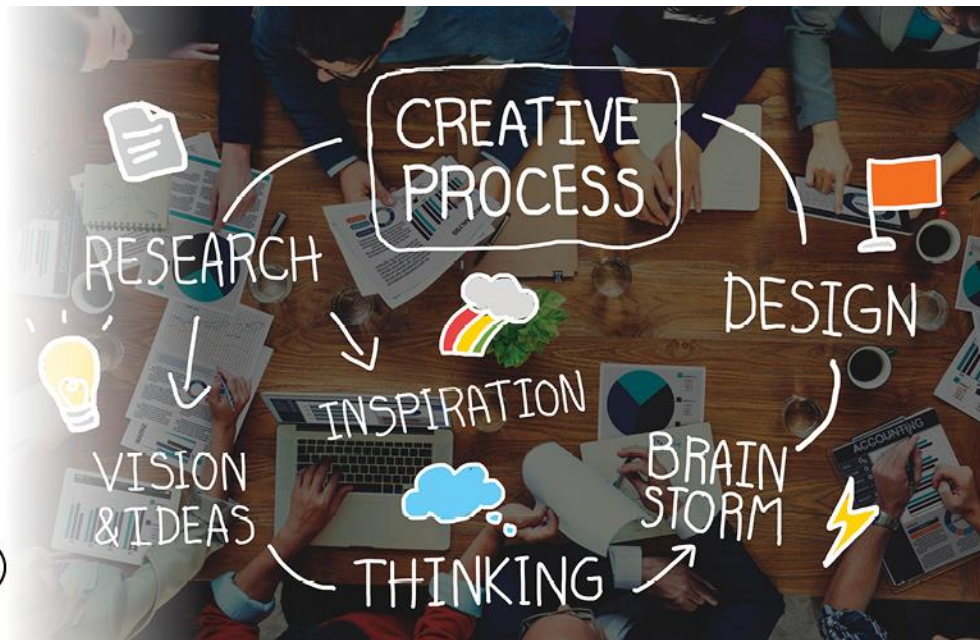


# Get to Know

Effie



**Effie McKinney**  
Account Executive  
Email:  
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**Q: What do you think are the best skills that you bring to your job?**

A: That I'm enthusiastic, motivated, and passionate about what I do. I have the product knowledge, creativity, problem solving and communication skills to help with any projects my distributors have.

**Q: How long have you been working in your field?**

A: I have been in the industry for almost 15 years. I was on the distributor side for 10 years.

**Q: What is your biggest accomplishment?**

A: Living life to the fullest.

**Q: What is your favorite promotional product and why?**

A: I love the telescopic flashlight! Item L218LED. What is not to love about is since it extendable, bendable and has a magnet on the end of it. It is a fun item to show and everyone loves all the features on it.

**Q: What problems do you consistently solve for your clients?**

A: Finding the right product for the event/program, in the right price point and delivering it when they need it.

**Q: What is a typical day like for you?**

A: It will all depend if I'm in the office or on the road. Office days consist of emails, phone calls, planning, virtuals, generating ideas for projects, packing for shows, meetings, webinars, follow up from shows/calls and spreading the word about new products/offers. Now if I'm on the road I will be doing a lot of driving, distributor meetings, shows, and lots of emails/follow up when I get to the hotel.

**Q: What are you happiest doing, when you're not working?**

A: Spending quality time with my husband either at home, traveling or doing something fun.

**Q: What is your favorite food?**

A: Seafood- I love oysters, shrimp, scallops, mussels, clams, crab, lobster & fish.

**Q: What is your favorite place you've ever visited?**

A: My happy place is Indian Wells, California. I love the mountains, weather, restaurants and of course the shopping.