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PPAI HONORS JO-AN LANTZ, MAS AS 2009 HALL OF FAME INDUCTEE

Irving, Texas, (October 8, 2008) The highest distinction that the promotional products industry bestows on its professionals is induction into the **Promotional Products Association International (PPAI)** Hall of Fame. The PPAI Hall of Fame recognizes individuals who have made exceptional contributions to and have had long-term involvement with PPAI and the promotional products industry. The 2009 inductee is Jo-an G. Lantz, MAS. (Picture available)

Lantz, a 30-year veteran of the promotional products industry, is executive vice-president for Geiger. She served on the PPAI Board of Directors for three years from 1995 to 1998 and was chairman of the board in 1998-1999. During her term as chair, the Universal Promotional Identification Code (UPIC) system was developed.

Lantz has also volunteered on more than 20 PPAI committees and task forces, including the Government Relations Committee, Strategic Planning Committee and Leadership Advisory Council, as well the Education and UPIC task forces. During PPAI's 100th anniversary, she was co-chair of the Centennial Committee. In addition, Lantz has twice served on the Promotional Products Education Foundation's (PPEF) Board of Trustees from 1996-2000 and again from 2004-2007 and was chairman of the PPEF board in 2006-2007.

"When I received the call from PPAI Chairman Stan Breckenridge, I was speechless (a first!)," said Lantz. "I am sincerely humbled by this honor, and I am without words to describe how grateful I am."

Lantz has been an education facilitator for PPAI for the past 20 years and has delivered numerous sessions on such topics as international business, product safety and women in leadership. She is also a pioneer for several of PPAI programs still intact today, including the annual Women's Leadership Conference. Lantz also served her regional association, New England Promotional Products Association (NEPPA), as a member of its board of directors.

The PPAI Hall of Fame began in 1977 to recognize industry professionals for outstanding contributions to the promotional products industry and their community. To date, there are 69 honorees. The 2009 PPAI Hall of Fame Award will be presented during a special ceremony on Wednesday, January 14, at the Mandalay Bay Convention Center during The PPAI Expo, January 13 -16, 2009 in Las Vegas.

Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible—and

memorable—impression. For more information about Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at www.ppai.org or contact PPAI at 972-258-3041 or PR@ppai.org.

PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshow, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are more than a \$19.4 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry’s only free identification system and universal company database.

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