

*Purpose. Process. Payoff.*

Dear Fellow Members of PPAI –

As Chair of the PPAI Board of Directors and the PPAI Executive Search Committee, I am excited to announce that Dale Denham, MAS+ has been named as the new President and Chief Executive Officer of PPAI. Dale's assumption of this leadership position will commence mid-August. Robert (Bob) McLean, Jr., CPA, CAE, CEM, who has been serving as Interim President as well as Executive Vice President for the last six months will continue as Executive Vice President. Bob has done an outstanding job for PPAI during this transition, and we are grateful for his strong and dedicated leadership. His focus on the success of the organization allowed the board to concentrate on the task of finding the Association's next president.

With purpose and continuous involvement, the PPAI Executive Search Committee dedicated hundreds of hours to the executive search process. Through that effort, PPAI's commitment to sound governance was strengthened and a payoff obtained. After months of diligence, the PPAI Board of Directors unanimously approved the Executive Search Committee's recommended candidate for President and CEO – Dale Denham.

I am exceptionally proud of PPAI for its dedication to a purposeful and comprehensive search process. The patience from the Board, Directors and Staff was crucial to a successful hiring process.

The Executive Search Committee consisted of Ira Neaman, MAS (PPAI Immediate Past Chair and President of PPAI Supplier Member, Vantage Apparel), Kevin Walsh, CAS (PPAI Vice Chair Finance and President of PPAI Supplier Member, Showdown Displays), Dawn Olds, MAS (PPAI Chair-Elect and Senior Vice President of Distributor Member, Halo) and myself (PPAI Chair and President of Distributor Member, Quality Resource Group). PPAI's strategic planning consultant, Maura Mitchell of Brandology, as well as PPAI's General Counsel, Cory Halliburton of Weycer, Kaplan, Pulaski & Zuber, P.C., served as advisors to the Committee. SearchWide Global, led by Executive Vice President, Mark Gnatovic, served as PPAI's executive search consultant. All were instrumental in guiding the Committee through the executive search process.

I strongly believe Dale is the right leader for PPAI. Dale joins PPAI after serving as Senior Vice President and Chief Information Officer for long-time supporting member company, Geiger. Before joining Geiger in 2011, Dale served as Senior Vice President for the Advertising Specialty Institute, another leader in the promotional products industry and a key ally to PPAI in legislative advocacy and other common industry interests.

Dale's industry experience, future-focused leadership, and technological expertise will allow PPAI to move forward swiftly into the next era. I fully expect Dale will serve PPAI and each of your businesses extremely well.

As this membership base and the global economy rise, I am thrilled to see Dale's enthusiasm for leading PPAI in its continued quest to provide first-class knowledge, community and advocacy to help each of you grow your businesses.

Respectfully,

A handwritten signature in black ink, appearing to read "Todd Pottebaum". The signature is stylized with a large, sweeping initial "T" and "P".

Todd Pottebaum, MAS+

Board Chair