

Eric always...



On September 19th, more than 300 of Eric Fink's family and colleagues gathered at BGB Group's offices in SoHo for a night to celebrate and remember Eric. It was a night to share what we all loved about Eric through many speeches, stories, and some of his favorite food and drink. Most impressively, Eric's colleagues from the last four places he worked in the last 20 years all showed up to join the celebration.

As a part of the night, everyone was asked to write down on post-it notes the things they remember most about working with Eric and being his friend. The following are those memories brought to light in a creative way that we know Eric would have enjoyed, using the very skills Eric taught us.



IN LOVING MEMORY OF ERIC FINK

Founder of BGB Brand Strategy Group

He will be remembered fondly for genuine enthusiasm, kindness, and generosity as well as an exceptional mind. He was always quick to illuminate a new way of thinking and equally ready to elevate a teammate's contribution. His loss was felt deeply across our entire community.

Knowing Eric made us all better.

Eric always...

helped
someone
in need

Would stop
and talk to
me if I was
alone and
working late
♥

Knew what
to say and
was always
outgoing.

His smiling face
and sing-song
"Heeyyyy"
greeted
everyone.

Made me
smile

MADE
ME
LAUGH

helped others,
even ones he
didn't know,
like my sister

Have
a smile on
his face &
say something
witty

Used my phone charger
+ would yell at us
for taking selfies
on his phone.

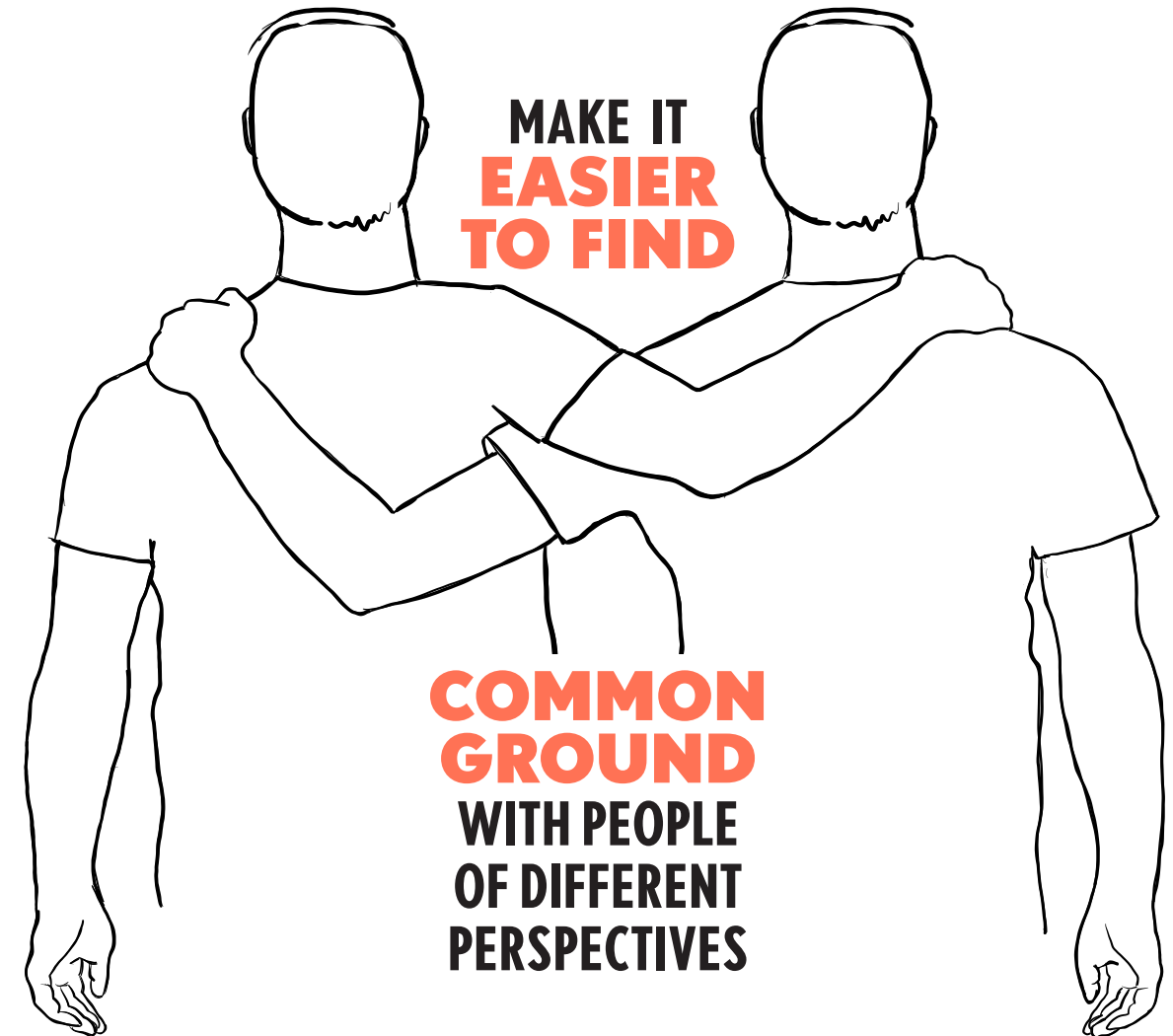
He crafted
stories we all
wanted to
hear.

