



**FOR IMMEDIATE RELEASE**

**Media Contact: Anne Lardner**  
**972-258-3041**  
[AnneL@ppai.org](mailto:AnneL@ppai.org)

### **REGIONAL ASSOCIATION COUNCIL ANNOUNCES 2009 LEADERSHIP**

**Irving, Texas, (October 16, 2008)** The Regional Association Council (RAC) has announced its election results for 2009. Garth Huettl, CAS, RAC delegate for the Promotional Products Association of Wisconsin (PPAW), will assume the top leadership role as president of RAC's 11-member board of directors in mid-January. Huettl has been a RAC board member since 2007.

"I am honored to be president during the RAC's tenth anniversary," said Huettl. "The regional community is such a strong part of this industry, and everyone is already working toward ramping up communication efforts and considering collaborative efforts. With the help of the team, I look forward to leading them into another rewarding and successful year."

Other officers elected to serve in 2009 are noted below with their positions, regional affiliations and representative RAC districts. In addition, Bruce Perryman has been appointed to serve a two-year term as RAC delegate to the Promotional Products Association International (PPAI) Board of Directors.

#### **RAC 2009 Officers/Executive Committee**

President – Garth Huettl, CAS – Promotional Products Association of Wisconsin (PPAW),  
*District 3*

Vice President – Kendra Kirks McDougal, MAS – Chesapeake Promotional Products Association (CPPA), *District 1*

Secretary – John Niemi, MAS – Rocky Mountain Region Promotional Products Association (RMRPPA), *District 4*

Treasurer – Ted Dennison, CAS – Houston Promotional Products Association (HPPA), *District 4*  
RAC Delegate to the PPAI Board – Bruce Perryman – Arizona Promotional Products Association (AzPPA), *District 5*

#### **RAC 2009 Board Members**

Mike Irwin, MAS – Mid-Atlantic Promotional Products Association (MAPP), *District 1*

Stephen Greenberger, MAS – Gold Coast Promotional Products Association (GCPPA), *District 2*

Dan Jenne – Carolinas Association of Advertising and Marketing Professionals (CAAMP),  
*District 2*

Paul Gualtieri, CAS – Michigan Promotional Professionals Association (MiPPA), *District 3*

Jeff Thomas – Promotional Marketing Association of Northern California (PMANC), *District 5*

Eric Ekstrand, MAS – PPAI Board Delegate to the RAC Board

Mark Shinn, MAS, will serve in an ex-officio capacity as immediate past president.

The officers and board members will assume their respective positions immediately following the RAC Delegate Assembly scheduled January 13, 2009, in conjunction with The PPAI Expo 2009 held at the Mandalay Bay Convention Center in Las Vegas.

The Regional Association Council (RAC) exists to foster cooperation and positive relationships among the regional and nonprofit trade associations engaged in the promotional products industry. RAC is comprised of the 28 industry regional associations and is governed by the RAC Board of Directors, which focuses on developing and implementing strategic programs and services that meet the common interests and needs of its member organizations. The RAC Board of Directors is a standing committee of the Promotional Products Association International (PPAI). For more information about RAC, visit [www.regionalassociation.org](http://www.regionalassociation.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](http://www.ppai.org) or contact PPAI at 972-258-3041 or [PR@ppai.org](mailto: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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