



RAC Leadership Development Workshop

Schedule of Events

June 23 – 25, 2010

Hilton DFW Lakes Executive Conference Center
Grapevine, TX

Certification:

MAS—11 points
ASAE—11 hours

Speaker & Session Information

(Alpha by Speaker Last Name)



Paul Bellantone, CAE

Effective Board Service Isn't a Mystery — Part 1

Breakout Session #3 – June 25, 8:30 am

Effective Board Service Isn't a Mystery — Part 2

Breakout Session #4 – June 25, 10:30 am

Joining an association board is a call of duty—a duty of care, loyalty and obedience. Paul will explain the fundamentals of board service as well as the individual traits and talents you bring to your board. You will gain understanding of the leadership responsibilities unique to a board and you might even discover something new about yourself in the process!

You're President—Now What?

Breakout Session #2 – June 24, 1:15 pm

Whether you are currently President, President-Elect, or one day aspire to be President, Paul's years of association experience and knowledge guarantee loads of take-away on how to make a smooth transition to president of your regional association. Learn about the difference between management and leadership, techniques for building consensus, how to effectively manage *and be managed* by your executive director, as well as techniques for recruiting, retaining and rewarding your best volunteers.

Paul Bellantone, CAE, has been with PPAI since 1998 and was promoted to executive vice president in 2007. He is responsible for the management of all outward-facing services and programs to members including: expositions and meetings, professional development and certification, member and regional relations, marketing, business development, industry relations and publications.



Marcia Bohannon

Membership Part Deux, Louder & Prouder

Breakout Session #1 – June 24, 10:45 am

Breakout Session #4 – June 25, 10:30 am

Breakout Session #5 – June 25, 1:00 pm

Do you dare to sell your way to growth in membership? Join Marcia as she discusses simplifying your value equation (benefits vs. features), creating the sell (before, during and after your tradeshow), as well as refreshing your pitch from the start (elevator speech) to finish (the "close"). This session will also include retention as a loyalty sell and how to expand your selling resources. After attending this session, there is a very good chance you won't look at membership in quite the same way.

Marcia Bohannon recently celebrated her second anniversary with PPAI as senior manager of member relations. In this short time, her team has delivered two years of fun-filled, action-packed, goal-plus performance. You will love her energy, passion and sense of humor as she shows you loud, proud and successful recruitment and retention techniques. But beware, our secret to recruiting and retention is a four-letter word ... SELL!



Darel Cook

Puzzled about Tradeshows?

Breakout Session #1 – June 24, 10:45 am

Breakout Session #2 – June 24, 1:15 pm

Breakout Session #5 – June 25, 1:00 pm

When is homework good? When you are able to dig into the mechanics and logistics of your tradeshow to find the most challenging questions to bring to this session. Darel will cover all of what puzzles you about *your* tradeshow and tradeshows in general. This session will be highly interactive—why reinvent the wheel when we can gain creative ideas from each other? You will walk away with your questions answered, new ideas on how to grow your shows and even how to overcome small and big challenges involving your tradeshow.

Darel Cook is director of expositions and meetings for PPAI, a position he has held for more than eight years. He has over 20 years of tradeshow experience, working on such diverse shows as military, apparel, leather goods, heavy road equipment and horses.



Dave DeGreeff, MAS

Are You Up to the Challenge? The Regional ADvocate Challenge, That Is! *

Breakout Session #4 – June 25, 10:30 am

Learn the ins and outs of the ADvocate program, including tips, tricks and lessons learned on how to successfully participate in the ADvocate Regional Challenge from Dave and Joe, two former regional winners.

* This is a joint session with Joe Scott, MAS.

Dave DeGreeff, MAS, has been involved in the promotional products industry for more than 25 years and is currently president of Asgard Promotional Services based in Houston, Texas. DeGreeff has served in a variety of volunteer capacities, including multiple committees for PPAI. He has also held board leadership positions for PPAS and HPPA, where he was a three-term president. DeGreeff served as RAC treasurer in 2006–2007 and was the RAC liaison to the PPAI Board of Directors for 2008–2009. He is currently serving on the PPAI Leadership Advisory Committee.