knew that
the point
of life, be it
at work or at
home, was
to play

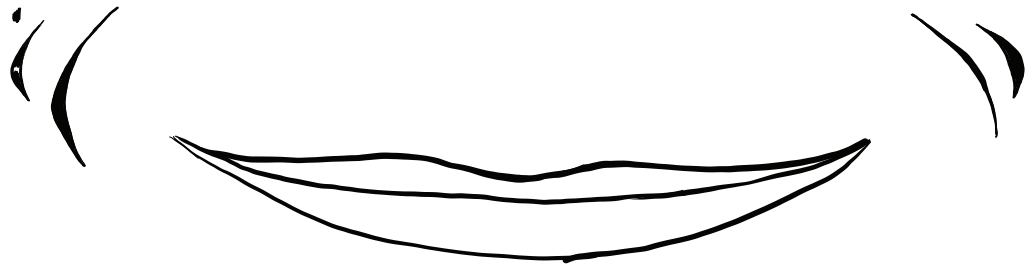
Eric would always...

find something
nice to say even
in a quick chat

Eric would always...



**Eric always had
a smiling face...**



...and a singsong



when he greeted everyone

**Eric always looked
for solutions—**

UPSIDES



**Eric always...
saw the forest and the trees**



Eric always said...

Shalom

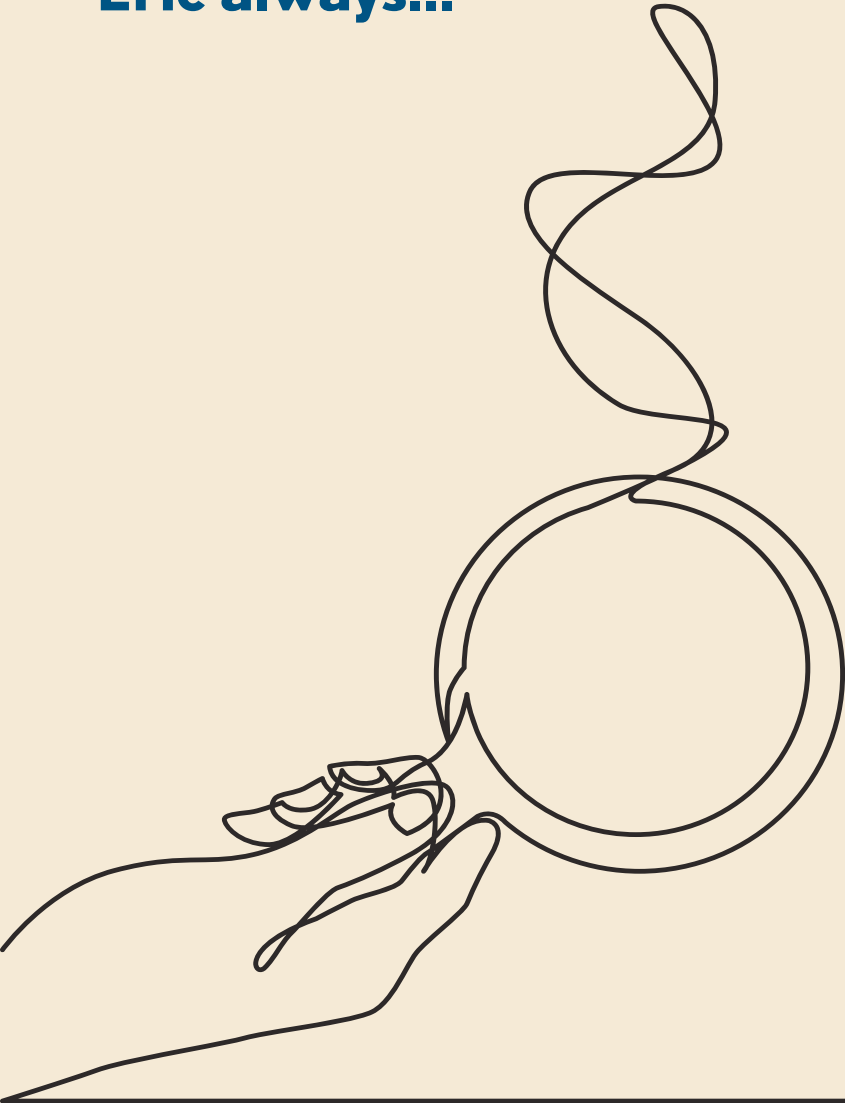
Eric always...



