

JANUARY 2026  
BUYER'S GUIDE

# We Have It All



ROADRUNNERSLLC.COM | 888-674-6349  
ATLANTA MARKET | BUILDING 2, #1525+1501A  
DALLAS TRADE MART #1743 + #1521  
LAS VEGAS MARKET #C1024



NEW ATLANTA SHOWROOM #1525 NEXT TO THE ESCALATORS



BOSTON INTERNATIONAL



# OUR BRANDS

## Children

Books to Bed  
Dock & Bay  
Emerson and Friends  
GooseWaddle  
Little Blue House  
Moonlite Storytime  
My Saint My Hero  
Pello  
Peter Pauper Press  
Southern Fried Design Barn  
Snifty  
Wildwood Landing

## Gift

Amelin Archive  
ban.do  
Basic Spirit  
Boston International  
Dock & Bay  
Draper James  
DSS Games  
frank green  
Glitterville Studios  
Hang Accessories  
High Fydelity  
Johnny Vacay  
Kate Spade New York  
Kind Bags

Lilly Pulitzer  
Little Blue House  
Lumitory  
Martha Stewart Gift  
My Favorite Things  
New York Puzzle Co.  
Peking Handicraft  
Seltzer Goods  
Shannon Martin Design  
Snifty  
Southern Fried Design Barn  
Steel Mill & Co.  
Stickers Northwest  
Sunnie Lane  
The Darling Effect  
The Queens' Jewels  
Turtle's Soup



## Gift (cont.)

Unemployed  
Philosopher's Guild  
Vera Bradley  
Well-Kept  
Wildwood Landing  
Zootility Tools  
Zox

## Gourmet

Generation Bee  
Kiid Coffee  
Lambrecht Gourmet  
Noble Mick's

## Home

A & B Home  
Bay Sky Home  
Basic Spirit  
Boston International  
Brydeen  
Dock & Bay  
EVELYN & KATE  
Fancy Panz  
Gerson Company  
Glitterville Studios  
Hill and Dale  
Johnny Vacay  
Merritt International  
Peking Handicraft  
Pop Design  
Seasonal Abode  
Sunnie Lane  
The Queens' Jewels  
Wildwood Landing

## Jewelry & Fashion

Beaded Blondes  
Canvas Style  
Case-Mate  
Citi Collective  
Elyssa Bass Designs  
EVELYN & KATE  
Freshwater Curated Goods  
Hang Accessories  
Hoo Hoops  
I Heart Eyewear  
Jonas Paul  
Little Blue House  
Locked by Lula 'n' Lee  
Lotus Jewelry Studio  
Lusomé  
My Saint My Hero  
San Diego Hat Company  
Smith & Co.  
Soruka  
Southern Fried Design Barn  
Splendid Iris  
Sticky Boobs  
Studio ICU Eyewear  
Sunnie Lane  
TOMS  
Top It Off  
Turtle's Soup  
Violet & Brooks  
Winton & Waits

## Paper

7th & Palm  
Bonair Daydreams

Books to Bed  
Boston International  
Elum  
Independent  
Publishers Group (IPG)  
Jillson & Roberts  
Johnny Vacay  
Lumitory  
Luxe UWP  
Peter Pauper Press  
Seltzer Goods  
Shannon Martin Design  
Snifty  
Stickers Northwest  
Turtle's Soup  
Up With Paper

## Fragrance & Wellness

Ampersand Fragrances  
CICADA  
Elum  
Farmhouse Fresh  
Generation Bee  
hydraAROMATHERAPY  
Inis Energy of the Sea  
Kalastyle  
La Chatelaine  
Latika Beauty  
Madison + Green  
Northern Lights  
ROAM Homegrown  
Ryan House Candles  
Thomas Blonde  
Winton & Waits  
Yuzu



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# FEATURED Brands



## AMPERSAND FRAGRANCES

After fifteen years crafting fine fragrances for luxury brands, Ampersand Fragrances set out to restore authenticity and artistry to scent. Each perfume is made by hand in small batches in the UK, using responsibly sourced, cruelty-free, and vegan ingredients. Their minimalist aesthetic highlights what truly matters: the fragrance itself. Ampersand believes everyone should experience the beauty of niche perfumery, created with care, ethics, and exceptional craftsmanship.