Eric Ekstrand, MAS

The Missing Piece ... You! *

Breakout Session #3 – June 25, 8:30 am

Breakout Session #4 – June 25, 10:30 am

“The purpose of life is to discover your gift. The meaning of life is giving your gift away.”—David Viscott

How do YOU fit into the puzzle? Running a successful company, or building an effective organization takes leadership and talent. Most of us have the leadership skills to drive the initiative, but what about the players on the team—our volunteers? Are we capturing their gifts and using these individuals to the best of their abilities? Have we identified our own unique strengths? This interactive session will help us to learn more about ourselves as we learn to inspire our peers to get involved and make a difference. Roni, Eric and the group will explore how to recognize the contribution each person can make and how to shift the thinking from—what can I do? to—what can I give?

* This is a joint session with Roni Wright, MAS.

Eric Ekstrand, MAS, is senior vice president of The Mort C. McClennan Company, a distributorship in Chagrin Falls, Ohio. He is an active member of OPPA and served on its board and as RAC delegate. Ekstrand served as RAC president in 2006 and RAC liaison to the PPAI Board from 2002–2004. He is currently serving on PPAI’s Board of Directors—Chair-elect and on the Promotional Products Education Foundation (PPEF) board.



Melissa Hall

Integrating Social Media into Your Marketing Mix *

Breakout Session #2 – June 24, 1:15 pm

150 million. 75 million. 65 million. Those are the number of users found on the most popular social networking sites—FaceBook, Twitter and LinkedIn—making these powerful tools for today’s marketing mix. In this interactive session, Cassandra and Melissa will explore what it means for an association to blog, tweet and post. They will provide tips on how regional associations and their volunteers can start integrating and managing these social media tools. Through these tools and more, they’ll share the latest ways to keep the conversation going with members and prospects.

* This is a joint session with Cassandra Johnson.

Melissa Hall has served as the regional programs manager for PPAI since 2007. She is primarily responsible for managing PPAI’s presence at 35 tradeshows each year and represents PPAI at a majority of them. Prior to PPAI, she worked for six years as the Director of Chamber Relations for the Farmers Branch Chamber of Commerce. She enjoys spending time with her husband, playing golf and reading as well as relaxing with their two beagles. She is a graduate of Austin College with a Bachelor’s degree in Business Administration.



Melissa Hendrick

Putting It All Together—The Essentials & Best Practices in Educational Program Design *

Breakout Session #1 – June 24, 10:45 am

Breakout Session #3 – June 25, 8:30 am

Are you looking for direction on how to create educational programs for your regional association? In this session with Melissa and Rachel, you will gain the tools needed to put all the pieces of an educational program together. You will be able to confidently engage in detailed discussions about educational program design, detailed implementation of programs, creative marketing strategies and smart administration. By the end of the session, you will be armed with a variety of tools and best practices to assist you and your fellow volunteer leaders in the delivery of stronger and sharper education to your members!

* This is a joint session with Rachel Robichaud.

Melissa Hendrick is director of professional development and integrated business media for PPAI, a position she has enjoyed since joining the association in September 2009. She has 15 years of results generating B2B and B2C marketing, product management, education and advertising experience with companies such as Mannatech, FedEx Services, PrimeMedia, ConAgra Foods, the Associates and more. For over seven years, Hendrick served as Executive Director of AeA, a national technology trade association. Her primary responsibilities are overseeing PPAI education efforts and all publishing aspects of PPAI Integrated Business Media product portfolio and staffs.



Peggy Hoffman, CAE

Back to the Future for Associations

Opening General Session – June 24, 8:30 am

Associations aren't so different in 2010 than we were in 1830 when a French tourist to the US first wrote about America's associations as a "power seen from afar." Our world though is very different. We'll explore how capturing the essence of 1830 and leveraging the innovation of 2010 can build an exciting, strong regional community.

