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PPMN Introduces “What’s The Buzz?”—A Web-Based Forum For Hot-Topic Member Discussions

Irving, Texas (April 2, 2008) Promotional Professionals Mentoring Network (PPMN), a Special Interest Council of **Promotional Products Association International**, has introduced “What’s The Buzz?” It’s a web-based Q&A forum through which its members can give advice, share ideas and stay abreast of timely issues affecting the promotional products industry.

“What’s The Buzz?” is a platform for members to respond to a newly posted question every other week. The initial question was: “In what ways are you and your business preparing for a possible recession this year?” Member responses can be viewed at the PPMN website: www.ppmn.com.

“This forum gives members an outlet to share their expertise, exchange ideas and initiate their own questions for feedback from their peers,” says Michele Jennrich, MAS, PPMN president and sales representative for Howard Miller Company. “However, like any forum, the more members who actively participate, the more useful the forum will be. It is my expectation that PPMN members will check in with the forum frequently to see what their peers are talking about and add their own recommendations.”

Unlike an online forum with threaded messages, using “What’s The Buzz?” is as easy as sending an e-mail. A new question will be posted to the website bi-weekly and members will be alerted through an e-mail to send their feedback to ppmn@ppai.org. Responses will be quickly posted to the “What’s The Buzz?” section of the website.

The current question is: “How have rising shipping costs affected your business?”

PPMN members are encouraged to send responses to PPMN at ppmn@ppai.org. While the new forum is in its introductory period, those who respond to a question by the published deadline will be entered into a drawing to win one free ticket to either the PPMN Peer2Peer Luncheon, June 3, 2008, during PROMOTIONS EAST in Atlantic City

or the PPMN Peer2Peer Luncheon, January 14, 2009 at The PPAI Expo 2009 in Las Vegas.

PPMN was formed in 2004 to foster education, networking and mentoring within the promotional products industry. Benefits include a monthly e-newsletter, podcasts, job bulletin board, mentoring program, scholarships, networking events, leadership opportunities, specialized education programs and more. Membership is \$35 per year and open to all practitioners in the promotional products industry.

For more information about PPMN, visit 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.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 an \$18.8 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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