

*Nicole Wolfrum of Campus Stop may be new to the NEPPA family, but she's already making her mark! Recently, Nicole stepped up as a committee member for our Fall Expo, where her insights and dedication played a vital role in its success.*

*Her enthusiasm and contributions have not gone unnoticed, and we're certain this is just the beginning of her impact within NEPPA.*

*We're excited to bring you a closer look into Nicole's world – she's a true example of how fresh perspectives and energy can inspire and elevate our promo community.*

What is your title/role at Campus Stop?  
Account Manager

How long have you been in the industry?  
Just shy of 4 years

What do you like best about your company?

On the company side of things, I love our team and how each person brings a unique perspective and skill to the table. It brings me joy to learn from each other and build a stronger team. On the client side of things, I love the opportunities to enhance student's experiences on campuses, and for alumni to re-engage with their community while showing off their pride for their school. Each day brings new ideas, challenges, and opportunities.

What is your favorite promo product that you own and use?

I am a big fan of paper mouse pads. I always have one on my desk to take notes when I'm on meetings or calls and jot down to-dos while keeping less clutter on my desk!

Do you have any words of wisdom for people who are just starting out in the industry?

Be kind and forgiving of yourself, there are many mistakes to make but each one will teach you how to avoid it next time around.

As sustainability becomes a driving factor in how we all do business, what are some ways you and your company are making changes to the status quo?

One thing I've really started exploring this year is thinking about how budgets drive purchasing habits. I encourage my clients to think about their target audience and think outside of the box for what that audience would like and more importantly what they would keep for a long period of time.

Would you like to give a shout out to someone in the industry who has made a difference in your career?

Larry Cohen and Karie Cowden– I'm not even sure that I have enough words to express the gratitude I have for them. I would not be where I am today without both of these incredible people.

Larry took a chance on me and has been a great inspiration to me with his creativity, experience, and intelligence.

Karie is the kindest, most genuine person I have ever had the pleasure of working alongside. She is such a fantastic mentor, role model, and motivator. Karie is the single best hype woman/boss I have ever worked with.

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

“Wisdom, Happiness, and Courage are not waiting somewhere out beyond sight at the end of a straight line; they're part of a continuous cycle that begins right here. They're not only the ending, but the beginning as well.” –*Benjamin Hoff, The Tao of Pooh*