Peggy and the group will explore four trends that can help us individually and collectively create communities that thrive. These four trends give us food for thought, ideas to try and guideposts. Come join in the conversation and discover new ways to think about your future.

Learning Outcomes:

- Understand four critical trends affecting associations and how to begin a strategic conversation about them in your association.
- Explore the new culture in communications that is transforming our associations, our volunteerism and our actions.
- Learn the new vocabulary for associations: engagement, adhocracy, crowdsourcing, net-promoter-score and member-citizens.

The Secrets to Creating an Exceptional Volunteer Experience

Breakout Session #1 – June 24, 10:45 am

Breakout Session #2 – June 24, 1:15 pm

Today's association leaders face two truths:

- (1) When we get together great things happen and
- (2) Getting it together to get together is just getting tougher.

Join Peggy for a discussion on *how to handle #2 to achieve #1* and *how to create an exceptional member experience that drives involvement*. When we increase involvement, we're increasing our volunteer pool which ultimately builds strong retention. This session looks at what it takes to create this experience in your association.

Peggy will look at key trends in association management and volunteerism that can help us individually and collectively manage and build our communities. Then, she'll highlight tips on how to have meaningful conversations with members and volunteers.

These key trends draw heavily from association research in *The Decision to Join, The Decision to Volunteer* and *Seven Measures of Success: What Remarkable Associations Do That Others Don't*—which gives us a definitive body of knowledge about associations and our members. You will hear critical highlights from these studies and, perhaps more importantly, learn how to use the results.

Learning Outcomes:

- Explore critical trends affecting associations and how to leverage them for success.
- Hear the latest research regarding membership and association volunteerism and how to put them to use.
- Gain tips for communicating effectively.

*Peggy is president of Mariner Management & Marketing LLC, an association management company which is home to five regional/state organizations. In addition to "wearing" the Chapter Executive Director's hat, Hoffman reaches out to help other associations and their local associations and membership groups to create stronger partnerships that serve the member. She has spoken, facilitated and managed leadership conferences and strategic planning meetings for many national and local organizations. Hoffman is also an active volunteer, which she draws on to help volunteers sharpen their skills and thinking. If looking for additional resources, visit www.MarinerManagement.com, follow Hoffman on Twitter @peggyhoffman and through her blog *The Idea Center* (blog.marinermanagement.com).*



Cassandra Johnson

Integrating Social Media into Your Marketing Mix *

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150 million. 75 million. 65 million. Those are the number of users found on the most popular social networking sites—FaceBook, Twitter and LinkedIn—making these powerful tools for today's marketing mix. In this interactive session, Cassandra and Melissa will explore what it means for an association to blog, tweet and post. They will provide tips on how regional associations and their volunteers can start integrating and managing these social media tools. Through these tools and more, they'll share the latest ways to keep the conversation going with members and prospects.

* This is a joint session with Melissa Hall.

Working with PPAI since 2005, Cassandra Johnson provides marketing consulting and support to regional associations including developing marketing plans, copywriting and coordination of production and design. Her background includes more than 20 years of marketing communications experience and delivering expertise for a variety of industries including hospitality, technology, financial services, education and small businesses. Johnson has also served as a freelance writer and marketing consultant for the past nine years; you will often see her articles

on business and sales topics featured in PPAI's premier publications Promotional Consultant and PPB.



Erik Johnson

Surprisingly Simple & Effective Website Strategies

Breakout Session #4 – June 25, 10:30 am

Breakout Session #5 – June 25, 1:00 pm

It doesn't have to be so complicated. In this lively 90-minute session, Erik will distill your web and interactive options down to the basics and leave you with simple tools and strategies to transform your region's website into an interactive asset. The session is designed to provide organizational leadership with the fundamental knowledge to ask the right questions and make interactive decisions that will drive members and prospective members to the site and remove roadblocks that prevent users from completing their tasks, all without breaking the bank.

