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### American Solutions for Business hosts Accelerate event in Breezy Point, Minnesota



**Glenwood, MN** – May 24, 2023 – American Solutions for Business hosted their second annual Accelerate at the Breezy Point Resort in rural Minnesota. From May 9<sup>th</sup>-May 12<sup>th</sup>, 28 industry suppliers led the ASB team in suite-style 20-minute sessions across two days. These meetings create an environment of connection where sales associates can learn about products and strategies from vendors they're already working with while also discovering new partnerships. Many qualifying Accelerate attendees also use this event as a

means to grow their business so they can qualify for the ASB Summit, an event with the highest sales threshold within the organization. The conversations continued outside of the suites at dine-arounds sponsored by ASB, giving visitors a small taste of the Minnesota scenery in three Breezy Point restaurants.

“From the suppliers to home office employees to the sales associates – we had great feedback about the intimate setting,” expressed ASB VP of Vendor Relations, Marketing & Events, Dana Zezzo.”

The Breezy Point Resort was the perfect location for the Minnesota-inspired dinner that closed out the event for the over 150 attendees. The charity efforts this year were dedicated to Lakes Area Food Shelf that served the surrounding towns. The weeks leading up to the event, contributors bought paper soup cans that were placed around the event space, raising a total of \$5,000 for underprivileged families. The purchase of soup cans also qualified donators to receive raffle tickets for various prizes. ASB Patriot-level suppliers such as OtterBox, Compass, and Koozie Group sponsored items that attendees could use their raffle tickets to win. People walked away with coolers, gift cards, office chairs and much more.

#### **About American Solutions for Business**

American was founded in 1981 in Glenwood, Minnesota, and has evolved into a leading distributor, providing our customers with print, promotional products, marketing collateral, fulfillment and more. Despite our growth in technology, resources and sales, we maintain our grassroots attitude by operating as the only large employee-owned distributorship in the industry. This results in a team of personally-invested employees that care for our customers' branding, spend and creative reach to help achieve their goals.

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