

# The Gift Basket Association

uplifting the gift basket industry in the spirit of support and collaboration

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## Advisory Board Member Profile

### *Sarah Botchick*

Sarah Botchick is the Vice President of Marketing at Pioneer Wholesale Co. Pioneer Wholesale Co., a wholesaler/importer of baskets and gift baskets supplies, was started in 1977 by Sarah's parents, David and Rebecca Botchick. Although not officially an employee until 1996, Sarah's experience in the gift basket industry started much earlier than that. She recalls attending a trade show with her parents when she was four years old, where her dad would introduce her as his Chief Basket Buyer. She grew up with the business, and jokingly refers to it as her "sibling."

Sarah is no longer the Chief Basket Buyer. In fact, she tries to stay very far away from buying anything – she enjoys shopping way too much! After attending Cuyahoga Community College for Graphic and Internet Design, she has used her skills for creating catalog pages and parts of the website for Pioneer Wholesale Co., as well as magazine and internet advertising and other forms of marketing. Internet marketing changes every day, and Sarah enjoys educating herself to stay current with the trends, and passing that education on to her customers.

Pioneer Wholesale Co. is slightly different than many offices though – everyone in the office answers the phone. So although Sarah's main priority is marketing, she does speak with customers every day of the week. This enables her to learn the needs within the industry, as well as how Pioneer can better serve their customers. Speaking with customers every day gives Sarah a unique perspective into the industry.

In her spare time, Sarah enjoys owning her own handmade jewelry business, Artful Adornments Jewelry. In the summer, you can find her exhibiting at, or strolling through, art fairs and festivals throughout Northeastern Ohio.

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