Erik Johnson is the general manager of cubeless, an online enterprise social network and community environment. Johnson brings to cubeless more than 15 years of experience building interactive and web businesses in both the consumer and business-to-business marketplaces. Prior to cubeless, Johnson led the consumer marketing team that built superpages.com into one of the 30 most-visited websites in the world, developed and executed for a national media company the strategy that doubled traffic in less than a year and managed the product team responsible for building one of Bank of America's first internet-based banking systems. Johnson is a frequent speaker on the topics of interactive development and user experience and the enterprise use of web 2.0.



Paul Kelsey, CPA

Are the Right Pieces in Place? ... Internal Controls *

Breakout Session # 5 – June 25, 1:00 pm

Is designing and implementing strong internal controls important to your association? Join CFO Bob and Paul Kelsey, CPA to discuss definitions, detection, stats and how to safeguard your association's assets.

* This is a joint session with Bob McLean.

Paul Kelsey, CPA, is an audit manager at Hartman Leito & Bolt. He specializes in not-for-profit, manufacturing and wholesale industries. Kelsey has more than 10 years of experience in the accounting industry, including managing, consulting and auditing not-for-profit organizations. He is a member of the American Institute of CPAs, Texas Society of CPAs and Association of Certified Fraud Examiners.



Anne Lardner

Legislative Advocacy—How to Make Your Voice Heard in the Capitol

Breakout Session #2 – June 24, 1:15 pm

Breakout Session #5 – June 25, 1:00 pm

Using our Legislative Education and Action Day as a case study, Anne and the group will discuss how you can plan your own "March on Washington," or just your state capitol. You'll break face-to-face advocacy down into a series of simple steps you can implement on the regional, or state level to improve legislative engagement and awareness among your members.

Legislative Issues Review—It Won't Be as Boring as It Sounds

Breakout Session #3 – June 25, 8:30 am

Knowledge of your industry is critical to being an effective volunteer leader ... join this session to review the latest legislative challenges and opportunities on both a federal and state level. Anne will provide an update on what the healthcare law really means, review product safety updates, challenges to independent contractor classifications and trends on the state level. And plenty of time for questions and discussion will be given.

Anne Lardner is the senior manager, public affairs for PPAI. During 2008, her role changed to focus exclusively on government relations. Lardner now works closely with PPAI's Washington lobbyists tracking issues on the federal and state level and then communicating these issues to promotional products professionals. She brings her background in public relations and communications to driving member advocacy and communicating product safety issues. Lardner currently serves as staff liaison to both the Government Relations Action Council and the Product Responsibility Action Council.



Robert “CFO Bob” McLean

How UBIT Fits into the 990 Puzzle

Breakout Session #2 – June 24, 1:15 pm

Breakout Session #3 – June 25, 8:30 am

As associations begin looking at programs and services to provide non-dues revenue streams, a good understanding of UBIT (Unrelated Business Income Tax) becomes vital. Join CFO Bob in a discussion with plenty of time for Q&A on the major components of the IRS Form 990, including UBIT (Unrelated Business Income Tax).

Are the Right Pieces in Place? ... Internal Controls *

Breakout Session #5 – June 25, 1:00 pm

Is designing and implementing strong internal controls important to your association? Join CFO Bob and Paul Kelsey, CPA to discuss definitions, detection, stats and how to safeguard your association's assets.

* This is a joint session with Paul Kelsey, CPA.

Bob McLean joined PPAI in June 2008 as chief financial officer. He is responsible for the Association's accounting, finance, strategic planning, IT and administrative functions. Before joining PPAI, McLean was the CFO and COO of QI Systems Inc.



