



**FOR IMMEDIATE RELEASE**

**Media Contact: Anne Lardner**

**972-258-3041**

[AnneL@ppa.org](mailto:AnneL@ppa.org)

**PROMOTIONAL PROFESSIONALS MENTORING NETWORK ANNOUNCES NEW BOARD MEMBERS, OFFICERS FOR 2007**

**Irving, Texas, (December 7, 2006)** Members of **Promotional Professionals Mentoring Network** (PPMN) have elected two new members to the Board of Directors—Christopher Duffy, MAS, BAG MAKERS, Inc., and Kippie Helzel, CAS, C.P.S.\The Keystone Line (Custom Plastic Specialties). These new board members will begin their three-year terms in January 2007.

PPMN, a Special Interest Council of **Promotional Products Association International** (PPAI), was formed in 2004 to foster education, networking and mentoring within the promotional products industry. Benefits include a job bulletin board, mentoring program, scholarships, networking, leadership opportunities, specialized education programs, preferred seating at PPAI shows and more.

The PPMN board is the governing body for this council and has a major role in directing its strategic activities, adopting policies and approving budgets to carry out the work of the organization.

Duffy is vice president of marketing and business development for BAG MAKERS, Inc. and lives in West Chester, Pennsylvania. He has been in the promotional products industry for 18 years and with his present company for three years. To his new role with PPMN, Duffy brings a wealth of volunteer experience as a frequent PPAI education presenter, as well as serving on the PPAI UPIC Task Force, PPAI Technology Committee, chair of the PPAI Promotional Apparel Advisory Council, chair of the Technology Committee for Specialty Advertising Association of Greater New York (SAAGNY), strategic planner for SAAGNY and board member for Chesapeake Promotional Products Association (CPPA).

Helzel is vice president, sales for C.P.S.\The Keystone Line (Custom Plastic Specialties) and lives in Erie, Pennsylvania. She has been in the promotional products industry for 19 years and with her current company four years. She has proven her abilities in volunteer positions at the regional level serving as president of both Upper Midwest Association of Promotional Products (UMAPP) and Three Rivers Advertising Specialty Association (TRASA).

PPMN also announces new board officers for 2007: President Allison Schaffer, CAS, Sound Line, LLC; Vice President Michele Jennrich, MAS, Howard Miller; Treasurer Mary Ann Farmer, MAS, Magna-Tel, Inc.; Secretary Bryan Vaughn, MAS, Phillip J. Sibinski, Inc.; Immediate Past President Dino Bartolomei, MAS, Adco Litho Line, Inc; and PPAI Board of Directors Liaison Paul Miller, MAS, Sampson Miller Advertising, Inc.

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For more information about PPMN, visit [www.ppmn.com](http://www.ppmn.com). For 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](http://www.ppa.org) or contact PPAI at 972-258-3041 or [PR@ppa.org](mailto: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.