## BOOKS TO BED

Inspire a love of reading and bedtime with the charming Books to Bed collection. Children will delight in seeing their favorite stories come to life on cozy sleepwear that matches the books they adore. Made from soft 100 percent cotton, these pajamas turn story time into a magical nightly ritual parents and kids will both cherish.



## BYRDEEN

Byrdeen brings joy and elegance to every sip with handblown crystal glassware inspired by life's most memorable moments. Each piece is carefully crafted by skilled artisans, blending playful charm with timeless sophistication. Whether you are toasting a milestone, sharing stories with friends, or simply savoring the beauty of the day, Byrdeen's collection transforms ordinary moments into tiny celebrations. Every glass shimmers with artistry, warmth, and a little touch of everyday magic.

## CASE-MATE

Case-Mate leads the way in stylish innovation, growing from fashion-forward phone cases to a curated collection of award-winning accessories. Their Beach Tote Collection, featured in top publications such as Oprah Daily, Good Housekeeping, and Travel + Leisure, combines lightweight, packable, and washable designs across a range of beautiful silhouettes and colors. Each tote is crafted to elevate every beach day and get-away with effortless style.





### CICADA

CICADA is a memory-inspired fragrance house in Tucson, Arizona, creating handcrafted, non-toxic candles and body care inspired by the stories and landscapes of the American Southwest. The collection features ten signature scents, each capturing a moment in time, along with seasonal fragrances that shift with the desert light. Favorites like No. 01, No. 02, No. 05, and No. 10 have grown into complete lines, letting each story unfold through scent and form.

### ELYSSA BASS DESIGNS

High-quality, handcrafted jewelry that blends art and fashion with a modern twist. Using sterling silver, 18k gold vermeil, and sparkling natural gemstones, this “modern gemstone candy” is meant to be treasured and handed down. Named one of Oprah’s Favorite Things and featured in top fashion magazines, the brand is worn by celebrities and carried in premier boutiques across the country. This jewelry becomes part of life’s story, tied to the memories we make.



### EVELYN & KATE

EVELYN & KATE transforms fine art into everyday elegance with fashion accessories and home decor inspired by original oil paintings. Each design begins on canvas and is reimagined into signature prints on cotton linen, canvas, and silk. The collection includes vibrant totes, silk scarves, pouches, tabletop linens, and decorative pillows, all crafted with exceptional quality and artistic beauty. These timeless pieces bring gallery-inspired sophistication to boutiques and luxury resorts worldwide.

### FRESHWATER CURATED GOODS.

Freshwater Curated Goods is a women-owned lifestyle brand creating handcrafted acrylic accessories, apparel, and custom-designed goods inspired by lakes, beaches, and the laid-back freshwater lifestyle. Founded by sisters Danielle Harmadi and Brianne Martin, Freshwater is known for its best-selling icon bag charms, personalized keychains, and semi-custom offerings that allow retailers to create location-specific merchandise with quick turnaround times.



### GERSON COMPANY

With over eighty years of expertise in home and gift design, Gerson Everyday brings timeless style to every season. Featuring beloved brands such as Everlasting Glow, Lone Elm Studios, and The GG Collection, each piece is crafted with quality, beauty, and everyday living in mind. From glowing candles and elegant décor to inspired accents for every room, Gerson Everyday offers retailers a thoughtfully curated collection that feels fresh, inviting, and always in season.



### HILL AND DALE

Hill and Dale celebrate the art of everyday beauty through vibrant, joy-filled designs by Southern artist Dale Barattini McLin. From her studio in South Carolina, Dale creates elegant home decor and gifts that add warmth and charm to any space. Her colorful pillow covers, wall hangings, and tabletop accents are made to inspire delight, offering art and beauty for every home.

