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Media Contact: Anne Lardner
972-258-3041
AnneL@ppai.org

19th ANNUAL PRESIDENTS' FORUM A SUCCESS

Irving, Texas, (August 7, 2008) Promotional Products Association International (PPAI) hosted the 2008 PPAI Presidents' Forum in Ojai, California, June 22-25, 2008. Specifically designed for owners and executive decision makers from leading promotional products companies, the PPAI Presidents' Forum is considered one of the premier educational and networking events in the industry.

Attendance at the Forum is deliberately limited to ensure that all participants experience an optimal learning environment. This year, 53 participants from 47 industry companies were in attendance for the core program entitled, "Blue Ocean Strategy: How to Move Beyond the Competition." Facilitated by acclaimed speakers, Soren Eilertsen, Ph.D. and Robert Fortunato, the program taught attendees new ways to create uncontested market space or "Blue Oceans" for their businesses.

In addition to the core program, Presidents' Forum also provided an opportunity to hear from industry visionary Jonathan Issacson, CEO of Gemline, on China and current economic issues. His presentation was followed by breakout sessions covering such timely topics as economic challenges, product safety issues and the supply chain model. The sessions were facilitated by current board members Sherri Lennarson, MAS, Roni Wright, MAS, Scott Siegel, MAS and past board member David Woods, MAS.

"The Forum is a great way to re-energize your battery and learn from your peers," said Tim Hanson, president of Ball Pro Promotional Group. "Uniquely different from other industry events, Presidents' Forum provides an invaluable chance to really connect with fellow leaders of top organizations on a one-on-one basis and discuss ideas and tactics that ultimately shape the future of our industry."

For more information about Presidents' Forum, please contact Rick Merrill at 972-258-3020 or RickM@ppai.org.

Promotional products are an essential element in the marketing mix. Adding your message to a tangible product turns an ordinary message into a marketing experience your audience can see, touch, hear, smell and even taste. Promotional products are the only way to make a sensible—and memorable—impression. 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.

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.

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