



## HOLIDAY GIFT GIVING GUIDE

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Every Holiday season business owners ask themselves the same question: Should I send gifts to my clients and employees? How much should I spend? Whom should I send to? What am I going to get them?

First, and most importantly, decide what your budget is for holiday gifts. The last thing you want to do is inadvertently spend too much. If you sent gifts to your clients last holiday season, review your list. Eliminate those clients and business associates that you no longer work with. While you're thinking about your clients, don't forget those who sent you referrals. They could be as important as your clients.

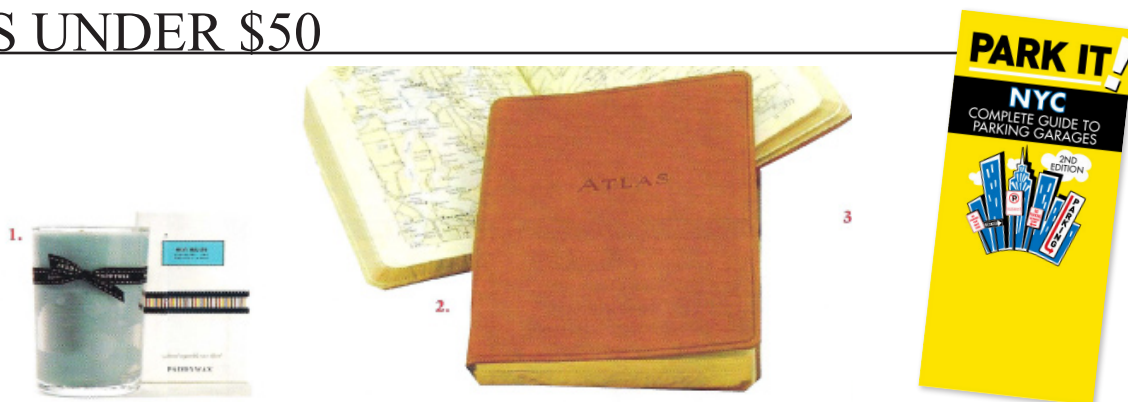
When you've combined your lists — prioritize! Those clients and business associates who are most important to you should be at the top of the list; you can then budget in the rest of your clients.

If you don't want to run around searching for gifts, wrapping them and shipping them yourself, find a gift company that will do it all for you. The cost is the same and the time you save is invaluable. You can find these specialty stores through the yellow pages and the Internet.

Gifts need not be wildly expensive to be unforgettable. On these pages we show some gift suggestions in three different price ranges. Not surprisingly, most of these gifts happen to be available from my company, but there are many other sources available to buy items like these. Let the ideas here serve as an inspiration.

Whichever route you take, always remember: A small thank-you goes a long way.

## GIFTS UNDER \$50



- 1. Mint Mojito Candle:** Sugar cane, a squeeze of lime and fresh-picked mint leaves come together to create this refreshing candle concoction. \$21
- 2. Leather Traveler's Atlas:** Complete world atlas with an emphasis on cities, transportation systems and urban points of interest. This compact companion is both comprehensive and travel friendly. It is an indispensable tool for seasoned and casual travelers alike. Measures 4 3/8" x 6"; 320 pages. \$49
- 3. Park It NYC Complete Guide to Parking Garages 2008 Edition:** This guidebook has comprehensive coverage of the more than 1,100 offstreet parking garages and outdoor lots in Manhattan. \$13.95. Can be customized with your company's logo for an additional fee. [www.parkitguides.com](http://www.parkitguides.com)