

with their savings.

They've made heavy use of social media to get out the word about Boy Story and the Kickstarter campaign, and worked with some bloggers to reach beyond their current circle of contacts.

And social media has allowed the sisters to work together between Qatar and Florida. "Facebook chat is a lifesaver!" Katie said. They use an online project management program, Trello, to keep to-do lists in order, and Skype and Facetime when they need face-to-face meetings.

Soon, though, they'll be meeting face-to-face in Tampa. Kristen has decided to leave her law career behind for now and devote full time to Boy Story. She finds her back-ground in business law quite useful for her own entrepreneurship.

Katie, with B.A. in interior design, discovered it's a perfect fit for her skills. "Creating a toy that I know is going to hold such a special place in so many children's lives means the world to me," she said.

She put her technical skills to use figuring out the proportions and movements of the dolls, creating facial features and skin tones for each doll, brainstorming accessories, and designing packaging.

"I've been blown away by Katie's

talents," said her sister. "One of the best features of our dolls came out of Katie's design talent: their joints! We call these toys Action Dolls because they have specially designed ball joints that allow kids to pose them, kind of like action figures. We think these joints will really encourage kids to take our action dolls along on all their adventures and encourage their imagination."

That's how the sisters grew up. Homeschooled, they did everything together, often playing in the woods from morning till sunset. "Those memories of playing all day long together help us keep fun and play at the center of our business," Katie said.

They had hoped to find a manufacturer in the U.S., "but the combination of skills, equipment and costs would have ended our business right there," Kristen said. Ultimately they chose a trade company in southern China that works with several high-end boutique manufacturers. "They had the best work, best communication, and were quick to work with our demands."

Those demands include quality, meeting international labor laws and standards, and passing rigid safety tests.

The sisters plan to attend ASTRA,

even though booths were sold out before they could get one. They'll walk the floor with dolls in hand, ready to share their Boy Story with anyone interested.

Pigs Changed Inventor's Life

A pair of pigs changed David Moffat's life. They've given him the freedom to live life on his own terms, live where he wants, help whom he wants, and boost business ideas



of friends across the globe.

The pigs in question are the little pair in the game Pass the Pigs. Since Moffat invented the game in 1977, it has sold 37 million copies. This year it's joined by a big set, expanding the game play to lawns, parties and preschool classrooms.

The idea was planted in Germany, where Moffat operated a ski lift for two winters in the mid-'60s. He and his friends frequented a restaurant where Betty, the waitress, always kept a little pig in her purse. Customers determined who bought the next round of beer by dropping the pig in their beer to see if it would float. Tossed on the table, the beer-laden pigs would land in different positions, so the group started assigning points.

Betty gave Moffat and his friends each a pig when they left, but he lost his. Once home, he got a job as an American Airlines ticket agent so he could travel. On a ticket to Munich, he stopped at a toy store and brought home 30 little Schleich pigs.

Eventually he quit the airline, worked in New Zealand and Australia, then traveled around the world. "Then I thought, 'Now what am I going to do?'" he said.

So he returned to his hometown of Bakersfield, California, and opened a soup-and-sandwich pub. Out came the pigs and the points. The first to toss 100 points bought the next round.

"More and more people said, 'You should put it on the market,'" he said. So he took it off the counter before someone copied the idea.

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Back in 1966, traveling between ski seasons, Moffat and his friends had agreed to meet in Pamplona, Spain, at 7 p.m. on July 7 for the running of the bulls; 85 people showed up. This began the 7-7-7 Club, which met every year for the next decade somewhere in the world.

Fast forward to 1976. A few of Moffat's fraternity brothers from UCLA met at his restaurant. One asked Moffat, "What are you going to do, Dave? Make sandwiches the rest of your life?"

The four Sigma Nus formed a partnership. One sold ads for Reader's Digest all over the U.S. One was art director of an ad agency. And the other was married to a copyright lawyer for Disney. The fourth was Moffat. Among them, they had the talent and know-how to turn a pair of pigs into something over the next year.

"We were extremely lucky. Everything fell into place," Moffat said.

The ad salesman talked to the head buyer of Broadway stores in Los Angeles, now part of the Macy's chain. They agreed to carry the game if Broadway got a one-month exclusive. The vice president of Recycled Paper Products in Chicago

thought it would fit with their Sandra Boynton Animal Farm series.

Moffat was back in Pamplona in 1977 for the final meeting of the 7-7-7 Club when a waiter told him the telefono was for him. It was the lawyer; Recycled Paper Products had agreed to the terms and wanted to start production immediately. By October, Pig Mania, the original name, was on the market.

In 1983, one of the four partners went to the Nuremberg Toy Fair and met with people from Milton Bradley, who were awarded the international rights and changed the name to Pass the Pigs. "We've had big sales in Scandinavia," Moffat said. "I guess they have nothing to do when it's cold but sit around and play with pigs!"

Eventually, Milton Bradley started selling the game in Walmart, which lowered the price. "That hurt all the little independent stores," Moffat said, "so they stopped carrying it. Then Walmart stopped."

That's when Winning Moves stepped in as publisher. Moffat brought up the idea for the big version, released this year, at meetings in Phoenix with Winning Moves just before ASTRA's Marketplace in 2014.

Over the years Moffat has met teachers who have used the game to teach mathematics. "One teacher said she's used it with autistic children. It brought them out of their shell and they became more socially active."

Harvard and Duquesne universities statistics classes have used Pass the Pigs in probability studies.

Just how did those pigs change David Moffat's life?

"I still live in the same house I've lived in since high school" in Bakersfield. He spends more time, however, in Zihuatanejo, Mexico, where he's had his fingers in helping various businesses start or expand.

"It's given me freedom," he said. "I sold my restaurant business in 1984 and I haven't really worked since."

And the waitress who gave him that first pig? To promote the game in Germany, Moffat presented her with a live pig and invited the press. She got news clippings about it from all over the world.

In Germany, the little pigs are called glucksschwein – lucky pig. Those little pigs indeed became very lucky for David Moffat.

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