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AIM Smarter LLC, announces formation of the AIM Diversity Council and Inaugural Diversity Forum

Philadelphia, PA. – AIM Smarter LLC (AIM) today announced the formation of the AIM Diversity Council and its commitment to embrace and drive programs that promote the mission of the council within the organization, the promotional products industry, and the AIM community. The newly formed council consists of top AIM distributor companies: AB Unlimited Worldwide, Brand Pride, Firesign Inc., Jolin Promo, The Savvy Gift Giver LLC, Savvy Custom Gifts, Striking Promotions, and supplier companies alike including Bic Graphic, Gemline, Goldstar, and Gold Bond.

“Embracing diversity and inclusion has always been a core principle at AIM and essential to the organizations future goals and vision,” said Nichole Stella, chief executive officer at AIM Smarter. “With more than 2200 members of the AIM organization, it is our mission to foster an inclusive environment that advocates for and is inspirational and reflective of our entire community. The formation of the council is just the first step for AIM to be a driving force in the industry for these efforts.”

The newly established council has cemented its mission statement and named two co-chairs to help drive the council’s initiatives forward, Amy Williams, CEO, AB Unlimited Worldwide and Katie Taylor, president, The Savvy Gift Giver. Williams states, “I am committed to promoting diversity within the promotional products industry, particularly in creating a pathway to diversity in leadership positions. As a community, we need to better understand the conversations surrounding diversity and how these conversations impact the promotional products industry and its communities that we serve.”

“As a minority business owner for over 25 years, I am committed to diversity and inclusion in my company and the business community at large”, states Taylor. “I believe these principles should be reflected in the foundation, administration, and customer base of any business.”

With the implementation of the Diversity Council and gathering feedback from its members about what diversity, equity and inclusion means to them, AIM created the following mission statement to help define and support its purpose:

At AIM, we believe in embracing a culture of diversity and inclusion. This is a guiding principle that is instrumental in how we build our teams, cultivate leaders, and create a collaborative and inclusive environment throughout our AIM community, our industry, and our communities. Our inclusive culture supports diverse perspectives, drives courageous conversations, and empowers the AIM community to be their authentic selves, to be bold, to innovate, to connect and ultimately to grow stronger together. We are #AIMStrong

AIM’s Diversity Council is delighted to announce that it will host an upcoming educational series on Diversity, Equity & Inclusion in 2021. These sessions will be available for all distributors and suppliers within the promotional product industry. Topics to include: “Why is DEI important to you, me, us?”, “How to implement DEI in the Workplace”, “DEI as seen by an Employee”, and much more. AIM is excited to partner with professional speaker and CEO of Cohesion Collective, Roy Gluckman, who will lead the event series and kick-off with an introductory keynote on Tuesday, February 9, 2021. When asked what fuels his passion for diversity and inclusion, Roy states, “I realized that I embodied the problem, so I decided to become the solution”.

About AIM

AIM Smarter, LLC, is the U.S.'s largest promotional product distributor network. AIM offers innovative industry-focused cloud-based technology tools, business services and powerful benefits to its more than 2200 promotional product distributor affiliate members. With a focus on collaboration, community and innovation, AIM is one of the fastest-growing distributor organizations in the promotional product industry. For more information, please visit www.aimsmarter.com