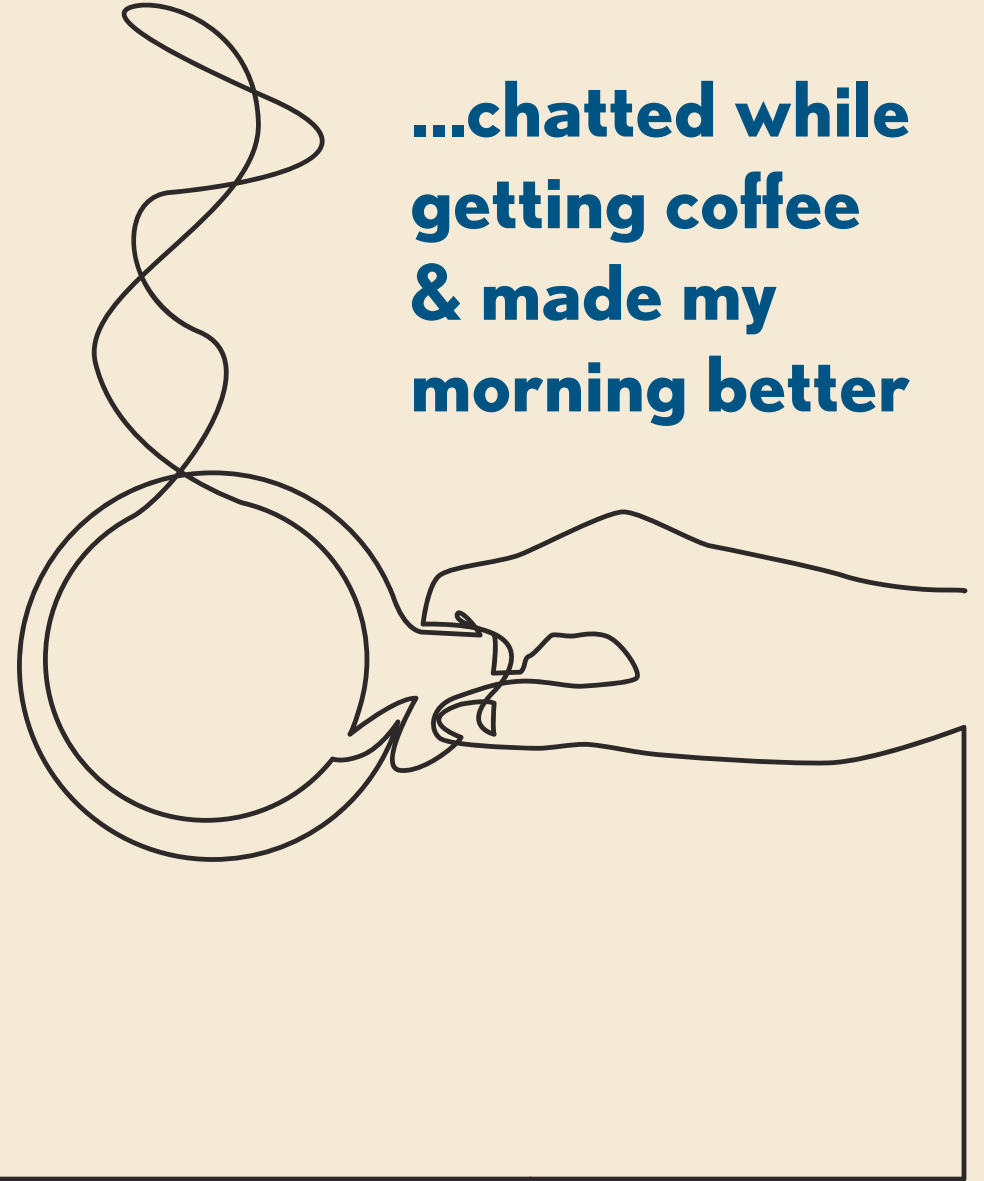
...thought of others



Eric always...



