

Promotions Plus

Eight years ago, Patty Magnant began her own promotional advertising company, **Promotions Plus**. With sales and promotions in her back-ground, it is no surprise that her company has grown so fast in such a short amount of time. After graduating from Bowling Green State University in Ohio, Patty became a buyer at Parisian's Department Stores. Serving Parisian's for over four years, Patty moved from Birmingham, Alabama to Atlanta to work for ESPRIT. There she managed all of their large Southern accounts including Rich's, Dillard's and Macy's.

After moving to Rome and have children, Magnant knew what she wanted to do. She started a business that involved her family and used her skills as a sales representative to create a successful promotions company. Today, Promotions Plus has grown from one employee to four. The company employs Magnant, Sylvia Lanier, Alicia Pendleton and Nicole Pendleton.

Promotions Plus uses computer software to make it easy for anyone to pick out the perfect novelty item or accessory. For example, the software they use allows the customer to enter in a description of any item, as well as customer satisfaction ratings, quality and turn around time. This feature provides a great deal of customer satisfaction and also allows the customer to see exactly what their item will look like before they purchase it.

If an educated and devoted staff as well as the latest in technology wasn't enough, Promotions Plus has moved into a new location better equipped to serve the cus-



tommer on Broad Street's 200 Block in Downtown Rome. The new 3,500 square foot location has been completely renovated and holds a conference room for vendors and customers, front display cases, clothing showrooms with mirrors and dressing rooms and novelty shelving to showcase all items sold from coffee mugs and pens, to handbags and personalized jackets. Promotions Plus can order and personalize a variety of items for any occasion. ■


SMALL BUSINESS ACTION COUNCIL

UNDERSTANDING YOUR COMPANY'S FINANCIAL STATEMENTS

Tuesday, June 7, 2005
10:00am-12:00pm
Greater Rome Chamber of Commerce Boardroom

Instructor: Mr. Peter Matthews,
Floyd College Small Business Development Center

Mr. Matthews has a M.B.A. in Finance from Tulane University. He joined the Floyd College SBDC as a consultant in 1993 and has been the Area Director since 1999.



Greater Rome Chamber of Commerce
Serving All of Beautiful Floyd County

Please RSVP to Diane Tracy
dtracy@rome.com or 291-7663.
FREE for Chamber Members
\$40 for non-members

The Greater Rome Chamber of Commerce is pleased to announce that we will be adding a new benefit for our members.

Member to Member Discount Page
 on www.rome.com

Chamber Members can post and redeem discounts on the "Members Only" page and can also update membership information. Chamber members can access their information at any time and send a correction, deletion or addition update to the Chamber.

Chamber Members have utilized this great resource and enjoy the business they have gained. When asked, members participating in the program state that they enjoy doing business with others promoting the prosperity of their community.

The process to take advantage of this new benefit is simple. If you need assistance with obtaining your user name and password, please contact the Chamber at any time. ■