Scott Bâby, **Paragon Promotions’** president, knew he needed to pivot to keep his business strong. But pivot to what? And where would customers come from?

In 2019, and with the help of two SCORE North Cook and Lake County Chapter mentors (Mark Lieberman and Bruce Ronner), Paragon Promotions became a better run company. After years of handling the growing administrative work, Scott finally freed himself of these chores. He hired an additional employee, made an acquisition of another Illinois promotional products company, reorganized his accounting and assembled a more advanced business plan. Paragon Promotions started 2020 with great success and things were going very well until a March slowdown. Trade shows were canceled, marketing budgets were reduced and demand for promotional products slowed.

On a walk while trying to find a solution to his problem, Scott noticed a hand written yard sign thanking “Health Care and Essential Workers” who were helping fight the coronavirus. As a result, Scott decided to procure printed yard signs for use in his neighbor's yards. His wife and children displayed them in their own yard and asked people to take one in exchange for a donation. Outposts were set up in other yards in other suburbs and demand has grown. So far they have distributed over 1,800 yard signs and donated all profits (approximately $20,000) to various charities affected by the COVID-19 virus.

At this point, Scott realized that the economy would soon reopen and his clients would need supplies to fight the virus. He is in the process of putting together promotional product kits for corporate employees. These kits include items such as face masks, gloves and hand sanitizers in a custom printed bag with the customer's logo. These kits will show the companies concern for their employees and make the employees more comfortable in their work environment. Business will be a challenge, but hopefully there are opportunities and new rewards. Score and Scott think both are just around the corner.