**...chatted while
getting coffee
& made my
morning better**



**ERIC
ALWAYS...**

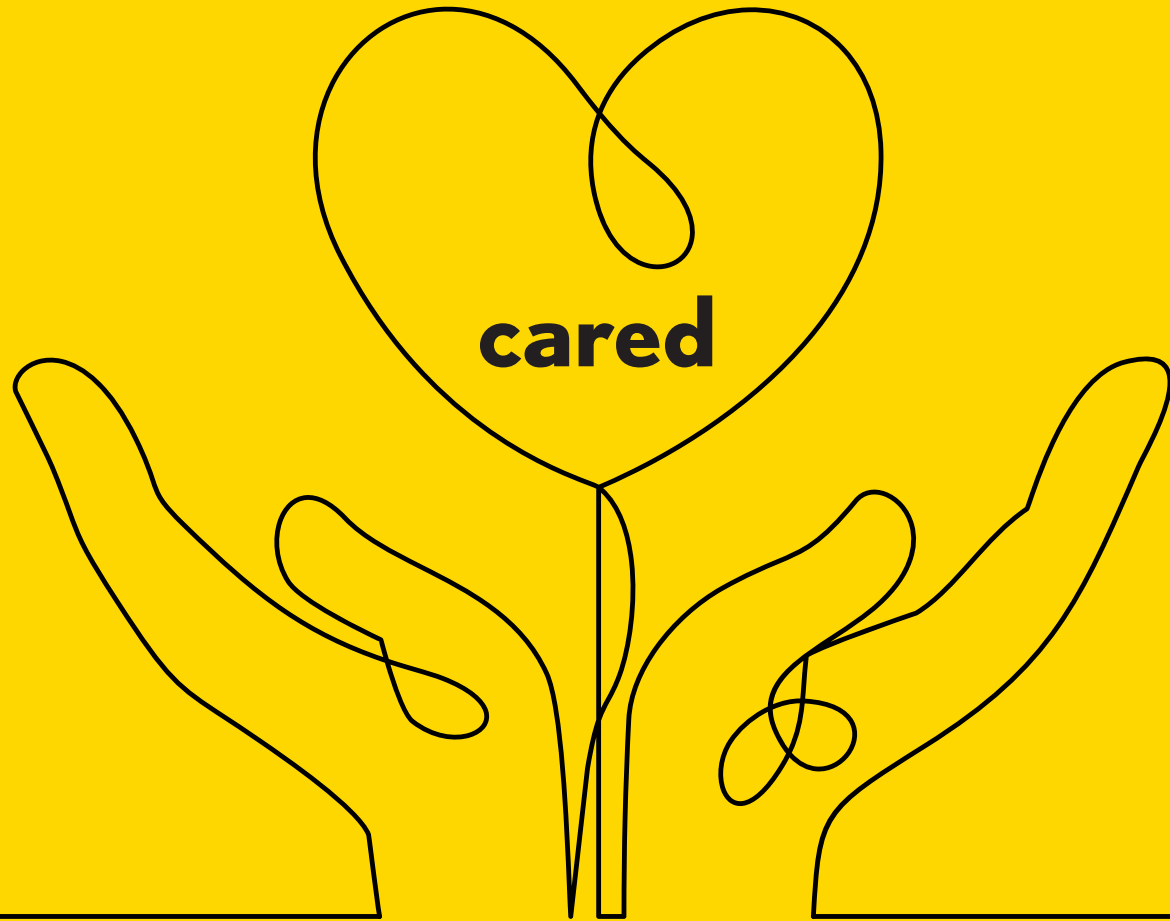
**PUT OTHERS FIRST
& ENCOURAGED
ME TO BE MY
BEST SELF
EVERY DAY**

ERIC ALWAYS...

LIT UP A ROOM

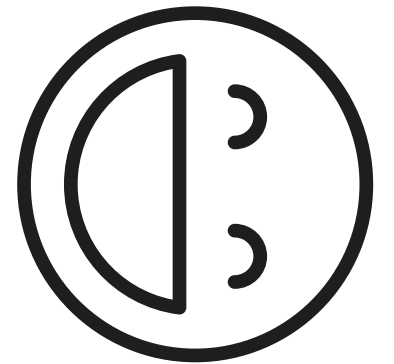


ERIC ALWAYS...



ERIC ALWAYS...

**MADE
ME
LAUGH**



**Eric always
knew that
the point of life,
be it at work
or at home,
was to play**

ERIC ALWAYS...

**HELPED
SOMEONE
IN NEED**

Eric loved...

A Workshop
u

Talking

Working
with
everyone

To
LAUGH

his
wife
and kids
♡

To tell his
stories and
listen to
others

HIS FAMILY
(Always took
their calls :))

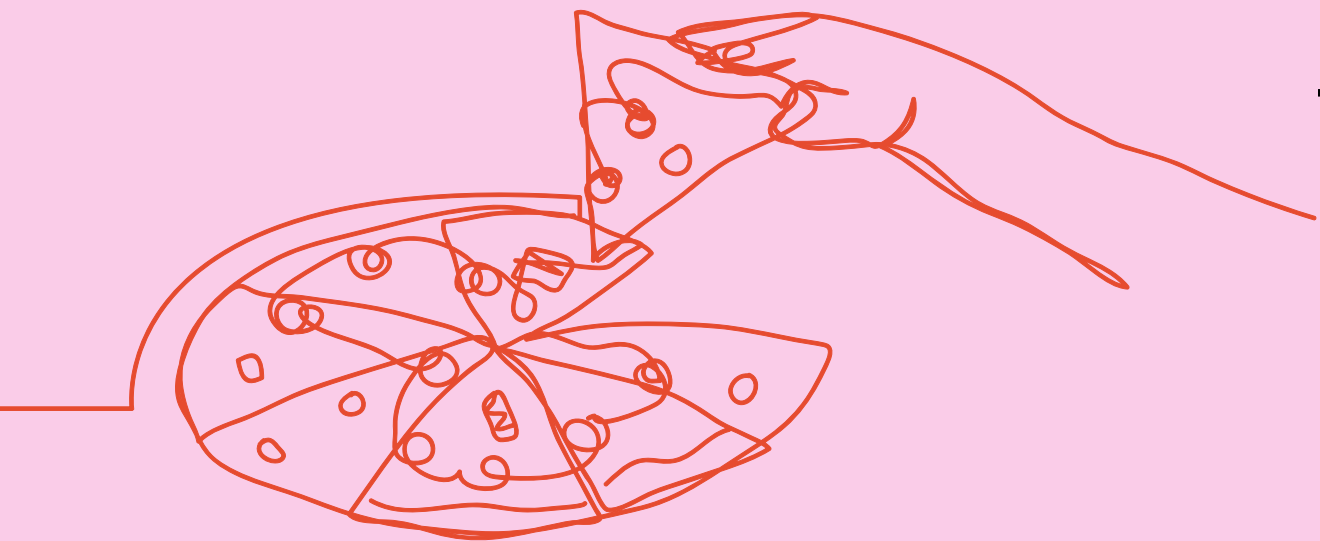
He loved
telling us about
his kids!