Michele Packard-Milam, CAE

Teamwork + Leadership = Dynamic Duo

A Session for the President/President-Elect & Executive Director

Breakout Session #1 – June 24, 10:45 am

Want to solve the puzzle of creating productive board meetings and getting more work done in less time? With these tried-and-true board best practices, agreements that will move your meetings to a new level and teamwork between the ED and the president, this dream can be yours. Join Michele for a lively and highly interactive session that will help you fit the pieces together and create a lasting legacy.

Michele Packard-Milam, CAE, joined PPAI in September 2004 as director of membership development and was promoted to director of member and regional

relations in October 2007. She previously managed nonprofit relationships in the medical education industry and was with the American Heart Association for many years prior to that. Packard-Milam brings lengthy experience in many areas of association and business development, including strategic planning, sponsorship, licensing, brand management, advertising and website strategy.



Rachel Robichaud

Putting It All Together —The Essentials & Best Practices in Educational Program Design *

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* This is a joint session with Melissa Hendrick.

Rachel Robichaud joined PPAI in March 2010 as manager of professional development. She is responsible for the development and delivery of educational content for all PPAI live educational offerings and currently is primarily focused on developing the educational program for Expo 2011. Robichaud has a background of over 10 years of experience building and delivering education programs and over five years with Meeting Professionals International.



Joe Scott, MAS

Are You Up to the Challenge? The Regional ADvocate Challenge, That Is! *

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* This is a joint session with Dave DeGreeff, MAS.

Joe Scott, MAS, is vice president of Scott & Associates, Inc. With three decades of sales experience, he “gets customers for his clients.” Over the past five years, Scott has transitioned Scott & Associates, Inc. from a product-only company to a firm additionally supplying mobile marketing, social media, e-mail, PR and search engine optimization and marketing services. Scott is in his second year of service to the PPAI Board of Directors; he is the Board Liaison to the Distributor Committee, President of UMAPP, a professional musician, private pilot, industry speaker and published author. Scott is also one of the first Certified Tier I Mobile Marketers in the US.



Steve Slagle, CAE

Legal & Ethical Solutions for All Associations

Breakout Session #4 – June 25, 10:30 am

Breakout Session #5 – June 25, 1:00 pm

It's a fact that the size of an association doesn't matter when it comes to legal, ethical and liability issues. Large or small, it's more critical than ever to be aware of and careful about what we do, what we say, how we do things and where we're most vulnerable. There are enough legal and ethical pitfalls to fill a black hole and boards must find a balance between efficiency and effectiveness without being too conservative, or overly cautious. Join Steve in discussing sound board and association practices that avoid entanglements while accomplishing important work.

Steve Slagle, CAE, a 30-year veteran in association management, has been president/ceo of PPAI since 1996. He serves on the Small Business Legislative Council Board, chairs the Incentive Federation Board and is a member of the American Society of Association Executives, Professional Convention Management Association, US Chamber of Commerce, Greater Dallas Chamber of Commerce and Irving Chamber of Commerce. Slagle is president and a founding board member of the International Federation of Promotional Products Associations.



Keith Vincent

Why Y? Generations of Volunteers & Now You'll Know Y

Breakout Session #1 – June 24, 10:45 am

Breakout Session #3 – June 25, 8:30 am

Each generation has offered up a new batch of volunteers for associations. And now generation Y is upon us. In this session with Keith, you'll examine the different generations with a closer look at the folks who will be carrying the torch for your associations in the future. Learn the characteristics and influences of the different generations, what's driving the Y generation and ideas on how to best work them and the other up-and-coming generations into your association's volunteer network.

Keith Vincent is PPAI's director of marketing. He oversees PPAI's marketing, public relations and research divisions. Under Vincent's direction, PPAI's marketing department has been recognized more than 10 times for outstanding marketing, including a Best of Show in the International Association of Exhibitions and Events' Art of the Show competition and a How Design honorable mention — the most prestigious design competition available.