### HOO HOOPS

Hoo Hoops is a woman-owned jewelry line based in Nashville, Tennessee, founded by Holly Hudson. Known for its high-quality, hypoallergenic, and lightweight hoop earrings, Hoo Hoops blends effortless style with everyday comfort at an affordable price. Inspired by Holly's love of self-expression and her belief that hoops are the perfect accessory for everyone, the brand continues to grow while empowering women and celebrating individuality with vibrant colors, timeless designs, and confident style.



### JONAS PAUL

Founded by Ben and Laura Harrison after their son Jonas faced severe vision challenges, Jonas Paul Eyewear is on a mission to provide stylish glasses and sunglasses for kids and adults. Through its "Buy Sight, Give Sight" program, the company has impacted over 1.3 million lives by supporting blindness prevention initiatives worldwide.

### KIID COFFEE

A nutritious kids' drink made with real coffee—minus 99.9% of the caffeine. Kiid Coffee adds vitamins, fiber, and flavor, giving families a healthier, happier morning ritual.



### LUMITORY

Lumitory inspires genuine connection in real life. Believing that community and meaningful conversation are the foundation of a good life, the brand creates products that help people engage deeply with loved ones and feel comfortable connecting with new faces. Every detail is thoughtfully designed with quality and care, making it easy to spark conversations that matter and strengthen relationships in beautiful, lasting ways.



### SELTZER GOODS

Led by a team of creative women, this cheerful brand celebrates art, curiosity, and joy through every product they make. Collaborating with talented artists, they create uplifting goods that inspire connection and share their love of design. Nestled in the Blue Ridge Mountains of Asheville, North Carolina, they create paper goods, home textiles, and gifts to brighten a day or share a smile.

### SORUKA

Environmentally-friendly, up cycled leather handbags, wallets and footwear made with scraps of leather, making each piece unique, sustainable and beautiful.



### STICKY BOOBS

Sticky Boobs delivers invisible support with style and comfort in mind. Their high-quality adhesive bras and nipple covers are reusable, sweatproof, and skin-safe, offering a confident fit under any outfit. Perfect for strapless, backless, and cutout styles, these essentials give women the freedom to move and feel secure without compromise. Loved by boutiques across the country, Sticky Boobs redefines confidence, one perfectly supported outfit at a time.

### TOMS

Inspired by a commitment to creating Better Tomorrows. It began with a simple idea: that one pair of shoes could create change. Today, their footwear and eyewear deliver everyday comfort and effortless style, while helping support children's education, health, and well-being. They've positively impacted over 105 million lives. (if too long, remove last sentence).



### TOP IT OFF

A women-owned lifestyle brand creating stylish accessories and apparel that make everyday fashion feel effortless. They offer the look you love for less, combining quality, comfort, and trend-forward design in every piece.

# RETAIL BUYING CALENDAR

## AN EASY GUIDE OF WHAT TO BUY AND WHEN

Do you often struggle to keep the right inventory? Does it seem like every time you try to order, the brand is out of stock of those popular items you want? Are you paying for expedited shipping to ensure products arrive on time for customers? Here's a roadmap to keep your buying plan on track.

