

PPAI NEWS

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CONTACT:
Kim R. Todora, PPAI
972-258-3063
KimT@ppai.org

PPAI Public Affairs 2011 Year In Review

Milestones, Education, Adoption And Reform

IRVING, Tex. (November 29, 2011) – Promotional Products Association International (PPAI; ppai.org), the not-for-profit association for more than 9,000 member companies of the \$16.5 billion promotional products industry, today presented its public affairs and government relations year in review for 2011.

“This year exemplifies how a unified industry effort can produce meaningful results,” said Paul Bellantone, CAE, PPAI president and CEO. “It is a year in which industry practitioners joined forces with the Association to advocate, educate and set the stage for our industry to lead the way in public policy and product safety and responsibility in 2012. This was demonstrated most clearly by the industry’s united and immediate response to President Obama’s recent Executive Order. Thanks to vigilant members, PPAI was able to respond preemptively to the order. Thanks to industry advocates, more than 1,500 e-mails have been sent to Washington in opposition to this order to date.”

PPAI will kick-off 2012 with [The PPAI Expo](#), featuring a wealth of product safety and government relations education and development opportunities. PPAI member attendees can meet directly with product safety experts during the show for a free one-on-one consultation. Education sessions will look at a range of legal and public affairs issues such as product safety compliance and regulations, and the federal and state government legislation pending across the U.S.

March 7-8, PPAI leadership and industry professionals will visit Washington, D.C., for the third annual [PPAI Legislative Education and Action Day](#) (L.E.A.D.). Advocates will meet with senators, congressional representatives and their legislative staffs on Capitol Hill to discuss pending legislation and issues relevant to the promotional products industry.

August 14-15, PPAI will host the second annual [Product Safety Summit](#) in New Orleans, Louisiana, in conjunction with the PPAI [North American Leadership Conference](#) (NALC). Led by an elite group of recognized industry leaders and product responsibility experts, the PPAI Product Safety Summit is the premier education and awareness event for the promotional products industry.

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L.E.A.D. – PPAI Legislative Education and Action Day – On Thursday, March 31, 2011, promotional products professionals representing 21 regional associations and 26 states held more than 120 meetings with legislators and their staff to discuss key issues. [PPAI L.E.A.D. advocates](#) shared research and case studies with legislators that clearly demonstrated the impact of promotional products and reminded members of Congress that this industry includes more than 32,000 U.S.-based promotional products companies, 95 percent of which are small businesses generating more than \$16.5 million in annual revenues and employing more than 465,000 Americans.

Form 1099 Reporting Repeal – During L.E.A.D., the [PPAI industry leadership, small-business owners and staff urged legislators](#) to pass the Comprehensive 1099 Taxpayer Protection and Repayment of Exchange Subsidy Overpayments Act of 2011 (H.R. 4). On April 15, 2011, the bill was signed into law. H.R. 4 repeals expanded information reporting rules that would have required the filing of Form 1099 for payments of \$600 or more by businesses and expense payments of \$600 or more with respect to rental property.

CPSIA Reform – In July, PPAI led an industry effort to reform the Consumer Product Safety Improvement Act (CPSIA), urging legislators to pass the Enhancing CPSC Authority and Discretion Act of 2011. On August 12, the bill was signed into law. H.R.2715 provides the Consumer Product Safety Commission (CPSC) with greater authority and discretion in enforcing consumer product safety laws requires the CPSC to seek public comment on the economic impact of future rulings and makes revisions to current regulations.

Federal Regulatory and Legislative Outreach – This year, PPAI represented the industry to the Consumer Product Safety Commission (CPSC) in various meetings and events. In March of this year, PPAI representatives met with the CPSC to discuss the challenges the Consumer Product Safety Improvement Act (CPSIA) imposes on the promotional products industry. Meeting with the newly appointed Small Business Ombudsman, PPAI addressed the challenges of imprints, the presumption of intent and the cost burden of third-party testing on smaller firms. In September, PPAI leadership and industry leaders participated in the CPSC's North American Product Safety Summit along with other product safety professionals, testing labs and CPSC staff as they evaluated national priorities and shared best practices.

In November, PPAI President and CEO, Paul Bellantone, CAE, [petitioned President Obama](#) to reconsider the promotional products spending limit. PPAI was successful in launching a [grassroots effort](#), reaching out to the White House and small-business advocates within the government to mitigate the overall impact of the [Presidential Executive Order](#). The Executive Order, now more limited in scope, calls for each executive agency to establish a plan for reducing the **combined** costs associated with travel, employee information technology devices, printing, executive fleet efficiencies and extraneous promotional items by not less than 20 percent. Only executive branch [agencies](#) must comply with this Executive Order.

PPAI Product Safety Summit – On August 10, 2011, PPAI hosted the promotional products industry's inaugural [Product Safety Summit](#) in Denver, Colorado. The first of its kind for the promotional products industry, this day-long, education and awareness conference was co-chaired by industry leaders, Gene Geiger, MAS, CEO of Geiger and Rick Brenner, MAS, CEO of Prime. The Summit featured keynote speaker, Mary Toro, Director of Regulatory Enforcement Division at the Office of Compliance and Field Operations with the U.S. Consumer Product Safety Commission (CPSC) and representatives from product-safety labs and product-certification groups. This ground-breaking, eye-opening event explored the latest developments and emerging trends, but also addressed the ways many industry professionals have turned a cost-burden into a strategic advantage.

PPAI Product Safety TurboTest® – PPAI, the leading authority on promotional products safety standards, launched **TurboTest** to help practitioners manage the ever-changing product safety compliance landscape on August 10, 2011. The **TurboTest** tool is an easy-to-use question-and-answer user interface exclusively designed with promotional products distributors and suppliers in mind. With just a few clicks, **TurboTest** tailors each regulatory review to the user's specific needs, and puts data and tools on the desktop and into the hands of the promotional products professional. **TurboTest** resides on the PPAI member portal and is easily accessible from most computing platforms, requiring very little training and eliminating the need for software installation. **TurboTest** is a no-cost, value-added member-only benefit of PPAI [membership](#) and is available for a test drive right **now** at www.ppai.org/turbotest with UPIC login and password.

PPAI Code of Conduct – The Code, adopted by the PPAI Board of Directors on January 9, 2011, is a tangible presentation of what promotional products companies are doing to meet the expectations of the end buyer for product safety, social and environmental assurances and reinforces a company's intent to follow applicable laws, operate in a responsible manner and adhere to ethical standards for the safety, quality and integrity of products and processes. To date, more than 200 companies have [adopted the Code](#).

50 Years of Excellence in Education and Professional Development – This year, PPAI has conducted 22 webinars, with more than 1,000 attendees, on the subject of public affairs and safety alone. PPAI, the industry's longest-standing credentialing association, marked its [50-year milestone](#) commemorating the creation of the Certified Advertising Specialist and Master Advertising Specialist programs for the promotional products industry.

About PPAI

Since 1903, the Promotional Products Association International, a not-for-profit, has been the standard-setting international trade association for the promotional products industry. PPAI offers education, tradeshow, business products and services, mentoring, technology and legislative support to its members. Today, PPAI serves more than 9,000 global members who lead the \$16.5 billion industry. The multi-billion-dollar industry includes 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. For information regarding 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.

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Editor's Note: Available upon request; interviews, photos, one-on-one demonstrations of TurboTest®