

## **ADVENTURES IN ADVERTISING/CORPORATE SPECIALTIES**

---

5142 Whispering Oak Lane  
West Bloomfield, MI 48322  
Contact: Valerie Hayman Sklar  
Phone: 248-538-4700

### **For Immediate Release**

March 15, 2007

#### **Media Contact: Sanderson & Associates, Ltd.**

Courtney Thomas  
Phone: 312-829-4350  
E-mail: [courtney@sandersonpr.com](mailto:courtney@sandersonpr.com)

### **LOCAL COMPANY CONTINUES GROWTH BY PARTNERING WITH LEADING PROMOTIONAL PRODUCTS INDUSTRY**

(West Bloomfield, MI)---Valerie Hayman Sklar is well aware that it takes a special breed of person to market a product successfully. From her days in hotel sales and marketing to time spent managing all media for a prominent local real estate company, Hayman Sklar knows that mediocre just won't do. Since 1997, her business, Corporate Specialties, has worked directly with its clients to create personalized products that leave a lasting impression.

"Anyone can find a pen to put a logo on," Hayman Sklar says. "I want to help my clients to first understand what the problem is they are trying to solve, then what the most effective strategy is for doing so. Promotional products are an integral part of the strategy, but not the strategy in and of itself."

While Hayman Sklar has worked with numerous large clients in the past, ranging from Cranbrook Educational Community to AmeriHost, she recently became a franchisee of Adventures in Advertising (AIA), one of the 10 largest distributors in the promotional products industry, to increase her purchasing power. AIA provides local, personalized service and promotional items for corporate programs, trade shows, employee incentives, company events, product introductions, corporate gifts, sales meetings, safety programs and more. Promotional products are items imprinted with a logo or slogan and given out to promote a company, organization, product, service, special achievement or event

and include such popular items as apparel, drinkware, writing instruments and business accessories.

After earning a B.S. in hotel and food administration from Boston University, Hayman Sklar began her career working for several hotels, including the Chicago-based national sales office for the Four Seasons Hotels. After a year, Hayman Sklar moved back to her home in Michigan to start up the marketing department for her family's mid-sized real estate firm, The Hayman Company. As media director, Hayman Sklar was in charge of all aspects of marketing, including graphic design, print media and an apparel program, as well as helping each apartment community with marketing materials and promotional products.

"A family friend who was in the promotional product business showed me how to order promotional products so that I could order them for the properties and I was hooked," says Hayman Sklar. "Within 18 months, I left The Hayman Company with a side business of Corporate Specialties up and running."

Hayman Sklar plans use the AIA brand to focus more on her specialty: problem solving.

"I want to spend my time helping my clients solve marketing challenges with creative ideas that generate business for them, not on the administrative tasks of my business and I also wanted a partner that I knew could support that focus as a consultant and advisor to my clients. That's where I need to spend my time, so AIA takes care of making sure I can implement the ideas I develop with my clients while also providing the best prices," Sklar says.

Corporate Specialties may be a full-time job, but Hayman Sklar still makes time for fun. She is married and has two children, ages 12 and 10, walks with the Distinguished Clown Corps in Detroit's annual Thanksgiving Day parade and serves as a trustee for The Parade Company.

#####