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PPAI ENGAGES ADDITIONAL LOBBYING EXPERTISE

Irving, Texas, (February 9, 2009) A new Congress has brought new challenges for the promotional products industry. To respond to these challenges, **Promotional Products Association International (PPAI)** announced today that it will increase its presence in Washington with the addition of a new member of PPAI's lobbying team, Robert G. Drummer, J.D., CAE.

Drummer will coordinate his efforts with John Satagaj, PPAI's chief Washington lobbyist and legal counsel, and will focus on any new federal effort to limit or prohibit the use of promotional products by the healthcare industry. Satagaj, with his expertise in taxes, product safety, labor and small business, will continue to present PPAI's views on these topics before legislators and regulators.

"The legislative challenges that face the promotional products industry are vast and acquiring the help of Robert Drummer is only the first step toward combating it," said Sherri Lennarson, MAS, board chair for PPAI. "The next step is to collectively get involved as a band of industry practitioners and send e-mails, faxes, letters and blogs to ensure our voices are heard. A great place to start is [PPAI LAW](#) for an up-to-the-minute look at the most pressing issues and legislation impacting the promotional products industry."

Drummer currently heads his own firm, Drummer & Associates, LLC, a certified minority-owned firm that specializes in federal legal, legislative, political, public and regulatory affairs counsel and advocacy representation. Prior to forming Drummer & Associates, he served as vice president of government affairs and general counsel for the American Moving and Storage Association (AMSA). He has a bachelor's degree in journalism and mass communication from Morehouse University in Atlanta, Georgia, and a juris doctorate degree from the University of Georgia School of Law in Athens, Georgia.

Drummer is also a member of the American Society of Association Executives, the IMC Institute, the American Bar Association, the American League of Lobbyists, the Federal Bar Association and the State Bar of Georgia, Maryland and the District of Columbia.

"The addition of Drummer to our lobbying team should serve as a clear signal of our commitment to making our voice heard in Washington," said Steve Slagle, CAE, PPAI president and CEO. "Our chief lobbyist, John Satagaj, has worked tirelessly to promote and protect the interests of the promotional products industry and small business interests in general. By adding Drummer to the

team, we are in an excellent position to build on our success to date and tackle the challenges which lie ahead.”

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, publications, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are 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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