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2007 PPAI HALL OF FAME INDUCTEES NAMED Three Promotional Products Veterans Join Honor Roll

Irving, Texas (October 2, 2006) 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 Hall of Fame recognizes exceptional contributions to and long-term involvement with PPAI and the industry. Inductees are chosen by nomination from within the promotional products industry. This year, there are three deserving recipients, one being recognized posthumously, who will take their places among the 63 previous honorees.

Dan S. Bagley III, Ph.D., CAS, an educator and industry pioneer, returned to the industry after receiving his Ph.D. in communications to bridge the gap between theoretical and applied strategies in promotional products. One of the earliest academic researchers to focus attention on the specialty advertising industry, Bagley has played a pivotal role in educating both the industry and general public on the power of promotional products as a marketing medium. During his career, he has served on a number of PPAI task forces and advisory panels, authored numerous articles and books and served as a speaker and presenter. Bagley is currently a tenured associate professor of advertising, teaching advertising and mass communications courses at the University of South Florida.

When **Lorraine Hempen, CAS**, first entered this industry, she was one of only four women in the country to sell promotional products. Spending her career with one company, Hempen worked her way from the bottom up, starting as a clerk and retiring in 2002 as executive vice president of the Joseph Lipic Pen Company. During her 55 serving this industry, Hempen has been actively involved with her regional association, served on the PPAI board of directors from 1977-1981 and chaired numerous committees. In 2004, she received the PPAI Lifetime Achievement Award in recognition of her tireless service to the industry.

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Robert J. Burnham, CAS (deceased), is remembered in the industry as a “founding father” of the inexpensive ball-point pen business. Born in Vienna, Austria, Burnham immigrated to the United States in 1938. He started the Burnham Products Corporation in 1947 selling fountain pens and pen parts. Always an innovator, Burnham was an early adopter of new technology and automation. Burnham never missed an industry trade show and supported the Association’s education program by enrolling his senior executives in the very first Certified Advertising Specialist (CAS) classes. Burnham’s contributions were not limited to the promotional products industry; he was respected throughout his community for his altruism, graciousness and generosity of spirit.

“Dan Bagley, Lorraine Hempen and Robert Burnham exemplify the best our industry has to offer,” said PPAI president Steve Slagle, CAE. “All of them are highly successful leaders in their fields, and made a commitment to reach out to those around them in both their personal and professional lives to educate, mentor and elevate the industry as a whole. Their vision, creativity and generosity set them apart as leaders in the industry. They are each worthy members of an exclusive club, the PPAI Hall of Fame.”

The recipients will be publicly honored at an induction ceremony, January 5, 2007, at ONE during the Awards Presentation at the Mandalay Bay Convention Center during The PPAI Expo 2007 in Las Vegas, Nevada.

If you would like more information about the PPAI Awards program, contact Awards@ppa.org.

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.