Q1	JANUARY	FEBRUARY	MARCH
PLAN/ORDER	Patriotic	Back to School	Fall + Tailgate
IMMEDIATE SHIP	Easter + Valentine's Day	Mother's Day + Graduation + Cinco de Mayo	Father's Day + Summertime + BBQ
MARKET PLAN	All the Q1+2 Holidays		Everyday Fill-ins, Spring into Summer Transition + Baby + Wedding
CELEBRATE	New Year	Valentine's Day	St. Patrick's Day
Q2	APRIL	MAY	JUNE
PLAN/ORDER	Halloween	Thanksgiving	Christmas + Hanukkah + Holiday Open House
IMMEDIATE SHIP	Patriotic	Back to School + Wedding + Baby Shower + Teacher Appreciation	Fall + Tailgate
MARKET PLAN			All Q3+4 Holidays
CELEBRATE	Easter	Mother's Day + Graduation + Cinco de Mayo + Teacher Appreciation	Father's Day + Summertime + BBQ
Q3	JULY	AUGUST	SEPTEMBER
PLAN/ORDER	New Year	Valentine's Day	St. Patrick's Day
IMMEDIATE SHIP	Halloween	Thanksgiving	Christmas + Hanukkah + Holiday Open House
MARKET PLAN	All Q3+4 Holidays		Everyday Fill-ins + Transition into Winter
CELEBRATE	4th of July	Back to School	Fall + Tailgate
Q4	OCTOBER	NOVEMBER	DECEMBER
INVENTORY + ORDER	Halloween + Easter/Spring	Thanksgiving	Christmas + Hanukkah
PLAN/ORDER	New Year's + Valentine's Day + St. Patrick's Day	Mother's Day + Graduation + Teacher Appreciation + Cinco de Mayo	Father's Day + Summertime + BBQ
IMMEDIATE SHIP			
CELEBRATE	Halloween	Thanksgiving	Christmas + Hanukkah

*Inventory + Order = post-holiday inventory review. Order key brands.*

*Plan/Order = review trends, generate assortments, place orders with strategic ship dates, dating, early buy, and incentives.*

*Immediate Ship = asap orders, deliver as soon as possible, typically fill in orders*

*Market Plan = what to shop at shows*

·FHF·  
FARMHOUSE FRESH®  
ORGANIC & NATURAL SKINCARE



allure

The O List

GIFTS & DEC

People

Forbes

FRESH-GROWN SKINCARE &  
AWARD-WINNING TRANSFORMATIONS

Discover skincare grown fresh daily on our farm to  
nourish your skin & rescue animals jar by jar.

DISCOVER THE FULL COLLECTION!

Visit Road Runners Showroom #C1024

# the darling effect.

*thoughtfully designed.  
on trend collections.  
effortlessly giftable.*

From timeless Americana charm and coastal escapes to sweet Strawberry days, sun-soaked Italian summers, and playful Mahjong moments — we've done the research and merchandising so retailers can simply stock, display, and delight with ease.