SHARPIES

finding the
best in
everyone

To connect

**Eric loved to steal
food from the
START class table**



**Eric loved
to make people**

smile
😊

ERIC
LOVED...

his wife and kids



Eric loved crafting

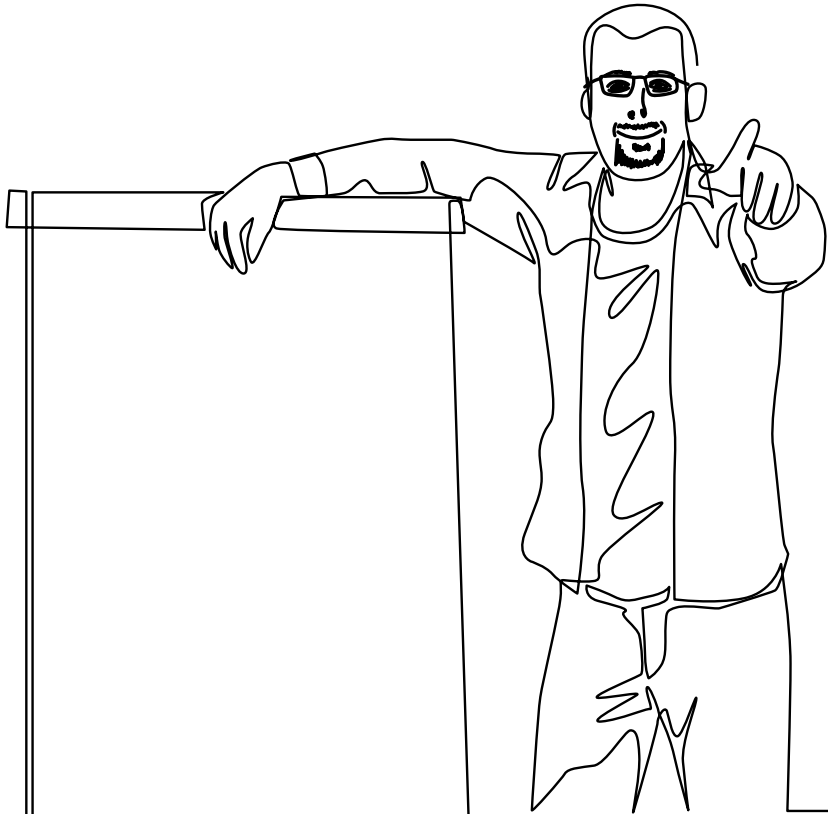
stories

we all wanted to hear



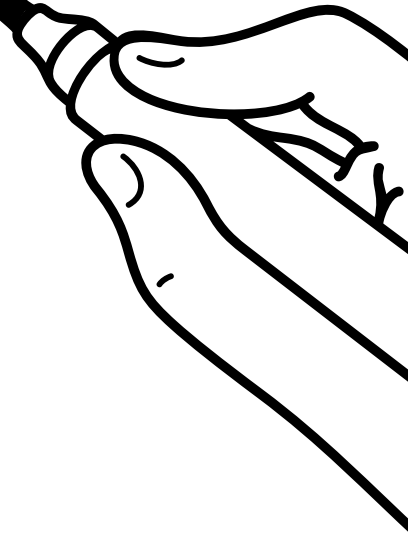
ERIC LOVED...

A WORKSHOP

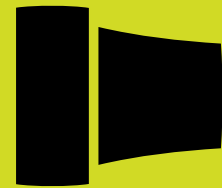
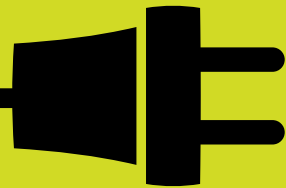


ERIC LOVED...

SHARPIES



Eric loved...



**TO
CONNECT**

Eric loved...



AND TO LISTEN
TO OTHERS

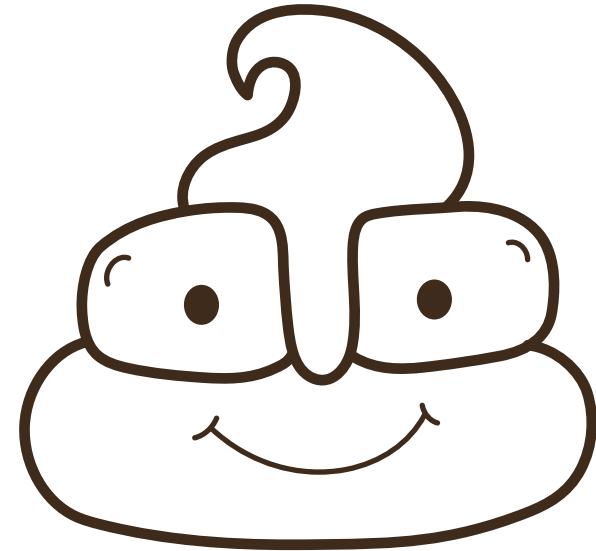


Eric loved...

RED
POST-ITS

Eric loved...

