



FOR IMMEDIATE RELEASE

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PPAI OFFERS FREE SPEAKERS TO BUSINESS GROUPS Promotional Consultants Speak To The Power Of Promotional Products

Irving, Texas (August 9, 2006) Seventeen new PPAI and regional association members have become members of the PPAI ADvocate program and have been trained to speak to business groups about the power of promotional products. This brings the number of program participants to 160.

The PPAI ADvocate program was developed by Promotional Products Association International (PPAI), Irving, Texas, the trade association representing the \$18 billion promotional products industry.

The PPAI ADvocate program instructs and prepares selected members to deliver a 20-minute presentation about the effectiveness of promotional products to marketing and business audiences in their local communities. Through this intensive, grassroots effort, PPAI is working to educate and motivate buyers about the powerful recall and proven effectiveness of promotional products.

To qualify as a PPAI ADvocate, candidates must be members of PPAI and their regional association, provide references, participate in the training session and agree to abide by the highest standards of professionalism and ethics.

Business organizations, marketing and advertising associations, and civic groups can schedule a free presentation about the power of promotional products as a marketing medium by visiting PPAI's buyer website at buildapromotion.com or www.ppa.org/buyer.

The newest PPAI ADvocates are:

Brenda Angelini, MAS, AIA/Angelini & Assoc., Houston, TX

Herb Bradley, Presence Inc., Louisville, KY
Ted Davies, Paradigm Partners, Edina, MN
Debbie Greenberg, JB of Florida, Tampa, FL
Wayne Greenberg, MAS, JB of Florida, Tampa, FL
Sherry Hersh, MAS, AIA/Solutions in Marketing, Marietta, GA
Mike Irwin, MAS, AIA, Glen Allen, VA
Gail Iwaniak, Presence Inc., Louisville, KY
Doug Kaltenberg, CAS, Mar Comm Promotions, Beaverton, OR
Rebecca Kollman, CAS, AIA, Neenah, WI
Marie Miller, CAS, AIA, Neenah, WI
Gisele Rhodes, CAS, AIA/Cross Rhodes Promotions, Granite Bay, CA
Kathy Sipes, MAS, Sipes Promotional Concepts, Ft. Worth, TX
Gary Thompson, CAS, AIA/Custom Innovation, Ogden, UT
Neil Wiesenfeld, CAS, Adman Promotions, Inc., Atlanta, GA
Ray Young, CAS, Young Ideas, Inc., Overland Park, KS
Gary Youngberg, MAS, AIA/Promoplans, Chattanooga, TN

For more information on Promotional Products Association International (PPAI), to learn more about the proven power of promotional products (including research and case studies) or to find a speaker in your area, 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.