



Southwest Idaho

Helping businesses empower brands through promotional hard goods

2019



In the Bag Promotions

Dan & Lori Reading
Boise, Idaho
Started: 2011

itbpromos.com



“We look forward to our meetings at the SBDC and know that we have a qualified consultant guiding us.”

In the Bag Promotions was established in 2011 when Lori and Dan Reading purchased A/J Awards, the existing business where Lori was an employee. In the Bag Promotions offers boutique services to businesses wishing to promote their own brands through logoed hard goods and apparel.

One of the biggest challenges faced by the Readings was the ability to find a trusted resource outside of the Wife-Husband ownership to help develop the vision of the business. Quarterly sessions with their SBDC consultant has helped with topics such as financial stability, growth strategies, company focus and Human Resource issues. These planning sessions have directly contributed to In the Bag’s success. “Our consultant has in-depth knowledge of our business and is always prepared for our meetings,” stated Dan Reading, Vice President of In the Bag Promotions.

The company has grown from a 2 ½ person company to a team of 15. With a fully stocked showroom and in-house design and production capabilities, In the Bag Promotions is now in the top 5% of promotional marketing agencies nationwide and the largest in the Treasure Valley.

