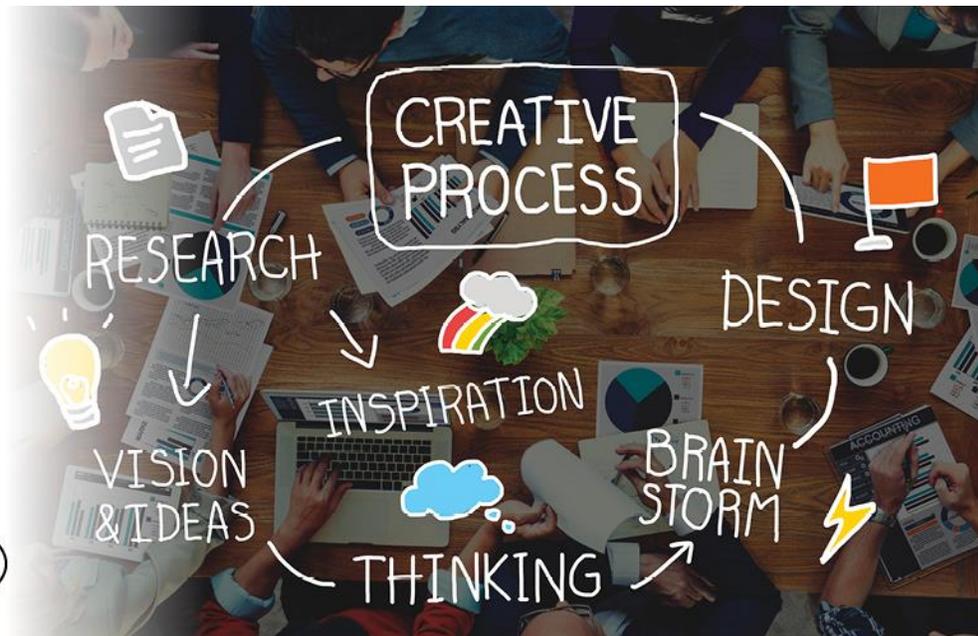


Get to Know

Know

Lisa



Lisa Fosdick
Director of Sales
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Q: What do you think are the best skills that you bring to your job?

A: Empathy, the ability to see the big picture and execute the small details that make up the big picture. Problem solving, I love a challenge and finding the silver lining. Energy, always looking for fresh new ways to connect with our distributors and giving them tools other suppliers don't.

Q: How long have you been working in your field?

A: Over 30 years! I love this business.

Q: What is your biggest accomplishment?

A: Winning Counselor Magazine Sales Person of the year in 1998; selling my distributorship; skiing White Heat at Sunday River, double black diamond!

Q: What is your favorite promotional product and why?

A: Currently the 579 Eclair Bright, it gives me compelling things to share with customers and has some great applications for corny sayings and taglines which I love.

Q: What problems do you consistently solve for your clients?

A: Ideas, Ideas, Ideas, sometimes distributors get tired and jaded and need some help connecting products to creative themes and ideas.

Q: What is a typical day like for you?

A: Up at 5:30 am for a walk or run on the beach near my house, no matter what the weather! Quick coffee with my daughters (a highlight of my day)! At the office right into emails, problem solving, working with customers and the sales team to keep our eyes on the prize! My day ends with making dinner for my family and working on any of the several projects I always have going on!

Q: What are you happiest doing, when you're not working?

A: Photography, reading, being outside, mentoring other business women who own small businesses in the Plymouth MA area, hanging out with my family. I also like to play around with Crypto Currencies like Bitcoin and Litecoin.

Q: What is your favorite food?

A: Anything someone else cooks for me!

Q: What is your favorite place you've ever visited?

A: Sicily, my family is from Reisi. I also love the beach and the Beachcomber at Cahoon Hollow in Wellfleet MA.

Q: What is your favorite get pumped song?

A: "Eye of the Tiger" Survivor
"I'm Still Standing" Elton John
"Running Down a Dream" Tom Petty