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CANDIDATES PASS INDUSTRY'S CERTIFICATION EXAMINATION

Irving, Texas, (October 27, 2008) Fifty promotional products industry professionals passed the Master Advertising Specialist and Certified Advertising Specialist (MAS/CAS) certification examinations, administered between March and October 2008 by **Promotional Products Association International (PPAI)**.

The Master Advertising Specialist (MAS) and Certified Advertising Specialist (CAS) are the promotional products industry's only professional designations. They are acquired through a combined result of number of years active in the industry, completed courses, industry contributions and other criteria. Individuals with MAS/CAS certification are recognized as industry leaders—those who have attained a superior standard of professionalism, knowledge and experience.

“Earning a professional certification is an avenue being traveled by more and more people in the industry,” said Steve Slagle, CAE, PPAI president and CEO. “The sheer number of individuals who have made the commitment to pursue certification over the years is a testament of the effort promotional products practitioners are willing to make to ensure their future business success, as well as the overall professionalism of the industry.”

The MAS designation requires completion of the CAS certification, additional MAS level courses, industry service and either passing a comprehensive exam, developing a pre-approved workshop or publishing a professional paper or article in a pre-approved publication.

Those who received the prestigious Master Advertising Specialist (MAS) certification are:

Randy Crider, MAS, Crider & Company, Ltd.
Steve DeNunzio, MAS, Geiger
John Festa, MAS, Forrester-Smith, a division of Geiger
Tim M. Hanson, MAS, Ball Pro Promotions Group
Darrelyn Harris, MAS, Advent Advertising Corp.
Donna G. Horton, MAS, Geiger
Joan L. Johnson, MAS, Geiger
Thea Schroeder, MAS, Beanstalk Logopromotions
Jeff Solomon, MAS, All American Marketing Group
Karie Ann Cowden, MAS, Connect The Dots Promotions, LLC
Cindy Jorgenson, MAS, Brown & Bigelow

The CAS certification requires individuals to take a series of core classes that offer a broad overview of the industry and their place in it. These courses include an overview of the promotional products industry, promotional programs, best practices/supplier-distributor relations, advertising and marketing overview, Smart Artwork guidelines and business ethics. Upon completion of the core curriculum, individuals then have the opportunity to structure their own course schedules to deliver the greatest relevance and value for their careers.

The course schedule can be structured to emphasize sales and marketing; business management; technology; professional development; or a combination of all areas. The CAS designation will be conferred upon passing a comprehensive examination the equivalent of 75 hours from a structured curriculum, three years of experience in the promotional products industry and a passing score on the CAS certification exam.

Those who received the Certified Advertising Specialist (CAS) certification are:

Kelly Barclay, CAS, Geiger
Alisa Board, CAS, Geiger
Denise A. Bromberger, CAS, Image Marketing Specialists
Amanda H. Clay, CAS, Walker-Clay, Inc.
Terry S. Derstine, CAS, Geiger
Margaret Diamond, CAS, Geiger
Lori Dollar, CAS, Advantage Graphics
Kimberlie Evans, CAS, Geiger West
Sally Freedman, CAS, AIA/Winning Promotions, Inc.
David L. Goldfarb, CAS, Evans Manufacturing, Inc.
Gigi Harvey, CAS, Geiger
David J. Hawes, CAS, Geiger
Peter S. Hirsch, CAS, Hirsch Gift
Pamela Kenney, CAS, The Vernon Company
Richard J. Lucas, CAS, AIA/Lucas Promotional Products
Stephen M. Lutz, CAS, Lutz and Company
Michelle L. Mann, CAS, Evans Manufacturing, Inc.
Christy Ann Muckey, CAS, AIA Lucas Promotional Products
Regina A. Munroe, CAS, Inproma, LLC
Amme Nielsen, CAS, Geiger
Michelle B. Peebles, CAS, Walker-Clay, Inc.
Pamela Peterson, CAS, Geiger
Todd Pottebaum, CAS, Quality Resource Group, Inc.
Susan Santry, CAS, Walker-Clay, Inc.
Megan Sears, CAS, BIC Graphic USA
Susan Seminara, CAS, Geiger
Kristin Stiles, CAS, Specialty Incentives
Julie Stinson, CAS, Geiger
Shawn White, CAS, Geiger
Michelle Williams, CAS, Geiger
Hank Yuloff, CAS, Promotionally Minded
Dan Ball, CAS, Advance Corporation
Erica Kelley-Gogel, CAS, Bankers Advertising Company
Albert F. Maio, CAS, Sportswear Plus Inc.
Jeanne Noll, CAS, Select Specialty

Paulette Pelletier, CAS, Bank & Business Solutions
Michael Rawson, CAS, Webb Collection
Christine M. Valento, CAS, Sweda Company
John Wray, CAS, Sunbase Promotional Agency

MAS/CAS certification designates a commitment to both business excellence and continual professional growth. A relatively small percentage of professionals hold these certifications and are known as the industry's innovators and leaders. MAS/CAS has been recognized as a reliable indicator of professionalism and excellence in the promotional products industry. First established in 1961 and continually updated in response to changes in the dynamic promotional products industry, this certification is an enduring designation. The MAS/CAS curriculum was designed with input from industry leaders in order to assist individuals in developing the full spectrum of professional skills and knowledge essential to success in the promotional products field. Educational programs are industry-specific, practical and focused upon personal and business success.

For more information on the Master Advertising Specialist (MAS) or Certified Advertising Specialist (CAS) certifications, call 888-492-6892 or e-mail Certification@ppai.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.ppai.org or contact PPAI at 972-258-3041 or PR@ppai.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 more than a \$19.4 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.