



Sternberg
& Company

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East Rockaway, NY 11518
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Sternberg & Company

“Sales With a Personal Touch”

With today's ever-changing industry, the personal touch is more important than ever. Our success in the future is directly connected to our relationships of the present. Our customer demands continuity and customer care combined with cutting edge information. We supply this "personal touch" tempered by knowledge only years of experience can provide.

Sternberg & Company offers an exciting combination of assets unique to our industry. Catering to the gift market, we offer experience unparalleled anywhere, aggression taught to us by our founder, Cal Sternberg, and the wide-eyed optimism necessary to excel.

Servicing the Metro NY, Mid-Atlantic market since 1965, Sternberg & Company has developed a broad account base serviced by a professional sales force with over 200 years combined experience. We pride ourselves on a personal relationship with each manufacturer and cater to their special requirements, maximizing the potential for success.

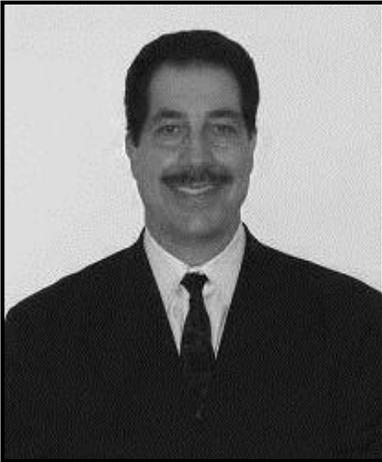
Nowhere else in the country can a sales firm boast four or more sales associates writing in excess of one to three million dollars each. Our veteran force has established members who have been in their territories for more than 10 years. One of the secrets of our success is the extensive training we offer a new sales associate. Not only do we teach them how to set up and manage a territory, we teach them the finer points of selling each and every line in their book.

We thank you for your consideration and offer this thought:

"Don't be afraid to try the best."

Sternberg **& Company**

Executive Team



JOE CESARE

A veteran in his territory for over 31 years, Joe's reputation is known industry-wide. His tireless pursuit and expert knowledge ring up over 2 million in sales annually. These attributes make Joe the perfect candidate to work with each sales associate, teaching by example. In addition, Joe's experienced eye for product can spot the next "hot" trend to add to the package.

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EDDIE MISHAN

Eddie brings a unique blend of professional experience, gung-ho attitude, and New York street smarts, to go with 2 million in sales. Using these attributes, he helps coordinate the line package as well as maximizing our sales efforts. After 12 years importing giftware, he has spent the last 25 years "on the road" satisfying customers and manufacturers alike. With tireless energy, "Eddie the Machete" gets the job done.

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LYNN MISHAN

Lynn's success with key accounts is due to her energy and enthusiasm. She approaches each line presentation with just the right dash of fun. Additionally, Lynn has overall responsibility for office and sales management. Whether it's instant sales wanted, or meticulous organizational skills needed, Lynn is your "Go-to Gal".

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Sternberg & Company

What Our Manufacturers Have To Say...



"Sternberg & Company consistently ranks as the top sales rep group for Mead. They follow up with accounts to provide a level of service above and beyond that of most groups. This professionalism is what sets them apart. They are looked upon as consultants to the customer, and provide expert information regarding market trends and selling strategies.

"The group as a whole is made up of people committed to building quality relationships with their accounts. This dedication is the driving force of their continual record breaking success."

-Vic Longworth, VP Sales, Mead/Acco



"The reps at Sternberg & Company are successful with Glass Baron for many reasons, but perhaps one of their strongest assets is their insistence on servicing customers and their cases. By frequently revisiting accounts, taking inventories, merchandising, and placing frequent reorders, they essentially earn the right to control the buying. This 'partnership' between the rep and the account creates a long-term customer for us, and it is easier for us to make the customer successful with Glass Baron."

-Dave Eck, National Sales Manager, Glass Baron



"Sternberg & Company is a dedicated group of experienced salesreps and team players. They are hardworking and loyal to their customers.

We enjoy working with the reps, and know that we can count on them to get the job done."

-Chris Zagorski, Director of Sales, East Region, Roman, Inc

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What Our Manufacturers Have To Say...



When it comes to highly recommending a Rep Agency, I can truly say Sternberg is on the top of my list. They have out-performed all of my other territories, actually doubling our business in a struggling retail environment.

They are true road warriors who started off aggressively and have not stopped month after month. They are masters of selling programs and regaining lost real estate in retailers' stores. Their professionalism and product knowledge comes from working rep principals with a strong work ethic."

-Ted Blaylock, National Sales Manager, Joan Baker Designs



"Sternberg & Company is a fun and professional sales group that really gets the job done on the road. Since joining with them in 2009, we have experienced an increase in sales for their territory and continue to see growth every year. Sternberg & Company is committed to keeping their customers happy and building long term relationships. We look forward to another prosperous year with them, and many more. Definitely a plus."

- Beverly Erickson, National Sales Manager, Pacific Silver



"A down-to-earth group that operates like a family. They honestly care about and are aggressive with any product line I've hired them for. Professional, straight-forward, & honorable sales people...always number one or number two with my vendors."

-Dick Pruett, Sales Manager, Various Companies

TRUST...Our customers trust us to provide them with the product they need and the service they deserve. That trust only comes when the long-term relationship is established on a one-to-one basis.

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PROFILE

Manufacturer's Representative

Since 1992
(Purchased Cal Sternberg & Associates,
a Manufacturer's Representative firm
since 1965)

Number of Accounts

3,000 Active

Type of Products Represented:

Better Gift
Traditional Gift
Trend and Novelty
Stationery
Sports Novelty
Seasonal
Social Expressions

Type of Accounts Sold:

Card & Gift Chains
Department Stores
Mail Order Houses
Theme Parks
Resort Stores
Independent Toy Stores
Party Stores
Sports Stores
College Bookstores
Hospital Gift Shops
Pharmacies

Geographical Territory

Metro New York
New Jersey
E. Pennsylvania
Delaware
Maryland
Washington, DC
Virginia

