



Since 1975

# FlagandBanner.com

**A**rkansas' Flag and Banner started in 1975 with one woman selling flags door-to-door. During the past 40+ years Arkansas' Flag and Banner grew from that one woman show to a multi-million dollar distributor, retailer, manufacturer and in 1995 internet retailer. In 2000, they officially began marketing as simply FlagandBanner.com.

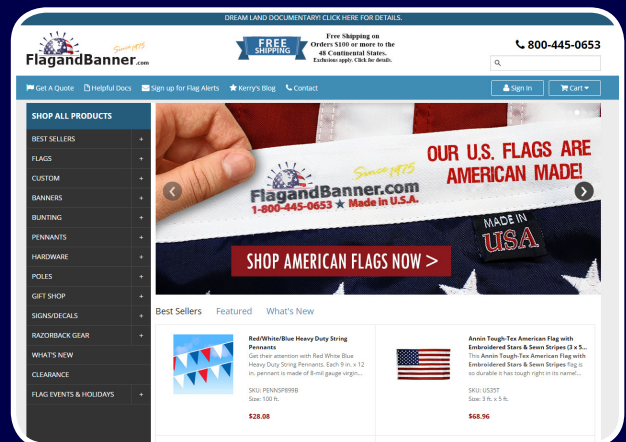
Along with business growth came product line growth. What started as a single product line: the most patriotic of America's symbols - the red, white and blue U.S. flag, grew to include custom flags and banners, commercial flagpoles and soft signage. The gift shop opened to the public after the 9/11 terrorist attack to fill the niche for local customers who want to browse for unique products to express their patriotism in new and different ways. As for the web, FlagandBanner.com boasts the largest selection of patriotic products offered online. Currently shoppers can find a range of products for home and garden, patriotic decorations, jewelry, clothing, toys, dishes and more. The company slogan has become "More than just a flag store." When possible, FlagandBanner.com attempts to buy Made in America products and prominently note them both online and in store.

FlagandBanner.com's headquarters have been on the Historic National Register since 1991. Taborian Hall, a three story, red brick building at 800 West Ninth Street in downtown Little Rock, Arkansas was built in 1916. Large format printing, cutting and sewing takes place across the parking lot in our production facility.

FlagandBanner.com has been a community leader in preservation for years. Currently a historic preservation project is under way to restore the Dreamland Ballroom, on the third floor of the Taborian Hall. PBS Network AETN, recognizing the significance of Dreamland, made a documentary and our local college, University of Arkansas at Little Rock, has helped publish a book which is now available on line. In the 1900's, Dreamland Ballroom played a huge part in the history and development of the African American community in Little Rock, hosting legendary musicians such as Duke Ellington, Ella Fitzgerald, Etta James, BB King, Cab Callaway, Louis Jordan, Redd Fox and many more.



FlagandBanner.com headquarters located within historic Taborian Hall in Little Rock.



FlagandBanner.com Website produces more than 30% of company sales.

Learn more at FAB Press Center: <http://presscenter.flagandbanner.com>

# Kerry McCoy

**President of FlagandBanner.com**

Blog: <http://bannerisms.flagandbanner.com>

**K**erry McCoy personifies the American dream as she sells the most patriotic of America's symbols - the red, white and blue U.S. flag. This savvy, entrepreneur runs a thriving business in a red-brick three-story landmark at 800 West Ninth Street in Little Rock, Ark., which dates back to 1916. If you have ever driven down I-630 in Little Rock you have probably seen the building.

McCoy has brought her 40+ year old company firmly into the 21st century with nationwide advertising, distribution and technology. McCoy lives the American dream in more ways than one. Her story demonstrates how hard work, intelligence, intuition and a little luck can pay off big in America.

McCoy began her business in the midst of the recession in 1974-1975. As a recent fashion merchandizing school graduate, McCoy was unable to find work so she simply decided to start a business with her \$400 savings and self designed business cards. What began as door-to-door distribution in 1975, quickly changed because of rising gas prices, to a telemarketing sales strategy. Then, after becoming a new mother, McCoy reinvented her company again to a mail order and catalog business. In 1995, when she first learned of the Internet, a "dot com" business emerged. She is now known worldwide as simply FlagandBanner.com with roughly 30% of her current sales coming from e-commerce. The most recent business addition was a gift shop/boutique on the first floor of FlagandBanner.com's headquarters. The gift shop sells not just flags but patriotic decorations, home and garden decor, clothing, jewelry, toys and more.



**Founder and president of FlagandBanner.com, Kerry McCoy.**



Grady and Kerry McCoy work with a FlagandBanner.com seamstress.

McCoy's husband since 1987, Grady McCoy, has been with the company since 1990. The McCoy's have raised four children together, although Kerry calls Arkansas' Flag and Banner her first born.

McCoy is not only a wife, mother and owner of a full-time business, but is also active in the community and spends countless hours working with the non-profit Friends of Dreamland that is restoring the third floor of Taborian Hall where FlagandBanner.com resides.

The Taborian Hall was built in 1916 and houses the Dreamland Ballroom, one of the few original Ballroom Dancehalls left in America. During the first half of the 20th century, the Dreamland hosted such legendary entertainers as Duke Ellington, Ella Fitzgerald, Etta James, Redd Fox, BB King, Louis Jordan and more. PBS Network AETN recently released the documentary "Dream

Land: Little Rock's West 9th Street" chronicling the economic role that the Dreamland Ballroom had in the early to mid 1900's.

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