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OFFICERS ELECTED FOR PPAI BOARD OF DIRECTORS

Irving, Texas, (September 25, 2006) Promotional Products Association International has announced its slate of new officers for the 2007-2008 Board of Directors. The term for the incoming officers begins immediately following *The PPAI Expo 2007* in January and runs for one year.

“These individuals have already given so much of their time and energies to the service of the Association and now are taking on the added responsibilities of these offices,” said Steve Slagle, CAE, PPAI president. “They exemplify the qualities of leadership and commitment every volunteer organization desires.”

The Board of Director officers for 2007-2008 are: Chairman of the Board, **Paul Kiewiet, MAS**; Chairman-Elect of the Board, **Stanley Breckenridge, MAS**; Vice Chair Financial Services, **Joe Durand, MAS**; Vice Chair Marketing Services, **Margie Price, MAS**; Vice Chair of Membership Services, **Cheryl Landman, MAS**; Vice Chair of Program Services, **Joel Schaffer, MAS**; and Immediate Past Chairman, **Carl Gerlach, MAS**.
(Digital photos available upon request.)

Chairman of the Board, Paul Kiewiet, MAS, has been in the promotional products industry for more than 18 years. Currently, he is vice president for Incentive Marketing, CorpLogoWare LLC affiliate, in Kalamazoo, Michigan. Kiewiet has been on the PPAI board since 2004 and previously served PPAI on the MAS/CAS Certification Board, the Technology Terminology and Standards Committee, the Executive Committee, the Budget and Finance Committee, and the Compensation and Benefits Committee. Kiewiet

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has earned the designations Master Advertising Specialist (MAS) and Certified Incentive Professional and is the recipient of six industry Golden Pyramid Awards for creativity in advertising campaigns. He is a member of Promotional Professionals Mentoring Network (PPMN).

Stanley Breckenridge, MAS, chairman-elect, has been in the promotional products industry for more than 21 years. As senior vice president of sales and marketing for Moderne Glass Company, Inc., Alquippa, Pennsylvania, Breckenridge has been on the PPAI board since 2005. He has also served PPAI on the Public Relations and Supplier Committees. Breckenridge earned the designation Master Advertising Specialist (MAS) and in 2003 was inducted into the Three Rivers Advertising Specialty Association (TRASA) Hall of Fame. Breckenridge is also a member of PPMN. He was recognized by the Society of Glass & Ceramic Decorators (SGCD) for being instrumental and successful in the passage of an FDA amendment to the Food and Drug Regulatory Modernization Act of 1997.

Joe Durand, MAS, senior vice president sales and marketing of promotional products supplier company Fields Manufacturing, Inc., in St. Cloud, Minnesota, will serve a second year as the vice chair of financial services. Durand has been in the promotional products industry for more than 16 years. He previously served PPAI as the Chair of the Advertising and Public Relations Committee, the Technology Committee, the Executive Committee, the Budget and Finance Committee and the Compensation and Benefits Committee. Durand served on the board of directors for the Upper Midwest Association Promotional Products (UMAPP) regional association, where he volunteered as secretary, treasurer, vice president and president. He is a member of PPMN.

Incoming vice chair of marketing services Margie Price, MAS, is the president/owner of promotional products distributor company Premiums Plus, Inc., in St. Louis, Missouri. Price has been in the promotional products industry for more than 15 years. She previously served as a member of the PPAI board of directors from 2001-2003 as the RAC delegate to the board. Price also has volunteered on the Promotional Products Education Foundation (PPEF), served on the Strategic Planning Committee and as chair of the board. In addition, she has served on numerous industry-related committees and task forces, including the board of directors for the Promotional Products Association of the Midwest (PPAM) regional association and is a member of PPMN.

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Cheryl Landman, MAS, will serve as the vice chair of membership services. Landman is president of PSIncentives, Inc., in San Antonio, Texas. She has been in the promotional products industry for more than 18 years, and has served on numerous PPAI committees and task forces including the Distributors Committee, the Leadership Advisory Committee, the Distributors Advisory Council, Marketing Information and Research Committee and Awards Advisory Council. In addition, she has been very active on the regional level, serving as president of the Corridor Area Promotional Products Association (CAPPA) regional association and is currently board liaison to PPMN. She is also a recipient of an industry Golden Pyramid Award for creativity in advertising campaigns

Vice chair of program services, Joel Schaffer, MAS, is chief executive officer of Soundline LLC in Randolph, New Jersey. With more than 35 years of industry experience, Schaffer has served on the PPAI Strategic Planning Committee, the Suppliers Committee and the Marketing Information and Research Committee. He has also been very active on the regional level, as past president and active volunteer with the Specialty Advertising Association of Greater New York (SAAGNY) and is a member of PPMN.

Immediate past chair, Carl Gerlach, MAS, is director of marketing for Gill Studios, Inc., in Lenexa, Kansas. He has been in the promotional products industry for more than 28 years and currently serves as the PPAI chairman of the board. He has served on many PPAI committees including the Budget & Finance Committee, Compensation & Benefits Committee, Executive Committee, and the Nominating Committee, and is a member of PPMN. Gerlach currently serves as the elected mayor of Overland Park, Kansas. Prior to becoming mayor, he served on the City Council for 10 years.

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.ppa.org or contact PPAI at 972-258-3041 or PR@ppa.org.

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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 an \$18 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.