SHOOTIN' THE SH*T

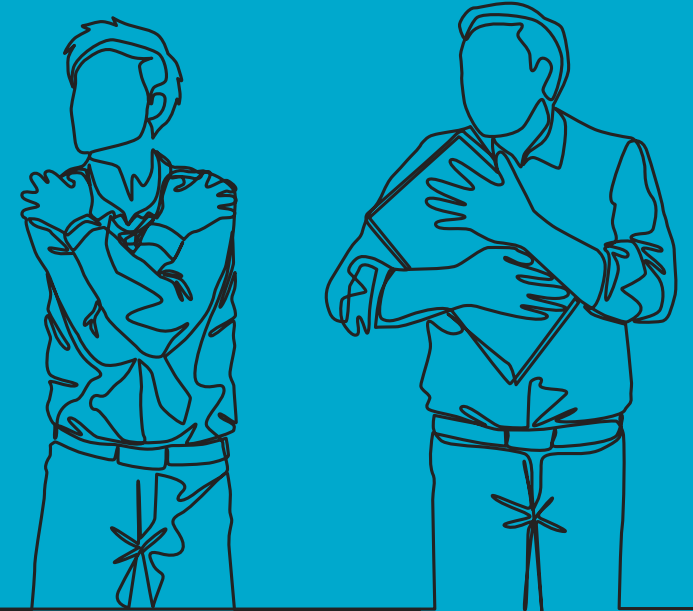


Eric loved...

BOO!



SCARING THE SH*T OUT OF US



Eric never...

