



**FOR IMMEDIATE RELEASE**

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

### **PPEF ELECTS NEW BOARD OF TRUSTEES**

**Irving, Texas, (November 17, 2008) Promotional Products Association International** has announced the results of the recent election for the 2009-2012 PPEF Board of Trustees. The term for the incoming board members begins immediately following The PPAI Expo 2009 in January and runs for three years.

“These individuals are seasoned promotional products professionals and dedicated volunteers to both PPAI and PPEF,” said Steve Slagle, CAE, PPAI president and CEO. “With their combined leadership and experience, I am confident they will continue to further PPEF’s cause of promoting educational excellence in the promotional products industry.”

The Board of Trustees for 2009-2012 are:

- Tom Carrico, Gill Studios
- Alan Christopher, MAS, DAC Austin
- Laura Forbes, MAS, Zebra Marketing
- Ira Neaman, Vantage Apparel

PPEF was founded to recognize and encourage scholastic ability and academic performance among promotional products industry employees and their children. Since its inception in 1989, PPEF has awarded approximately \$671,000 in financial assistance. In 2004, it expanded its mission to also include Special Need Scholarships and Professional Development Grants. For more information regarding the Promotional Products Education Foundation (PPEF) or PPEF scholarship programs, visit the PPEF website at [www.ppef.us](http://www.ppef.us) or contact Sara Besly at [SaraB@ppai.org](mailto:SaraB@ppai.org) or 972-258-3097. All donations are tax deductible.

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.

###