

## JOHN GUERTIN

### Guertin Graphics and Awards



*We're excited to welcome John Guertin of Guertin Graphics back to the NEPPA community! A longtime supporter and familiar face at our events, John reconnected with us at the Spring Expo—eager to catch up with his favorite reps and industry friends. His return gave us the perfect chance to catch up and hear what he's been working on lately.*

What is your title/role at Guertin Graphics and Awards?

Owner

How long have you been in the industry?

Since 1985, right out of college

What do you like best about your company?

Making apparel come to life, the employees and the customers

How do you describe what you do for work to non-promo people?

Challenging

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

You should have a good business background and knowledge of the graphics industry.

Do you have any words of wisdom for people who have been in the industry for a long time?

Everyone in the industry is a family of friends and no matter what....we are all still learning the industry.

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?

We here at Guertin Graphics are using eco-friendly inks and eco-friendly clothing and products as much as we can.

When attending a tradeshow as a distributor what is your Key to Success?

Talk to the reps and learn as much as you can about their products and make sure they know who you are.

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

Someone is too vague. How about Lori Donovan and Tony Peruso from S&S, my good friend Michael Bender, Rick Shwartz from Charles River, Dave Mattson, Elliott Margolis, Roberta Reiss, Tom Zuliani from Edwards Garment, Bill Nault, Rich Annino. I apologize if I left anyone out. This is a great crew of people who have always had my back.

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

I am a professional musician and a Massachusetts Justice of the Peace.

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

My favorite thing to say is, "You can't make one and spend two," and "Is it a choice or a mistake?"

Do you have any fun hobbies or meaningful volunteer work?

Hobbies – Music

Volunteer – On the board of directors for the amusement park industry of New England and New York representing parks such as, Canobie Lake Park, Fun Town Splash Town, Southwick Zoo, Coney Island Amusements, The Big E and many more.

What song describes you best?

"Still the One" from the band Orleans with whom I've been an add-on member not an original member (percussionist) for 12 years and still with the band now, currently on tour and handling all merchandise, music sales and stage manager.