Models – Cyclone, Sidewinder, Flyer, Little Dipper, and more

Ponyland – Zhenjiang, Jiangsu, China

Plush Ride-On Rocking, Walking, and Spring Horses; Hobby Horses and other Ride-On Animals

Toysmith – Sumner, WA

Novelty Toys, Toy Towers, 4M Science, Night Zone, Games & Puzzles

Best Ride-On Cars – Dallas, TX

RealTree and other Licensed Rechargeable Battery-Operated Ride-On Cars, Trucks, UTVs, ATVs, and Motorcycles

Banzai – Kowloon, Hong Kong

Inflatable Pool Toys, Water Toys, Snow Toys, Play Centers, and Tents

Toy Box – Kowloon, Hong Kong

Traditional Role Play Toys, Music Toys, and Novelty Toys

Genesis/ VR Entertainment – Kowloon, Hong Kong

Tech Toys including Tekno Robotic Animals

Playtime Fun – Norwood, NJ

Small and Large Soft Rag Dolls

Diecast Masters/Motor City Classics – Sunrise, FL

Caterpillar & Coca-Cola Licensed Die Cast Vehicles



Account Coverage

Top Tier Accounts

MID-STATES DISTRIBUTING COMPANY & ITS MEMBERS*
FLAT RIVER GROUP (Internet Drop Ship Distributor)

Mid-Tier Accounts

BLUESTEM BRANDS/FINGERHUT
CONTINUUM GAMES (Specialty Distributor)
COLONY BRANDS
DUNHAM'S SPORTS
FLEET FARM
HAMMACHER SCHLEMMER
JO ANN'S FABRICS
KMART/SEARS
LTD COMMODITIES, INC.
RURAL KING (MATTOON)
NEBRASKA FURNITURE MART
NOTIONS MARKETING
ORSCHELN
PEAVEY INDUSTRIES/TSC CANADA
STAGE STORES/GORDMANS
STOCK + FIELD
WINSTON BRANDS

Also Available

WALMART
KOHL'S DEPT STORES
TARGET STORES
TRACTOR SUPPLY COMPANY



***Mid-States Distributing Company & Its Members**

ATWOODS
BIG BLUE OF CLINTON
BIG R LAMAR
BOMGAARS
C&S SUPPLY
C-A-L RANCH
D&B SUPPLY
FAMILY CENTER OF HARRISONVILLE
FARM KING SUPPLY
GEBO DISTRIBUTING
HOME OF ECONOMY
JAX FARM & RANCH
L&M SUPPLY
LINTON'S BIG R
RURAL KING (MATTOON)
MURDOCH'S RANCH & HOME
NORBY'S
NORTH 40 OUTFITTERS
OLNEY RURAL KING
PEAVEY INDUSTRIES
QUINCY FARM SUPPLY
RUNNING SUPPLY
SHIPTON'S BIG R
SHOPPER'S SUPPLY
THEISEN SUPPLY
TSC STORES L.P. (CANADA)
WESTERN BIG R