Roni Wright, MAS

The Missing Piece ... You! *

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Breakout Session #4 – June 25, 10:30 am

"The purpose of life is to discover your gift. The meaning of life is giving your gift away."—David Viscott

How do YOU fit into the puzzle? Running a successful company, or building an effective organization takes leadership and talent. Most of us have the leadership skills to drive the initiative, but what about the players on the team—our volunteers? Are we capturing their gifts and using these individuals to the best of their abilities? Have we identified our own unique strengths? This interactive session will help us to learn more about ourselves as we learn to inspire our peers to get involved and make a difference. Roni, Eric and the group will explore how to recognize the

contribution each person can make and how to shift the thinking from—what can I do? to—what can I give?

* This is a joint session with Eric Ekstrand, MAS.

Roni Wright, MAS, is currently vice president of The Book Company based in Delray Beach, Florida and has been in the promotional products industry for more than twenty years. She is past president of PPAF, held the position of RAC Board Secretary and is thrilled to have added to her accomplishments the privilege of serving on the PPAI Board of Directors (class of 2011). A believer that education is empowering, Wright has been a facilitator since 1989, is a past member of the MAS/CAS Certification Committee and is currently serving, for the second time, on the board of PPEF. She is particularly proud of being selected as the recipient of SAAGNY's Linda Robinson scholarship in 2006 and receiving the PPAI Distinguished Service Award at Expo in 2007.

Learning Labs

June 24, 3:00 pm

Planning, whether it is strategic (*the what*), or tactical (*the how*), is vital to your association ... and planning ahead means your association is **pro-active** with time for creativity and conceptualizing which is FUN—instead of **reactive** with time for pressure and stress which is NOT SO FUN.

This year's Learning Labs will be dedicated to working on your association's Master Calendar ... a calendar that will *begin* putting the pieces together for your Membership, Professional Development, Tradeshow and Volunteer Leadership programs. This is only part of the puzzle—the *beginning*—there will be homework after class.

The Cloning Machine is broken, you will need to divide and conquer to be successful and get the most from this timeframe.

Membership

Moderators: Michele Packard-Milam, CAE; Marcia Bohannon

Who should attend? (Board, Chairs, Committee Members)

Communications Executive Director	Membership Newsletter	Public Relations Social/Networking
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Professional Development

Moderators: Melissa Hendrick, Rachel Robichaud, Cassandra Johnson

Who should attend? (Board, Chairs, Committee Members)

Communications Education Executive Director	Legislative Marketing Newsletter	Prof Development Special Events Sponsorship
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Tradeshows

Moderators: Darel Cook, Melissa Hall

Who should attend? (Board, Chairs, Committee Members)

Communications Executive Director Finance/Treasury	Marketing Public Relations Special Events	Sponsorship Tradeshow Website
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Volunteer Leadership

Moderators: Laura McKinney, CAE; Karie Cowden, MAS

Who should attend? (Board, Chairs, Committee Members)

Communications Executive Director Legislative	Long-range Planning Nominations President	President-elect Vice President
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June 25, 2:30 pm

Panel #1

Board Building Blocks: Prep, Pre-work, Process

Moderator: Michele Packard-Milam, CAE

Panelists: Larry Arntz

Donna Hall

Cindy Paletsos, CAS

Bruce Perryman, CAS

Calling all Cat Herders! In the past two years, many regional associations have begun practicing what they learned in the "Knowledge-based Management through the Powerful Leaders, Powerful Boards" training program. Come find out how these techniques and agreements are generating increased productivity and happier board members.



Michele Packard-Milam, CAE, joined PPAI in September 2004 as director of membership development and was promoted to director of member and regional relations in October 2007. She previously managed nonprofit relationships in the medical education industry and was with the American Heart Association for many years prior to that. Packard-Milam brings lengthy experience in many areas of association and business development, including strategic planning, sponsorship, licensing, brand management, advertising and website strategy.



Larry Arntz is the owner of Larry Arntz Inc., a promotional products consulting group located in Hayes, VA, providing services to clients coast to coast. Larry has over 16 years' experience in the promotional products industry. He is a member of Mid-Atlantic Promotional Products Association (MAPPA) and is currently serving as Vice President, RAC Delegate and show chair.



