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Dale Denham, MAS+

Brittany David, CAS

Danny Rosin, CAS

Mary Jo Tomasini, MAS

## PPAI Announces 2018 Board Officers

IRVING, Texas, (May 30, 2017) – Promotional Products Association International (PPAI; [ppai.org](http://ppai.org)), the not-for-profit association for more than 510,000 industry professionals and more than 14,300 corporate members of the \$21 billion promotional products industry, today announced the 2018 PPAI Board of Directors officers: **Dale Denham, MAS+**, chair; **Brittany David, CAS**, chair-elect, **Danny Rosin, CAS**, vice chair, financial services; and **Mary Jo Tomasini, MAS**, immediate past chair. The new board officers will begin their one-year terms immediately following The PPAI Expo 2018 (January 14-18, 2018).

PPAI board officers are selected by the PPAI Board Officer Nominating Committee and voted on by the PPAI board. Tom Goos, MAS, immediate past chair of the PPAI Board, led the nominating committee. He said, "I am extremely happy with the process and outcome of the 2018 PPAI board officers slate. We have a talented team that will help take PPAI and the industry forward in 2018 and beyond. Dale Denham is a talented industry professional and thought leader to head the board in 2018."

**Chair of the Board Dale Denham, MAS+**, is the chief information officer of Lewiston, Maine-based distributor Geiger. Denham is a member of the four-person senior leadership team which sets business direction for the firm, and is responsible for technology strategies and oversees a staff of 25. Prior to joining Geiger, Denham served as senior vice president of ASI for 10 years and was president of Impact Data for five years prior to that. He has served on several PPAI committees—Membership Services, Leadership Advisory, Government Relations Action Council and Technology, of which he was chair.

Denham originated, organized and chaired the first (and the successive) PPAI Technology Summit. He has also served as president of PPA Florida and is currently a chef in PromoKitchen. He is also the organizer and leader of a non-PPAI group of distributors and suppliers working to develop industry technology standards, and frequently speaks at PPAI, regional and industry events. Computerworld recognized him in 2015 as one of the nation's 100 premier IT leaders for his leadership and innovative approaches to business challenges.

**Chair-Elect Brittany David, CAS**, vice president of sales at supplier SnugZ USA, is a 11-year veteran of the promotional products industry. She has been with SnugZ for six years and prior to that she was the trade-show management services manager at SAGE. David is currently serving on the PPAI Board of Directors and is board liaison to the Technology Committee. She previously served as the board liaison to the Suppliers Committee and Awards Committee. She is also a volunteer for the PPAI Expo and co-chaired the PPAI Expo Committee from 2014 - 2016.

David's creative firepower and engaging personality landed her on Counselor magazine's 2013 Hot List, and she has been a panelist for the ASI Power Summit and PPAI Women's Leadership Conference. David was named a *PPB* Rising Star in 2014, a *Promo Marketing* Rising Star in 2016 and named a PPAI Fellow in 2017. David also volunteers for the Utah Food Bank, Primary Children's Hospital and various community service projects with the SnugZ GiveZ community service committee.

**Vice Chair Financial Services Danny Rosin, CAS**, is co-president of distributor Brand Fuel and 26-year industry professional. He is a co-founder of PromoKitchen, past president of CAAMP, and has served with PPEF and on several PPAI committees. Rosin is also deeply invested in growing Reciprocity Road, a \$200-million distributor-supplier partnership.

In his community, Rosin is the co-founder and a volunteer leader of Band Together, an organization that raises over \$1 million annually for a different nonprofit through live concert events. Additionally, he has been a speaker at PPAI's North American Leadership Conference, Skucon, and Creative Mornings, is a member of The Harvard 100 and is a board member for The American Marketing Association Triangle Chapter.

**Immediate Past Chair of the Board Mary Jo Tomasini, MAS**, CEO of distributor CE Competitive Edge, LLC in Stevensville, Michigan, is a 30-plus-year veteran of the promotional products industry and currently chairs the PPAI board. Tomasini founded CE in 1993 and grew it into one of the largest promotional products companies in the industry. She is a member of MiPPA and serves on PPAI's Government Relations Advisory Council (GRAC).

Tomasini has worked to encourage women in business, serving as a Women's Business Enterprise (WBE) mentor for women in Michigan starting a new business or considering Women's Business Enterprise National Council (WBENC) certification. She also currently serves on the Lake Michigan College Board of Trustees and is the past chair of the board.

### **About PPAI**

Founded in 1903, the Promotional Products Association International (PPAI) is the world's largest and oldest not-for-profit association serving more than 14,300 corporate members of the \$21 billion promotional products industry which is comprised of more than 37,661 businesses and a workforce of more than 510,000 professionals. PPAI represents the industry in Washington, D.C., and advocates on its behalf. PPAI operates The PPAI Expo, the industry's largest trade show; provides the leading promotional products safety and compliance program, a prestigious professional development and certification program; and publishes industry trade journals and periodicals. The multibillion-dollar industry includes wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. For more information, visit [PPAI.org](http://PPAI.org) and find us on Twitter [@PPAI\\_HQ](https://twitter.com/PPAI_HQ), [Facebook](https://www.facebook.com/PPAI), [YouTube](https://www.youtube.com/PPAI) and [Pinterest](https://www.pinterest.com/PPAI).

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Editor's Note: photos available upon request.