settled

MADE ME FEEL
THAT MY OPINION
DIDN'T MATTER

got over when
I told him his
shoes were ugly

WAS AT
A LOSS
FOR WORDS

sat at
his desk

said
goodbye

YELLED
ATTACKED
POINTED
FINGERS

STAYED
INSIDE
THE
BOX

stopped

...(never)
had a
bad attitude

DWELLED
ON SLIGHTS
OR
FRUSTRATIONS

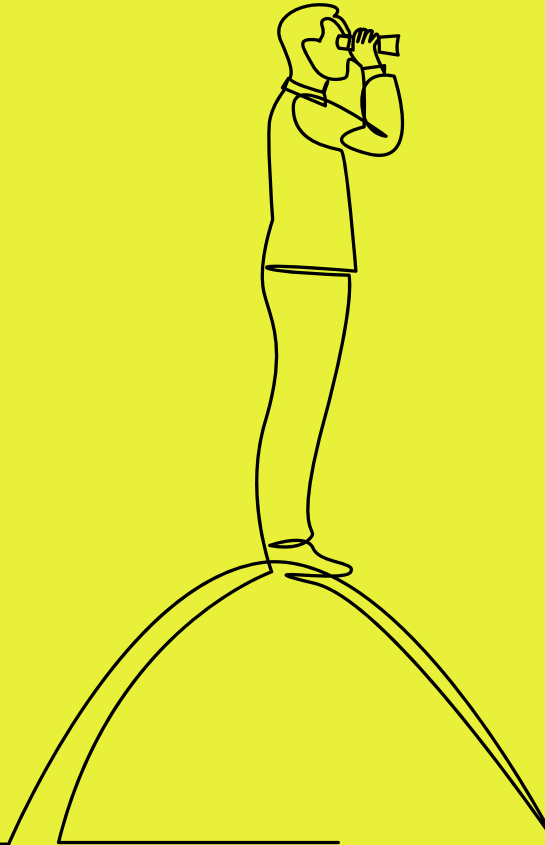
left a
man
down

Say something
was a bad
idea

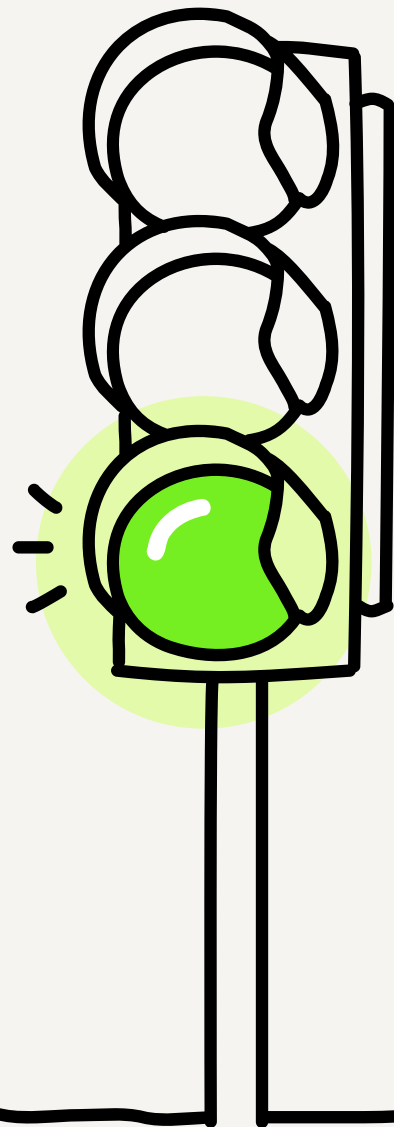
Eric never was at a loss for words



**Eric never stopped looking out
for the best interests of his team!**



**Eric never
stopped**



Eric never left a man down



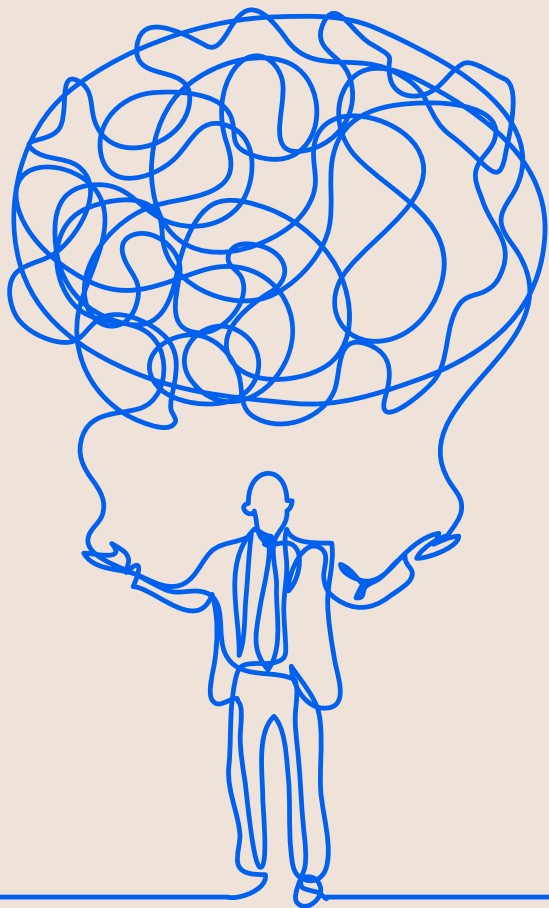


Eric never
gave up

KEEP
GOING!



Eric never stayed inside the box



Eric never sat at his desk



Eric would fight for...

Everyone

His iPad

Thinking
and asking
question.
Push the
envelope

his team
that he
loved

Everyone
else

his POV

Great
Creative

Doing the
best work
possible!

HIS TEAM +
THE WHOLE
AGENCY

Rethinking
the
problem!

Everyone.
He took
care of
people.

THE BEST
IDEAS —
FROM ANY
SOURCE

FOR
CREATIVE
IDEAS

Eric would fight for...

THINKING

and
**(ASKING)
QUESTIONS**

Eric would fight for...

**doing the
best work
possible**

Eric would fight for...



Eric would fight for...



(from any source)

I loved working with Eric because...

You never
saw Eric
without a
Smile ☺

warmth,
smarts,
kindness,
love of family,
friends and
those in need.
miss you Eric!

Always
challenged
my thinking

HIS INTELLIGENCE
WAS CONTAGIOUS
HE MADE US ALL
SMARTER

he made
sure
everyone
felt
heard

CONSIDERED
THE BIGGER
PICTURE,
PLAYED THE
LONG-GAME

HOW
COULD
YOU
NOT ???

he was ^{so} _{much}
enthusiastic!

He made all
of us feel
smart and
valued

He helped us
think smartly,
understand quickly,
enjoy fully.

His first
question in
1:1 and review
meetings was
"What do you
want to
achieve?"

he always
Pushed me to
challenge myself

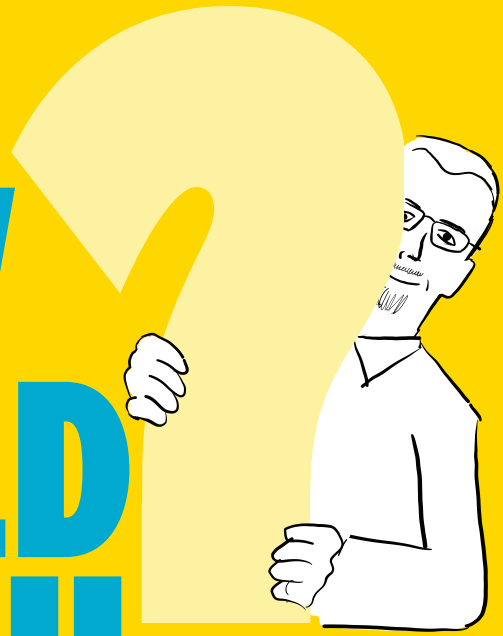
He spoke with
unbound
admiration
about his
family ♥

HE
WAS
ERIC

I loved working with Eric because...

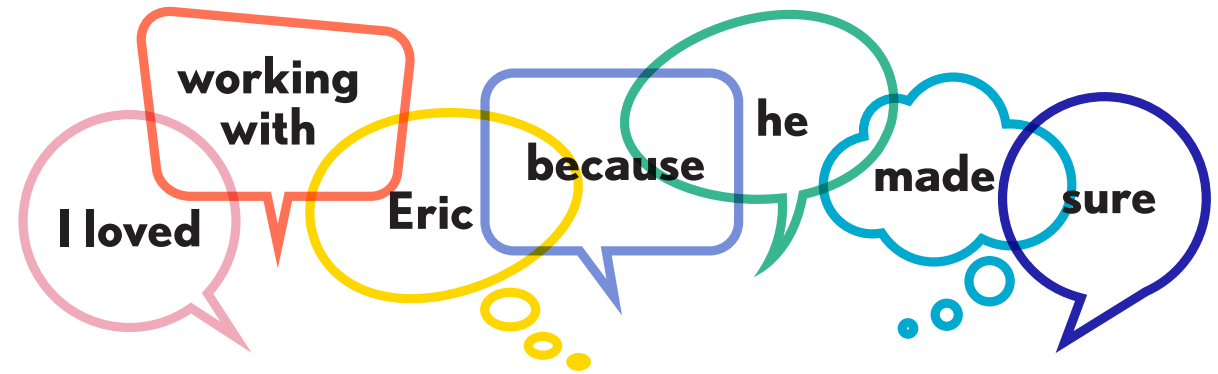
HE WAS **SO** REAL
easy to
talk to

I loved working with Eric because...

