



## FOR IMMEDIATE RELEASE

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## INTERNATIONAL ASSOCIATION HONORS SERVICE AWARD RECIPIENT

**Irving, Texas, (October 9, 2006) Promotional Products Association International (PPAI)** will honor Roni S. Wright, MAS, with the **2007 PPAI Distinguished Service Award** during a ceremony at The PPAI Expo 2007 Las Vegas, Nevada, in January. This PPAI award recognizes members who consistently share time and expertise with the Association through volunteer service and leadership.

A 20-year veteran of the promotional products industry, Wright is the vice president of supplier The Book Company, based in Delray Beach, Florida. Wright has been a facilitator for PPAI since 1989, a past member of the MAS/CAS Certification Board and was a trustee for the Promotional Products Education Foundation (PPEF). She has served on a number of PPAI task forces, including UPIC and education, and has written numerous articles for *PPB*. A talented speaker and educator, she is a trained member of the ADvocate program, is a member of PPMN and has taught classes to every PPAI Regional Affiliate. She is a recipient of the Young Executive of the Year Award, the PPAI Speaker Award for Industry Service and was a recipient of the Specialty Advertising Association of Greater New York Linda Robinson Scholarship.

Wright has also been active on the regional level as a member of the Promotional Products Association of Florida (PPAF) since 1985, where she has served as president and has twice represented the region as its Regional Association Council (RAC) delegate. From 1991-1993, she was on the board of directors of Young Executives Specialty Advertising Association (YESSA) and led the organization as president. She currently serves on the RAC board as secretary and board liaison to the RAC education committee.

The Distinguished Service Award is presented to selected PPAI members who consistently contribute their skills and expertise toward the betterment of the Association. Through volunteer service or by offering their leadership to PPAI, these are members who generously give the benefit of their energy, time and enthusiasm for the Association. PPAI members and Association staff nominate candidates for the award, and winners are chosen by a selection panel. Nominees must be members in good standing for at least five years and must have contributed time and talents to the Association in at least three different leadership roles.

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“I am proud to be one of the many individuals who make the time to volunteer,” said Wright. “Our industry is truly shaped by those that are willing to constantly challenge the status quo and work to build a better tomorrow. Each one of us shares the responsibility of giving back and working to build a strong sense of community. I feel humbled to be a part of a group that has been such an inspiration to me and hope to live up to their example.”

The PPAI Distinguished Service Award, first presented in 1997, is one of seven awards presented annually by PPAI to recognize excellence and achievement within the industry. The 2007 PPAI Distinguished Service Award will be presented at ONE (An Evening Of Awards And Entertainment) on Friday, January 5, held in conjunction with The PPAI Expo 2007, January 2 -6, 2007, at the Mandalay Bay Convention Center in Las Vegas.

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](http://www.ppa.org) or contact PPAI at 972-258-3041 or [PR@ppa.org](mailto: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.