

CORPORATE GIFTING

Making the Right Choice



Try to select a gift that reflects the image of the person you are gifting and at the same time the genuine thought and sincerity you put into its purchase.

Dear Carmen:

My boss is going to celebrate a milestone birthday in a couple weeks; he'll be turning fifty. I would like to get him a gift but I am unsure about what would be appropriate. Should I give him something serious or humorous? How much should I spend? Could you help me out with some suggestions and guidelines for gift giving at the office?

~ Shelly

Dear Shelly:

It's comforting to know you care about giving your boss a gift that is both appropriate for the occasion and your office dynamic. Before you choose a gift, however, take time to understand your company's policy on gift giving. Some companies have restrictions on the value of the gifts and/or the occasions for giving. Check it out with your HR or personnel department. Once you have the go-ahead, then let the fun begin and start shopping.

First and foremost, think about the recipient's tastes. Is your boss all business or does he/she have a great sense of humor? What about hobbies like golf, tennis, fishing or bowling? Is he/she involved in any community activities such as Chamber of Commerce, Little League Baseball, etc? Try to select a gift that reflects the image of the person you are gifting and at the same time the

genuine thought and sincerity you put into its purchase.

Some of the "safer" choices for office gifts include tickets to sporting and entertainment events, desk accessories, gift baskets, flowers, liquor and wine. The key to making them special is through customization. A hand-made card and envelope go a long way toward making those mediocre seats at the baseball game seem sensational. An engraved nameplate makes a desk calendar/clock a lot more memorable, and a personal note tucked into that gift basket puts some pizzazz into your purchase.

A few words of caution – don't get too personal. Eliminate any gifts that could be construed as bathroom or bedroom related. Even though you think they are particularly entertaining, your boss or other employees might find them offensive. Never give anything with even



a hint of sexual innuendo unless you happen to be in a committed relationship or married to the boss. In that case, do the right thing and give him or her the gift at home. The same message goes for extravagant gifts. Avoid them as they may be misinterpreted as bribes designed to move you in a particular, forward direction that usually ends up leading you in the opposite direction – straight out the door. Last, but not least, be aware that gift-giving differs dramatically by country. Rules of gift giving in the United States can be decidedly different from those of other cultures. When in doubt, check it out.

Sincerely,
Carmen

Editor's note: The column Dear Carmen is provided for information and entertainment purposes only; no legal advice is intended.

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L-M-N

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B. AVE-5160	Address Laser Label, 1" x 2 5/8", 3000 per box	\$21.95 bx
C. AVE-5260	Address Laser Label, 1" x 2 5/8", 750	\$8.99 pk
D. AVE-5162	Address Laser Label, 4" X 1-1/3", 2000 per box	\$21.95 bx
E. AVE-5163	Address Laser Label, 2" X 4", 1000 per box	\$28.98 bx
F. AVE-5161	Address Laser Label, 4" X 1", 2000 per box	\$21.95 bx
G. AVE-8160	Ink Jet Label, 1" X 2-5/8", 750/Pack	\$8.89 bx
H. UNV-35202	Envelopes, #10, security tint, 500	\$13.99 bx
I. UNV-35203	Envelopes, #10, window, w/security tint, 500	\$20.99 bx
J. UNV-35210	Envelopes, #10, white, 500	\$4.48 bx
K. UNV-35211	Envelopes, #10, window, 500	\$12.28 bx
L. UNV-35260	Clasp Envelopes, 6" x 9", 100	\$5.68 bx
M. UNV-35264	Clasp Envelopes, 9" x 12", 100	\$5.29 bx
N. UNV-35267	Clasp Envelopes, 10" x 13", 100	\$9.98 bx