LAURIE MOORE
PromoCorner

What is your title/role at PromoCorner?

President

How long have you been in the industry?

Officially for 11 years - but I married into a promo family so I've been involved much longer than that.

What do you like best about your company?

Without a doubt, it's our people. We're creative, a little quirky, and we have fun doing what we do - helping businesses of all sizes tell their stories, connect with customers, and grow their brands.

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

I tell people I run a digital marketing company that caters to the branded merch industry - that we help promotional product companies market themselves and get their products in front of the people who buy and sell them.

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

My favorite is currently the rubber jar opener. I recently discovered it is amazing at removing pet hair from furniture - we have a 13 year old Golden Retriever who loves to sit on the couch (don't judge) and she sheds everywhere - so it comes in very handy.

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

Say yes, ask questions, and get involved. This industry is full of incredibly generous people who are willing to share their knowledge if you're willing to learn. Build relationships, follow through on your commitments, and don't be afraid to bring fresh ideas to the table. Curiosity, a good attitude, and a willingness to roll up your sleeves will take you a long way.

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

Don't let experience turn into autopilot. Keep asking questions, stay curious, and be willing to challenge the way you've always done things. Our industry is constantly evolving, especially when it comes to technology, marketing, and buyer expectations. And just as importantly, give back and share what you've learned.

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?

As a digital marketing company, one of the biggest ways is by helping our customers market smarter and more efficiently through digital channels. Email marketing, digital catalogs, and online content can reduce the need for printed marketing materials while helping brands reach the right audiences. We also

help spotlight products and suppliers offering more sustainable options, including eco-friendly and USA-made merchandise.

When attending a tradeshow (as a distributor or supplier), what is your key to success?

Our company is a service provider in the industry, so when we attend tradeshows it's a bit of a different experience for us. Our main objective is to connect with as many of our customers as possible - say hello, see what's new with their business or product line, and ask how we can best support them. The key to success is to have a plan, but leave room for the unexpected. Know who you want to connect with, do your homework, and make meaningful conversations a priority…and FOLLOW UP!

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

I'd like to give a shout out to my husband, Joel Moore. He is the one responsible for dragging me into the industry and encouraging me to take over the reins at PromoCorner. He believed in me more than I believed in myself. And I'd also like to give a quick shout out to my daughter, Halle, who is a brutally honest sounding board (which everyone should be lucky enough to have) and an amazing cheerleader.

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

I was a candy striper at our local hospital and helped to make beds and deliver flowers, mail, and meals to patients. And I actually wore a red and white striped smock!

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

If you want to lift yourself up, lift up someone else. –Booker T. Washington

Do you have any fun hobbies or meaningful volunteer work?

I love crafting, decorating, and finding fun ways to make ordinary things feel a little more special. I also enjoy bringing people together, whether that's hosting friends, planning a team experience, or finding a creative way to give back. Giving back has always been important to me and something I work into each of our annual team meetings. Supporting causes that help families and children is especially meaningful to me, but I truly enjoy helping anyone in any way I can.