#### EXPLORE OUR NEW COLLECTIONS:

CAPRI ITALIA: ITALIAN SUMMER COLLECTION

PARTY IN THE U.S.A: AMERICANA COLLECTION

BERRY DAYS: STRAWBERRY COLLECTION

FUN IN THE SUN: ENDLESS SUMMER COLLECTION

FUR-EVER FRIENDS: PET COLLECTION

QUEEN OF THE GREEN: GOLF COLLECTION

LET'S PLAY: MAHJONG COLLECTION

SAY I DO: BRIDAL COLLECTION

SCHOOL DAYS: TEACHER COLLECTION

SEASIDE HAVEN: COASTAL COLLECTION

WILD AT HEART: CHEETAH COLLECTION

## VISIT US!

*Road Runners Showroom*

DALLAS TRADE MART, #1743

THEDARLINGEFFECT.COM  
@THEDARLINGEFFECT

*brand  
new!* **APPAREL  
COLLECTION**





# AWARD *Winners*

## *Rep of the Year*



PAULA RUSSELL  
MO+KS

## *2025 Retailer Excellence Southeast Rep of the Year*



JULIA KELLEY  
E. TN/ W. NC/ N. GA

## *20 Sales Reps to Watch*



TRINA HOGAN  
OKLAHOMA

# BRANDS by Region

## SOUTHEAST

7TH & PALM  
BASIC SPIRIT  
BEADED BLONDES  
BOOKS TO BED  
BOSTON INTERNATIONAL  
CASE-MATE  
CICADA  
EVELYN & KATE  
FRESHWATER CURATED  
GOODS  
GERSON EVERYDAY  
GLITTERVILLE STUDIOS  
GOOSEWADDLE  
HANG ACCESSORIES  
HILL AND DALE  
HOO HOOPS  
INDEPENDENT  
PUBLISHERS  
GROUP (IPG)  
JOHNNY VACAY  
JONAS PAUL  
KIID COFFEE  
LATIKA BEAUTY  
LOTUS JEWELRY STUDIO  
LUMITORY  
LUSOMÉ  
MADISON + GREEN  
MOONLITE STORYTIME  
MY SAINT MY HERO  
NOBLE MICK'S  
PEKING HANDICRAFT  
POP DESIGN  
RYAN HOUSE CANDLE  
SELTZER GOODS  
SHANNON MARTIN  
DESIGN  
SMITH & CO.  
SORUKA  
STUDIO ICU  
SUNNIE LANE  
THE QUEENS' JEWELS  
THOMAS BLONDE  
TOMS  
TURTLE'S SOUP  
UNEMPLOYED  
PHILOSOPHER'S GUILD  
WINTON AND WAITS  
ZOOTILITY

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# SOUTHWEST D1/MINK

BOOKS TO BED  
BOSTON INTERNATIONAL  
CICADA  
CITI COLLECTIVE  
DSS GAMES  
FANCY PANZ  
FRANK GREEN  
GENERATION BEE  
GERSON EVERYDAY  
HYDRAAROMATHERAPY  
JILLSON & ROBERTS  
LITTLE BLUE HOUSE  
LOTUS JEWELRY STUDIO  
LUSOME  
MADISON + GREEN  
MERRITT INTERNATIONAL  
MOONLITE STORYTIME  
NOBLE MICK'S  
NY PUZZLE COMPANY  
PETER PAUPER PRESS  
POP DESIGNS  
RYAN HOUSE CANDLES  
SHANNON MARTIN  
DESIGN  
SPLENDID IRIS  
STICKERS NORTHWEST  
STUDIO ICU  
UP WITH PAPER  
WELL-KEPT  
WINTON & WAITS  
ZOOTILITY  
ZOX

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❖ Splendid Iris ❖

TIMELESS VIBES - CONTEMPORARY STYLE  
AFFORDABLE FASHION JEWELRY

# SOUTHWEST D2/MINK

## A&B HOME

AMPERSAND FRAGRANCES

BAY SKY HOME

BIELY & SHOAF

ELUM

ELYSSA BASS DESIGNS

EMERSON AND FRIENDS

GOOSEWADDLE

HANG ACCESSORIES

JOHNNY VACAY

JONAS PAUL T

KALASTYLE

LA CHATELAINE

LAMBRECHT GOURMET

LOCKED BY LULA 'N' LEE

NORTHERN LIGHTS

ROAM HOMEGROWN

SAN DIEGO HAT COMPANY

SEASONAL ABODE

SMITH & CO

SNIFTY

SOUTHERN FRIED

DESIGN BARN

SUNNIE LANE

THE DARLING EFFECT

THOMAS BLONDE

TOMS

YUZU

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# VEGAS

BASIC SPIRIT  
 BONAIR DAYDREAMS  
 BOOKS TO BED  
 BRYDEEN  
 CANVAS STYLE  
 CASE-MATE  
 CITI COLLECTIVE  
 DOCK AND BAY  
 DSS GAMES  
 FARMHOUSE FRESH  
 FRANK GREEN  
 HIGH FIDELITY  
 I HEART EYEWEAR  
 INIS THE ENERGY  
 OF THE SEA  
 JOHNNY VACAY  
**JONAS PAUL**  
 LIFEGUARD PRESS  
 BRANDS  
 LOCKED BY LULA 'N' LEE  
 MOONLITE STORYTIME  
 MY FAVORITE THINGS  
 PEKING HANDICRAFT  
 ROAM HOMEGROWN  
 SHANNON MARTIN  
 DESIGN  
 SNIFFY  
 SOUTHERN FRIED  
 DESIGN BARN  
 SPLENDID IRIS  
 STICKERS NORTHWEST  
 STICKY BOOBS  
 SUNNIE LANE  
 THE QUEENS' JEWELS  
 THOMAS BLONDE  
**TOMS**  
 TOP IT OFF  
 VIOLET & BROOKS  
 WILDWOOD LANDING  
 WINTON AND WAITS  
 ZOOTILITY