Donna Hall is currently the chief executive officer of MiPPA (Michigan Promotional Professionals Association). She began as the Executive Director in 1992 and has witnessed, participated in and been instrumental in many of the changes that happened under 19 boards of directors and 17 different presidents. Before MiPPA, Hall was president of the Belleville Area Chamber of Commerce and an elected official of Van Buren Township, serving as trustee and later as treasurer.



Cindy Paletsos, CAS, is the regional sales manager for Logomark, covering Arizona, Utah, Colorado, New Mexico and Wyoming. Prior to establishing herself in the promotional products industry, she spent over 12 years in the NASCAR industry as an account executive for the Formula One Division and then as corporate account manager with Motorsports Authentics where she became a leader of both consumer promotional products and B2B services and products. Paletsos has served on the Arizona Promotional Products Association (AzPPA) board for more than three years, initially as secretary and now president.



Bruce Perryman, CAS, is the founder and "hands on" owner of Embroidery Unlimited, Inc., providing services to the apparel and promotional products industry since 1989. Originally located in North Carolina, Perryman is now established in Tempe, Arizona, since 1998 where he joined the Arizona Promotional Products Association (AzPPA). Perryman was elected president of AzPPA in 2001 and served as RAC delegate in 2006 and 2007. Perryman is an internationally published author, having been published in the Harvard Business Review, Stitches, EMB and Corporate Logo magazines. He is an active advocate for the Arizona chapter of the United Mitochondrial Disease Foundation. Perryman is serving a two-year term as the RAC delegate to the PPAI board, which runs through January 2011.

June 25, 2:30 pm

Panel # 2
Budget Puzzlers ... Non-dues Revenue

Moderator: Blake Bozeman, MBA

Panelists: Rebecca McLaughlin, CAS

Brett Schaffer, CAS

Sue Selseth

Non-dues revenue—everybody wants it, but how to get it? Join your colleagues for a lively look at some real-life success stories that are drawing in sponsors, advertisers and affinity partners. You'll take away working examples to use this fiscal year and beyond.



Blake Bozeman, MBA, has been with PPAI since 2008 as part of the membership team. He has eight plus years of experience in the promotional products industry. His primary responsibilities at PPAI are developing, implementing and overseeing member benefit and affinity group programs. Blake serves as staff liaison to the PPAI Membership Services Action Group and plays an active role in growing and retaining membership among traditional and non-traditional industry groups.

Rebecca McLaughlin, CAS, is the regional sales manager for CPS/Keystone and has been with the company for six years. She is responsible for developing key accounts and tradeshow management and plays a leadership role in customer service training and professional development. Rebecca has a Bachelor's degree in Hospitality Management and prior to joining the promotional products industry, worked in front office management for Marriott Hotels. Rebecca has served on the Three Rivers Advertising Specialty Association (TRASA) board for three years and is currently the Vice President.



Brett Schaffer, CAS is the general manager of Soundline, LLC, a promotional products supplier in Randolph, NJ. He is currently president of Specialty Advertising Association of Greater New York (SAAGNY) and has served his association in many other capacities over the past 10 years. Prior to Soundline, Brett worked for the County of Morris, NJ, as a transportation planner and operations manager for the county's paratransit system for elderly and disabled residents. He is a graduate of Virginia Tech with a Bachelor's in Urban Affairs and Planning and Fairleigh Dickinson University with a Master's in Public Administration.



Sue Selseth is Executive Director of the Upper Midwest Association of Promotional Professionals (UMAPP). Prior to joining UMAPP in May 2000, she was a corporate legal secretary and paralegal for 13 years in Missouri, California and Minnesota. She attended William Jewell College in Liberty, MO and the University of Missouri/Kansas City majoring in business administration and political science. Sue is married to Mark and has two sons, Andrew and Rawley, along with two black labs, Dixie and Gunner.