



FOR IMMEDIATE RELEASE

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

TWO PPAI TEAM MEMBERS AWARDED CAE CERTIFICATION

Irving, Texas, (August 1, 2006) Promotional Products Association International (PPAI) is pleased to announce that Michele Packard-Milam, CAE, PPAI director of membership development and Pat Burgher, CAE, PPAI manager of business development, have been awarded the Certified Association Executive (CAE) designation. The American Society of Association Executives awards the designation to members who complete a strenuous program of qualifications.

“Education is a cornerstone of our association’s membership offerings and we fully support ongoing professional development on the part of all our team members,” said Steve Slagle, CAE, PPAI president. “We extend our heartiest congratulations to both Michele and Pat, and recognize the hard work, dedication and focused study required to earn this prestigious designation.”

The Certified Association Executive (CAE) program is designed to elevate professional standards, enhance individual performance and designate association professionals who demonstrate the knowledge essential to the practice of association management. CAEs must actively advance, support and promote association membership and the association profession as a whole. In order to apply for consideration, CAE candidates must obtain 75 hours of broad-based association management continuing education or professional development within the last five years. For more information on CAE Certification, visit www.asaecenter.org.

Photos of Michele Packard-Milam, CAE, PPAI director of membership development and Pat Burgher, CAE, PPAI manager of business development, are available upon request.

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 or contact PPAI at 972-258-3041 or PR@ppa.org.

###

PPAI—the promotional products industry’s only international not-for-profit trade association—offers education, tradeshows, 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.