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A woman in a white off-the-shoulder top is shown in profile, looking out over a landscape at sunset. The sky is filled with soft, horizontal clouds in shades of orange, pink, and blue. In the distance, dark mountain ranges are visible against the horizon. A single palm tree stands on a ridge in the middle ground. The woman's hair is pulled back, and she appears to be holding a small object in her hands.

# CICADA

*Don't forget to remember.*

# WIT AND WISDOM – NOW SET ON FIRE (SAFELY)

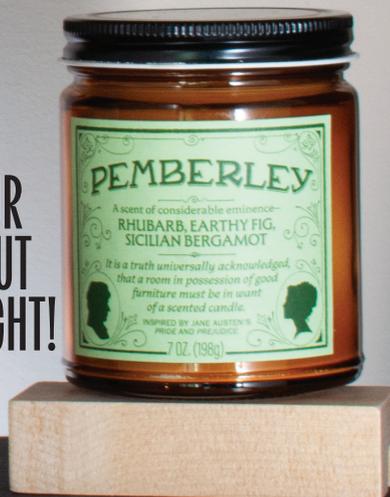
This new line of **hand-poured candles** blends clever themes, layered fragrances, and striking designs. Made to **illuminate your shelves** — and spark conversations long after the match is struck.



7 OZ.  
GLASS JAR  
WITH A LID



ASK YOUR  
REP ABOUT  
FREE FREIGHT!



THE UNEMPLOYED  
PHILOSOPHERS GUILD  
upgwholesale.com

# Rep Picks



Glitterville Studios transforms ordinary décor into whimsical works of art that spark happiness and wonder. With playful designs, bold colors, and a touch of magic, Glitterville inspires me to embrace fun and creativity. My favorite pieces are the rainbow reflective finial taper candle holders. They are not just candle holders; they're conversation starters, little works of art, and reminders to celebrate color and sparkle.

Melissa Insley | South Florida + Export  
Glitterville Studios



My tween daughter adores the headbands and bows from Violet & Brooks, and I love their bling! This brand will catch your customer's eye. From a night out with the girls to a wedding and everything in between, they have your accessories covered. The packaging will draw you in, and their quality products will get your customers buying. I love this brand and the affordable elegance it offers.

Tania Faverty | Las Vegas, N. AZ + UT  
Violet & Brooks



Remember the 80s, when jelly bracelets, scented erasers, and doodles ruled the day? Snifty brings all that joy back and adds a modern twist. One of my favorite finds is their colorful collection of pens, pencils, and scented erasers, which makes everyone want to create again. From denim journals to Hair Flair Color Gel Sticks, every item sparks imagination and fun. Snifty inspires kids and adults to unplug, get creative, and rediscover the simple joy of writing and drawing.

Virginia Brown | Louisiana  
Snifty



When it comes to my bracelet stack, it's all Splendid Iris. I start with classic gold balls, then add pops of red and white to show my Razorback pride. Go Hogs Go! Their jewelry makes it easy to mix, match, and layer for any occasion. And those huggies? They look straight out of a fine jewelry case without the price tag. Trendy, affordable, and consistently excellent quality, that's Splendid Iris, and I can't get enough.

Amy Farmer | Arkansas Division 1  
Splendid Iris



# NOW TRENDING **Bold & Bright**

A playful cheery twist of clashing pinks, greens, and brights that collide with high-shine accents. Think bold stripes, novelty drinkware, giftables with sparkle, and statement packaging. This trend is pure energy, perfect for shoppers who want joy that feels spirited, unapologetic, and fun.



