

# The Gift Basket Association

Uplifting the gift basket industry in the spirit of quality and support

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## Advisory Board Member Profile

*Pam Newell*

Tom and Pam Newell, "The Pioneers Of The Gift Basket Industry", are successful gift basket business owners, nationally known seminar leaders, & Gift Basket Product Specialists.

They started their relationship with the gift basket industry in 1979 when they opened their home-based business, Baskets To Go. In June of 2001 they opened their new international company, BasketFanFare®.

In 2004, Tom & Pam also founded GiftBasketSchool.com. GiftBasketSchool.com has a wealth of information to include Gift Basket School Tradeshow & Seminar Schedules, a store with over 200 Gift Basket products, free marketing calendars, and GiftBasketSchool.com newsletter subscriptions that is conveniently accessible to gift basket professionals throughout the world.

Tom & Pam have been on the advisory board for Gift Basket Review, Columbus Gift Mart, Country Life, ACES, Columbus Retail Asso, and more. They have had articles written about them and their business both local and national, Cleveland Candy Magazine, Gift Basket Review, Rave Review, Columbus Times, Gift Ware Magazine, Gourmet News, Repository, Akron Beacon, Plain Dealer, & Record Courier. They have appeared on TV 8 and TV3 morning show and news for their Design ability. They have been National Design Winners and nominated for designer of the year 5 times. Award winners for Ohio & Stark County Business of the year and nominated for Ernest Young award 3 years in a row. Tom & Pam are active in the retail, coffee, and gift basket industry and will continue for years to come.

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