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Media Contact: Anne Lardner

972-258-3041

AnneL@ppai.org

OFFICERS ELECTED FOR PPAI BOARD OF DIRECTORS

Irving, Texas, (August 20, 2008) Promotional Products Association International has announced the new officers for the 2009-2010 Board of Directors. The term for the incoming officers begins immediately following The PPAI Expo 2009 in January and runs for one year.

“These individuals are seasoned promotional products professionals and dedicated volunteers to the Association,” said Steve Slagle, CAE, PPAI president and CEO. “They exemplify the qualities of leadership and commitment every organization desires, and I look forward to their upcoming term.”

The Board of Director officers for 2009-2010 are: Chairman of the Board, **Sherri Lennarson, MAS**; Chair-Elect of the Board, **Scott Siegel, MAS**; Vice Chair of Program Services, **Jim Burrow, MAS**; Vice Chair Financial Services, **Gene Geiger, MAS**; Vice Chair Marketing Services, **Joe Durand, MAS**; Vice Chair of Membership Services, **Tina Montgomery, MAS**; and Immediate Past Chairman, **Stan Breckenridge, MAS**.

Chairman of the Board, Sherri Lennarson, MAS, has been in the promotional products industry for 27 years. Currently Senior Vice President Business Development of promotional products distributor Bankers Advertising Company, Iowa City, Iowa, Lennarson has been on the PPAI board since 2005. She has served PPAI on the Marketing Information and Research Committee from 2003-2006, as chair from 2004-2006; and was a member of the End User Task Force from 2004-2006. An active member in her regional associations, Lennarson is a member of Upper Midwest Association Promotional Products (UMAPP). She holds a B.A. in education from Arizona State University and is a member of the Promotional Professionals Mentoring Network (PPMN).

Scott Siegel, MAS, chair-elect, has been in the promotional products industry for more than 20 years. He is currently president of promotional products supplier R.S. Owens and Company, Chicago, Illinois, and has been on the PPAI board since 2007. Siegel has served PPAI on the Education Committee from 2005-current, the Conventions Committee from 2001-2005, the Government Relations Committee from 1998-2001 and the Education Advisory Council from 1997-1999. He also serves as a board member on the Promotional Products Association of Chicago's (PPAC) board of directors. Additionally, he is an active member of both the Promotional Products Education Foundation (PPEF) and PPMN. Siegel holds a bachelor's degree in business from Miami University and a master's degree in teaching from Northwestern University.

Incoming vice chair of program services, Jim Burrow, MAS, is the president of supplier Dart Manufacturing Company in Dallas, Texas. Burrow has been in the promotional products industry for more than 20 years. He previously served PPAI as a member of the Suppliers Committee from 2001-2004 and as ePSA Service Center president and director. Burrow holds a B.S. in business administration from Emporia State University; majoring in business and an executive M.B.A. from University of Minnesota. He is a member of PPMN.

Incoming vice chair financial services, Gene Geiger, MAS, is the president and CEO of Geiger, a promotional products distributor company based in Lewiston, Maine. Geiger has more than 32 years of experience in the promotional products industry. Geiger served PPAI as the chair of the Technology, Terminology and Standards Committee from 2000-2002; the Government Relations Committee from 1979-1982 and as chair from 1980-1982; as a member of the PPAI Board of Directors from 1982-1986, serving as treasurer and vice chair; and as board member and chair of the ePromoStandards Alliance from 2000- present. He holds a B.A. in economics from University of Notre Dame and is a member of PPMN.

Incoming vice chair of marketing services, Joe Durand, MAS, is the senior vice president of sales and marketing of promotional products supplier company Fields Manufacturing in Saint Cloud, Minnesota. Durand has been in the promotional products industry for more than 20 years. He previously served on PPAI's Advertising and Public Relations Committee from 1999-2003, serving as chair from 2000-2003, and as a member of the PPAI board from 2004-2008, serving as vice chair and finance chair from 2006-2008. He is a member of the Upper Midwest Association Promotional Products (UMAPP) and has served as board member, treasurer, secretary, vice president and president. He holds a B.A. in marketing from Metro State University.

Tina Montgomery, MAS, is president and chief executive officer of promotional products distributor L.W. Barrett Company, Inc. in Denver, Colorado. Montgomery has been in the promotional products industry for nearly 30 years and will serve as vice chair of membership services. She previously served as a member of the PPAI Education Committee from 2003-2006. She has also served on the Distributors Committee from 2000-2003, the Distributors Advisory Council from 1996-2000 and the *PPB* Editorial Advisory Council from 2006-2008. Montgomery is also a PPAI ADvocate. Montgomery attended Adams State College where she received a degree in accounting.

Immediate past chair, Stanley Breckenridge, MAS, has been in the promotional products industry for more than 21 years. As senior vice president of sales and marketing for supplier Moderne Glass Company, Inc., Aliquippa, 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.

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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