

Meet Travis Mills, Owner/Operator at Fully Promoted Aberdeen, MD

Jim Ries: [00:00:00] Hello, and welcome to Java with Jim. I'm Jim Ries, director of business development at Offit Kurman. Joined here today with Travis Mills, owner/operated at Fully Promoted Aberdeen, Maryland. Travis, how are you today?

Travis Mills: I'm doing great, Jim. Thanks for having me on.

Jim Ries: Yeah, thanks for joining us. So Travis, tell us about Fully Promoted Aberdeen, Maryland. What do you do there? What makes your company different from other companies in your industry?

Travis Mills: Sure. So Fully Promoted Aberdeen, we are a business-to-business branded apparel and promotional products company. Our goal is to serve fellow business owners and corporations with branded apparel so that they can jump in their closings, they can offer more exciting appeals by looking professional and branded in a highly respectable manner.

Professionalism seems to be key at the forefront of a lot of business dealings. [00:01:00] Having branded apparel and/or promotional products to give your clients tends to bump you in the right direction for closing deals more often.

Jim Ries: Yeah, and Travis, I would think with the relaxing of professional wardrobes, for lack of a better term I bet your business has really grown because of people wearing polo shirts, people wearing the quarter zips in the wintertime.

So I bet a lot of that has to do with the relaxing of office attire.

Travis Mills: I can definitely confirm business casual is the new way to go. As you said, a lot of collared polos. The quarter zips are very hot right now, and they're hot throughout the year. You'd be surprised at how many people actually buy them in the spring and summer as well to wear inside in the air-conditioning.

Jim Ries: Nice. Makes sense.

Travis Mills: Yeah ... it has bumped. Yeah. For sure.

Jim Ries: Um, So when it comes to Fully Promoted Aberdeen, what are you most proud of?

Travis Mills: I am most proud of how community-based our company is. Fully Promoted [00:02:00] is a franchise, so there's multiple across the nation and across the globe, and each one is ingrained in the community.

It's nice to have an actual person that you can call and talk to and ask questions, instead of going through some online inquiry or talking to an AI chat bot. Along with the community-based, we're also, on the board for the Aberdeen Chamber. We're a member of the Harford County Chamber.

So we're ingrained in multiple aspects of our community, not just Aberdeen, Maryland, but Harford County as a whole.

Jim Ries: Love it.

Travis Mills: I'm really proud of that aspect.

Jim Ries: Love it. All about community. Good job. Travis, what do the next six months look like for you and Fully Promoted Aberdeen? Got anything cooking?

Travis Mills: Visibility. We're just looking to gain visibility. We'll be open two years in September, and we're trying to get our name out there. We can provide the services that business need, that businesses want and our prices are very affordable. So if you, you know, wanna talk to a real person, give us a call.

Jim Ries: Yeah. Sounds [00:03:00] great. Here's the fun one, Travis. What do most people watching this video not know about you personally?

Travis Mills: Hmm. I'd say the top thing that they would not know is I was in the Coast Guard for 21 years. I served two tours in Iraq with the Coast Guard. Served a couple years in the Caribbean doing counter drug.

Couple years on the West Coast, out of California, and doing counter drug as well.

Jim Ries: Wow. I bet you got some stories that are not fit for public consumption, right?

Travis Mills: And some videos.

Jim Ries: Oh, boy. Okay. Well, we'll leave it at that. Travis, thanks for joining us today. I appreciate it. I know our listeners really appreciate it, and best of luck.

Two years, that's great, and wishing you lots more good years ahead.

Travis Mills: Thanks, Jim. I appreciate that. Thanks for having me.

Jim Ries: Hope to see you soon.