## Brands:

1. The Darling Effect 2. Frank Green 3. Glitterville Studios 4. EVELYN & KATE 5. POP Designs, 6. Smith & Co.

# NOW TRENDING Everyday Escapes

Sometimes the best getaway is the one you create for yourself. This trend celebrates the small moments that feel like a breath of fresh air, whether you're refreshing your morning routine, grabbing your passport for a quick adventure, or finding a quiet corner to unwind. Clean breezy fragrances, sun-washed hues, and easygoing accessories set the tone for a softer, more mindful pace. From spa-inspired essentials and citrusy scents to quilted travel gear and wide-brimmed hats ready for warm weather, these pieces invite customers to recharge in simple, everyday ways. It's all about embracing comfort, curiosity, and a renewed sense of possibility, no matter where the day takes you.

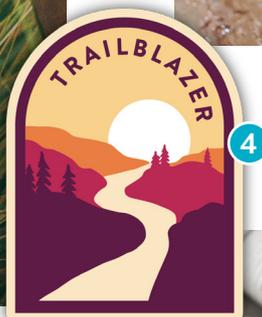
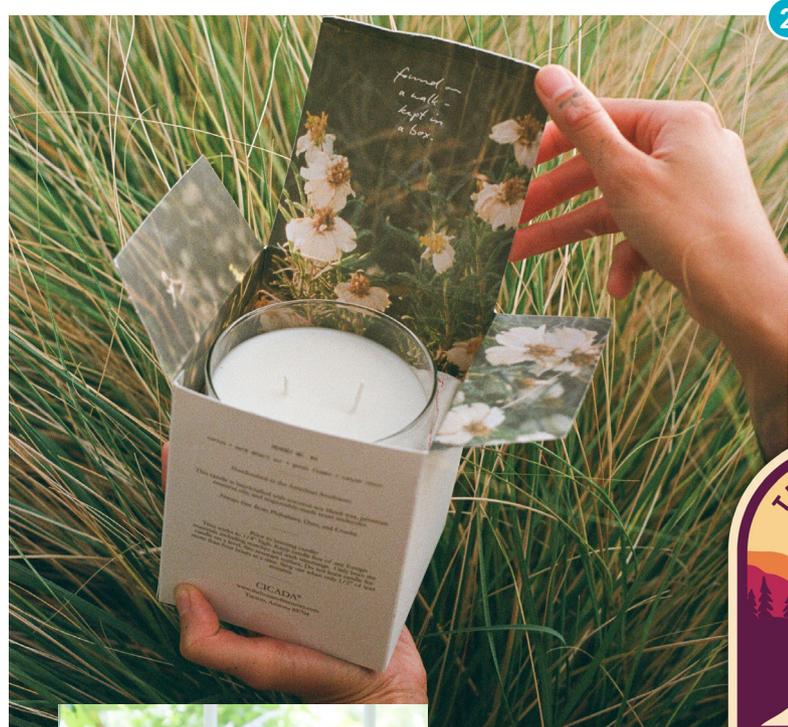


Brands:

1. Inis 2. Ampersand 3. Citi Collective 4. Hydra Aromatherapy  
5. San Diego Hat Company 6. Unemployed Philosophers Guild

# NOW TRENDING Golden Hour

Warm light, calm, and nostalgia for summers past. Golden Hour celebrates the glow of longer days and slow afternoons. Soft terracotta, and honeyed neutrals set a palette that feels sun-kissed and grounded. Natural fibers, glass, and organic textures bring a relaxed sophistication. Think breezy linens, beach-washed ceramics, and candles that smell like late-day sunlight. It's a lifestyle that balances ocean-inspired freshness with high-altitude tranquility.



