

Northwest Logo Products @ 20!

How did a girl from Athens, Georgia, with a branding company, end up in Edmonds?

By Janice Emery

Well, simple... It was because of the blues!!

I started Promotional Marketing Services in Athens, Georgia, on October 11, 2001, with a leap of faith a month to the day after 9/11. A couple of hundred logo pens turned into a few thousand coffee mugs, t-shirts, lanyards, and over the course of 10 years, a couple of thousand employee gifts and other promotion products.

Then, on May 18, 2007 everything changed.

A certain Pacific Northwest blues harmonica player, who has since been nominated for the Best of the Blues ("BB Award") Harmonica award five times, was on an extended vacation, and while driving across country, he stopped for the night in Athens, Georgia. He was looking for music, but instead found love.

That-off chance, serendipitous weekend meeting followed bi-coastal visits for several months, even resulting in a trip to San Diego for the week-long Legendary Rhythm and Blues Cruise.

A year to the date on the day that we met, I took another leap of faith and moved cross country to Edmonds, Washington with three cats in an 18-foot moving van.

During my first summer in Washington, I attended more blues festivals than work.

Then, the bi-coastal business commuting started, four to five times a year traveling back to Athens to maintain my existing branding company while creating another branding company in my new home state of Washington.

Firmly planted in the Pacific Northwest, I then sold the Georgia part of the business in 2016 and re-branded to Northwest Logo Products. Living in the Evergreen State, it was much easier to promote and focus on selling more eco-friendly and USA-made products.

To jumpstart that, I got a vendor booth



for three days at the Green Festival in downtown Seattle's Washington State Convention Center.

To maintain a sustainable business and life balance, I purchased an all-electric vehicle, and our home and office is 100% solar powered.

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Pacific Northwest author Roy K. Brown releases *Awakened from Oblivion*. The tale is set in Darrington and Seattle, Washington. A sample of the story is read for you on the author's website (www.roykbrown.com) along with other writings from the past.

Two young people have been relegated to the scrap heap of shattered souls. With help from a Native American spirit guide their chance meeting begins a journey to their becoming more than they could have ever imagined. The story takes bends and twists that eventually morph into mass murder.

Available at **amazon**

Who are some of Northwest Logo Products customers?

McPage & Powell

Washington Blues Society Musician's Relief Fund

The Stacy Jones Band

Ebey Island Freedom Festival

In addition to serving the greater Pacific Northwest blues community, Northwest Logo Products hosts an on-line store for Seattle Department of Transportation and First Security Bank and provides celebrity souvenirs and employee holiday gifts for the America Society to Prevent Cruelty to

Animals, or ASPCA, in New York City.

For more information, please contact me, the "Swag Goddess," at sales@nwlogoproducts.com.

Facing Page:

Northwest Logo Products Samples

This Page:

Swag for the Stacy Jones Band: coasters, a koozie & a scarf!

(Photos by Janice Emery)

