



2010 -2011 MAS/CAS Points Guideline

MAS/CAS points are award in increments of minimum .5 points

- Half Hour Education Content- .5 points
- One hour Education Content– 1.0 points
- Ninety minutes Education Content – 1.5 points

Credit is posted as a MAS/CAS points and not CEU (continuing education units)

Professional Development opportunities that are relevant to the promotional products industry or professional development qualify for CAS/CAS points, including:

- Attending PPAI educational classes (e.g. Expo education day, WLC, NALC etc).
- Reading and reporting on industry related books
- Webinars
- Regional affiliate education classes
- Outside training (program must be approved by PPAI by host)
- Factory tour with defined learning objectives and/or demonstration of production
- Company internal training / workshops
- College classes (however points may only be used toward MAS/CAS electives)

Books, Webinars & Workshops Topics (Must be relevant to industry)

Books relevant to the promotional products industry or professional development qualify for credit. A book review and reporting form must be submitted to receive MAS/CAS credit. Relevant topic areas include:

- Marketing, Sales, Technology, Business Management, Ethics, Advertising, Communication, Safety, Human Resources
- Personal Professional Development: Time Management, Professional Presentations, Motivational, Speaking Skills, Management Skills
- Industry Specific Areas: Art, Embroidery, Apparel, Imprinting, Incentive Marketing, Outsourcing, Product Safety
- Any topic that helps individuals develop professionally or grow their business

Audio, Books, Webinars & Workshops Points

- One hour audio, seminar, workshop or webinar equals 1 MAS or CAS point
- Points are awarded in minimum of half hour increments (.5 points)
- CEU - continuing education unit (.1) equals 1 MAS or CAS point
- CAS points are given for introductory/basic information level programs or books



- MAS points are given for advanced level topics and information
- Books are awarded 1.5 MAS or CAS points (150-300 page) 2.0 Points (300-500 pages).
- A book or webinar can only count one time for credit if read or taken multiple times
- All day programs are equal to amount of time in class minus lunch and breaks
- Developing a seminar for PPAI or regional – 2 points (cannot receive development points for multiple presentations of same seminar)
- Speaker receives same credit as attendee for session they present. If speaker presents multiple sessions, speaker only receives credit for one session
- Individuals must complete reporting form for each book (print or audio) webinar or workshop for documentation of courses not PPAI or regional sponsored
- Outside courses and Webinars can be approved for MAS/CAS points using the topic and point guidelines previously listed
- Credit for college courses can be approved if taken within the past 3 years and applicable to the promotional products industry or business management. For approval of college credits contact PPAI for assistance. The qualifying courses must be used for MAS/CAS elective credit.
- Credit is not given for years in the industry or for “life/work” experience
- Workshops, seminars or webinars for CAS required courses must be one hour and thirty minutes in length
- In order for workshops, seminars or webinars to qualify for required CAS credit, all learner objectives for the particular requirement must be included in the curriculum. Learner objectives are attached for reference for required classes. All required classes must be pre-approved by PPAI.

Industry Service

Service points are awarded for contributions and service to the industry

- **A minimum of 1 point and a maximum of 15 service points required for MAS designation**
 - **A maximum of 5 service points count as part of the 75 points for CAS**
 - **Points awarded in December of year of service**
 - **Individual submits the Industry Service form showing contribution or industry service at end of year for credit**
- PPAI Board – 7 points/year



- PPAI Committees – 3 points/year
- PPAI Councils, Action Groups and Committees – 1-5 points/year depending on length of commitment and activity
- Regional Association Boards – 5 points/year
- Regional Association Committees – 3 points/year
- Developing pre-approved courses through PPAI and other education events (Two points for developing)
- Presenting pre-approved courses through PPAI and other education events (Points awarded same as attendees receives according to length of session)
- Fulfilling role of ADvocate through the PPAI ADvocate program – 1 point per presentation
- Presenting to other groups outside the industry about the promotional products industry (schools, chambers, colleges) – 1 point per presentation (45 min. to hour)

Recertification

By meeting the requirements for CAS or MAS, individuals are certified for 3 years. Recertification is required every 3 years to keep the designation in active standing. Recertification is accomplished by:

- Acquiring an additional 25 points from approved courses, books (print or audio), webinars and industry contribution
- Maximum of 10 points can be earned through industry service
- No required curriculum – MAS or CAS level courses count
- No examination required for recertification
- Payment of the recertification fee - \$75 upon completion of the 25 points every three years
- Individuals can be exempt from recertification if they meet life cert qualifications (see below)
- Recertification must be current for CAS designees to qualify for the MAS exam
- If an individual fails to meet the recertification requirements of 25 points in three years and pay the \$75 fee, their CAS or MAS designation will be suspended
- If an individual's designation is suspended due to not recertifying, the designation can be reinstated if:
 - a. Individual completes the 25 points for each recertification period missed
 - b. Individual pays the \$75 recertification fee for each period missed



Life Certification

Individuals can achieve life certification by meeting one of the following requirements. Life certified professionals are exempt from the recertification requirements.

- 60 years of age or older (When an individual reaches 60, they submit the life recert exemption form with a copy of their drivers license)
 - Member of PPAI Hall of Fame
 - A PPAI Lifetime Member (Past Chair of PPAI, Individuals that PPAI Board nominate)
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Who do I contact for certification information?

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