

Eastern Montgomery Chamber of Commerce

Member Spotlight

Name: Michael Kaufman

Company: Kaufman Advertising/Wear It's At
25 Washington Lane
Wyncote, PA 19095

Phone: 215-884-0310

Email: michael@kaufmanadvertising.com

Tell us what Kaufman Advertising does?

Kaufman Advertising is a full service marketing and communications advertising agency that deals primarily with small businesses in the real estate, consumer, business-to-business and technical/industrial areas. Our services include doing all of the creative design, layout, wording and printing (where appropriate) for corporate identity programs, logos, direct mail, newsletters, signs, billboards, broadcast commercials, brochures, e-mail marketing campaigns and more.

How long have you had your business and what is your educational background?

After spending 9 years in the field working for other firms, I started Kaufman Advertising in 1983 and acquired an agency from someone who was retiring during the same year. Initially, our clients were primarily residential developers (mostly smaller local developers who wanted service, integrity, etc) and then we branched out to other business areas. I hold a BA degree from Temple in Communications – Radio, TV and Film.

What is the significance of Wear It's At?

In 1998, we started the promotional product division called Wear It's At which took off like a rocket. Wear It's At provides our customers with trade show giveaways, giveaways for new products, uniforms, pens, mugs, and various other promotional items. Kaufman Advertising has provided giveaways for the chamber.

How long have you been in Wyncote?

Kaufman Advertising was started in my home in Northeast Philadelphia, where I lived at the time. When we started to grow, we moved to Glenside, then to Jenkintown and have been in Wyncote for the past six years.

How long have you been a member of the Chamber?

I joined the Chamber a number of years ago, dropped out for a while and then rejoined again about three years ago. The thing I like the most is that the Chamber connects me with lots of local people and local events.

How has the Chamber helped you build your business?

I try to attend as many Chamber events as possible. Also serve on the Program Committee and always volunteer my time and expertise, where needed. Several years ago I met a member at our annual dinner and provided them with promo items. You never know who you're going to meet at a given event. Hence, my desire to stay active and be visible and recognizable. Recently, I spoke with a member who was about to purchase promo items from a web-based business and said she'd rather work with a local source who could provide personal service.

We not only matched the pricing of that national distributor, but also created production-ready art and delivered the items in a timely manner. What's more, we will be creating and printing brochures and hopefully other collateral materials for that organization. We are truly a one-stop shop for a full spectrum of marketing/ advertising and promotional products.