## Brands:

1. Farmhouse Fresh 2. CICADA 3. Lotus Jewelry Studio 4. Stickers Northwest 5. Thomas Blonde 6. Zox 7. Yuzu Soap

# NOW TRENDING Mindful Mixology

The new bar cart is all about thoughtful ritual. Zero-proof elixirs, botanical tonics, and sparkling mocktails shine in jewel-tone glassware and pair with artisanal syrups, mixers, and barware. Amber, emerald, and gold set the mood. Customers love this trend for its blend of celebration and wellness, resulting in indulgence without compromise.



1



2



3



4



5

6



7

Brands:

1. Up With Paper
2. Seltzer Goods
3. Byrdeen
4. Noble Micks
5. Northern Lights
6. La Chatelaine
7. Emerson & Friends

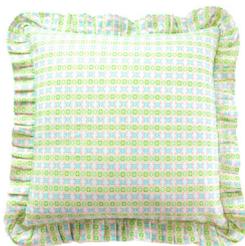


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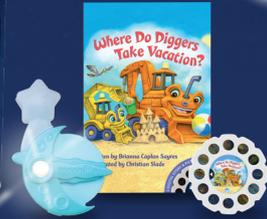
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## Winter Market Events

**VIB Day**  
(Very important  
buyer day)

TUESDAY, 1/6 - DALLAS  
MONDAY, 1/12 - ATLANTA  
SATURDAY, 1/24 - VEGAS

**SHOP EARLY AND  
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**Game  
Night**

THURSDAY 1/8 5PM DALLAS  
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MONDAY 1/26 3PM VEGAS





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[inis.com](http://inis.com)

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## SHOP LOCAL, ORDER LOCAL

**REPS** *are*  
**LOCAL**  
*too*

Independent retail needs everyone's help. It's inspiring to see that supporting Main Street has become a rallying cry via the "Shop Local" movement aimed at consumers. But who else has an important role to play in supporting many of the 4.6 million retail establishments in the U.S.? **Local sales reps.** Often running their businesses from their kitchen tables, sales reps go the extra mile to meet the needs of retailers and their local shoppers — learning customer preferences, introducing unique products, and truly listening to consumer needs. Sales reps are the often-overlooked lifeline of their communities, working hard to fill stores with new products and helping create local revenue so that every Main Street may thrive. Communities don't directly benefit from online shopping, but they benefit in countless ways from the loyal work of **local sales reps.** So let's embrace our **local sales reps** — the unsung heroes of independent retail.

# Gift for Life

UNITING *Our* INDUSTRY. | FEEDING *Our* HUNGRY.

Since 1992, **Gift for Life** has united the gift and home industries for common good. Together, we have raised more than \$6 million—first to fight HIV/AIDS and now to support crisis-related hunger relief via **World Central Kitchen**.



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# Helping Independent Retailers Thrive

A natural disaster shouldn't cause someone to lose their entire business. Heart on Main Street is a nonprofit organization dedicated to helping independent retailers recover from the effects of natural disasters. With your help, we can aid retailers as they rebuild their businesses and allow them to remain a vital part of their community.



**DONATE TODAY**



[heartonmainstreet.org](https://heartonmainstreet.org)



## gift&home TRADE ASSOCIATION

The Gift and Home Trade Association (GHTA) was formed in 2000, as the gift and home industry's non-profit professional trade association. The Association was designed to help and encourage vendors, sales agencies, industry affiliates and retailers to work together, improving relationships and making business better by providing members with the opportunity to exchange ideas and network with industry leaders. Essentially, the GHTA is a place for members to connect, to learn, and to contribute.

Road Runners is proud to support this leading organization for professionals in the gift and home industry. With a focus on education, collaboration, and industry advancement, GHTA plays a vital role in uniting vendors, sales agencies, and retailers. Our very own Raelee Walton currently serves as Chair. Through regular educational and informational webinars, a dedicated retailer advisory committee, and its highly anticipated annual conference, GHTA continues to provide valuable resources and insights to help businesses thrive.

**To learn more about the GHTA organization or it's annual conference contact:  
[info@giftandhome.org](mailto:info@giftandhome.org) to be connected with a membership committee member.**



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