

## MVP SPOTLIGHT

Pat Buff, MAS

### Imagination Branding

What is your title/role at Imagination Branding?

Sales Manager/Custom Sales

What do you like best about your company?

The name says it all – Imagination. Our company has always focused on coming up with creative ways to achieve our clients marketing objectives. At Imagination Branding, I'm surrounded by people who are inventive and motivated and they make me better.

What is new & upcoming with your company?

Our ownership has recently invested in a new software system to process orders and track activity. The new application will make us more responsive to our customers and a better partner for our suppliers. IB continues to invest to make our company better and stronger

Tell us something about you that most people may not know.

I love to be surrounded by old things that speak to me (including my husband). Antique furniture, old pottery, vintage linens, whimsical home accessories, even old promotional items like small pitchers with liquor branding... I can't resist items that tell stories. I even have an old rocking chair in my office which I use to de-stress.

If you could choose any profession other than your current one, what would it be?

I'd love to be a flipper – to shop flea markets and antique stores for diamonds in the rough and upcycle them into cool and useful household items to resell.

What is your favorite quote (movie/literary/personal)?

"Do your job!" I'm kind of a big Brady/Belichick fan.

What is your passion?

First and foremost, spending time with our adult sons and their girlfriends. I get so much pleasure living vicariously through them. Their energy, enthusiasm and optimism remind me of my early adulthood. After that, I'd have to say the Red Sox. I just love rooting for this young team. They are so exciting; I look forward to every game.

What drives you?

I'm pretty competitive with myself. I always want to do more tomorrow than I did yesterday. And like most people I know, I like to be recognized for my accomplishments.