HOW
COULD
YOU  NOT

I loved working with Eric because...

**he always
challenged
my thinking**



**EVERYONE
felt heard**

**Eric knew
what to say
and was
always
outgoing**



**Eric always made
sure to check in
just to see if
you were okay**



I loved working with Eric because...



**he helped us think
SMARTLY...**



**understand
QUICKLY...**



**and enjoy life
FULLY**

I loved working with Eric
because he made me...

LAUGH

YOU NEVER SAW ERIC
WITHOUT A

SMILE

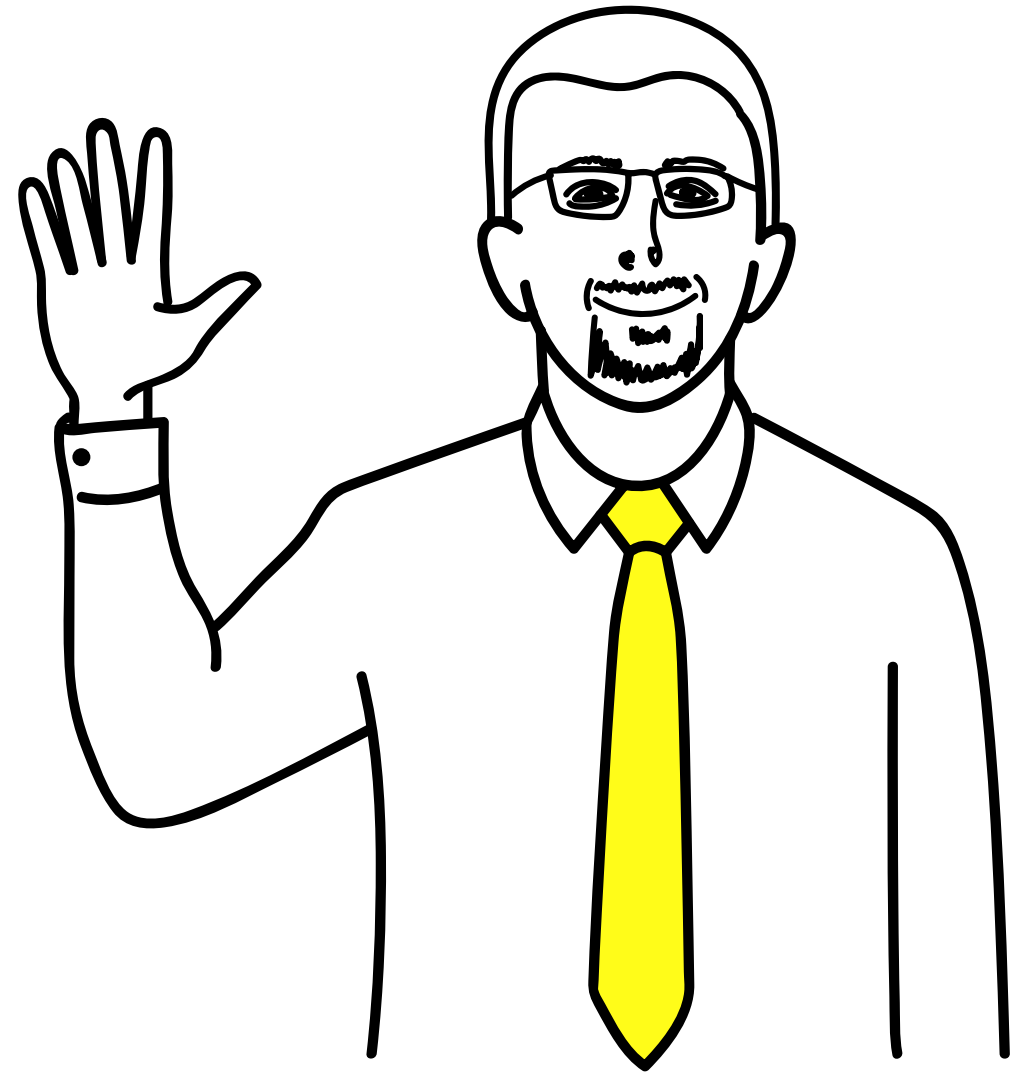
**He made us all fee/
smart and valued**

He was
SO
enthusiastic

When he spoke
he made it matter

**I loved
working
with Eric
because...**

...he was Eric.



May peace be upon him

עליוהשלום

**This book was created and
illustrated by all of us at BGB
who loved and cherished Eric.**



