



Hi again!

With Thanksgiving just a few days away, I want to take a moment and express my thanks to the thousands of you who have joined with us over the past year to contact your elected officials, to learn more about pending legislation, to participate in our product safety education and so much more. Our collective voices are being heard and progress has been made.

As we look to 2010, it is an ideal time to take a quick look back at the tremendous progress the industry has made over the past 12 months.

- On January 22, 2009, Senators Grassley and Kohl rang in the New Year with the introduction of S.301—the Physicians Payments Sunshine Act.
- On January 23, 2009—within less than 24 hours—PPAI responded to that legislation by issuing the first “PPAI Action Alert” of the year.
- And now, just 10 months later, PPAI members have sent more than 7,500 e-mails to Washington voicing opposition to legislation, have taken the message directly to Capitol Hill through face-to-face meetings with elected officials and our incoming chair, Scott Siegel, MAS, of R.S. Owens, has participated in meetings related to small businesses at the White House itself with President Obama.

Whether the issue is healthcare reform, independent contractors, product safety or any other issue that threatens the promotional products industry, PPAI has made significant investments in its long-standing government relations program. A partial list of PPAI and member efforts is noted below—for a full list of program content click [HERE](#).

- Lobbyists in Washington, D.C.
- PPAI website, www.ppailaw.org, that includes quick links to take action and learn about pending legislation. Specific sections developed to drill down to state-level legislation, state revenue and employment statistics.
- [PPAI product safety website](#)—a single resource for all recent CPSIA announcements, guidance, education and support material related to product safety regulations and legislation.
- The leading political advocacy tool, CapWiz, to automate and record the grassroots advocacy process.
- Development of the [Little Black Book of Legislative Success](#) which summarizes government relations outreach on a local level as well as state revenue and employment figures.
- Investment in the StateNet legislative tracking system. Over the past 10 months, this system has flagged more than 1,500 pieces of legislative that fit monitoring criteria set by PPAI. Monitored by staff daily, this is an effective tool in the early identification of legislation on a

state level.

- Broad cooperation and strategic liaison with the Regional Associations. Currently 27 out of 28 regional associations have Regional Association Legislative Committees in place tasked with educating and mobilizing members. These teams offer effective triage of state-based legislation and development of action plans and creation of legislative committees to support a unified means of analyzing and communicating both Federal and State-level issues.
- Direct member outreach at PPAI and other Association education and networking events and webinars.
- Government Relations Action Council. This Special Interest Council will focus on government relations and serve as a volunteer group to assist the efforts of PPAI lobbyists and staff in influencing legislation and regulations affecting the promotional products industry. Membership in this council includes:

- o Eric Ekstrand, MAS, The Mort C. McClennan Co., Chair
- o Karie Cowden, MAS, Connect The Dots
- o Barbara Dail, MAS, The Creative Solution
- o Dale Denham, MAS, Advertising Specialty Institute
- o David Engel, MAS, Greystone World Resource Development
- o Wing Hughes, MAS, Forrester-Smith, a division of Geiger
- o Cheryl Landman, MAS, PSIncentives (PSI)
- o Dale Limes, MAS, HALO/Lee Wayne Corporation
- o Steve Meyer, MAS, Molenaar, LLC
- o Geoffrey Patack, Broadway Marketing
- o Margie Price, MAS, Premiums Plus Inc.
- o Candace Sessions, TravelChair
- o Anthony Stover, MAS, Promo Marketing

To learn more about all of our product safety and public affairs initiatives, please click [HERE](#) or contact me directly at Annel@ppai.org or 972-258-3041—I look forward to hearing your thoughts and input on how we can continue to improve our outreach efforts.

But, I can't close this e-mail without one more call to action. Now that healthcare reform has passed in the House of Representatives and is under debate in the Senate, many of you are asking what can we do next? The short answer is more of the same—keep the pressure on—go to www.ppailaw.org and use the scripts and e-mail prompts to contact your Senators.

Thanks again for all you do and all you continue to do! I will be in touch in early 2010 with another summary of our Government Relations efforts. In the meantime, be on the lookout for important action alerts.

You can make a difference,

