

QUAD CITIES Promotional Products Professional Achieves Industry Certification

Written by Jeff Justin
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IRVING, Tex., (February 4, 2013) – Sue Justin, of Your Name Here Specialties, Davenport, Iowa, earned the certification of CAS administered by Promotional Products Association International (PPAI; ppai.org), not-for-profit association for more than 10,000 members of the \$16.5 billion promotional products industry.

The Certified Advertising Specialist (CAS), is one of the promotional products industry's premier professional designations. Individuals with a CAS PPAI certification are seen as industry leaders—those who have attained a higher standard of professional competence, knowledge and experience. PPAI industry certification is acquired through a combination of: required certification classes, demonstrated years of employment in the industry, education, industry contributions and a successful demonstration of expertise. Certification is maintained through continuing education to ensure current knowledge and leading-edge professional skills.

The Certified Advertising Specialist (CAS) certification requires 75 hours from a structured industry approved curriculum, three years of experience in the promotional products industry and a passing score on the CAS certification exam. The rigorous curriculum required includes an overview of the promotional products industry, promotional programs, best practices/supplier-distributor relations, advertising and marketing overview, product safety basics and business ethics.

PPAI certification demonstrates a commitment to both business excellence and continual professional growth. A relatively small percentage of professionals hold these certifications and are known as the industry's innovators and leaders. PPAI certification has been recognized as a reliable indicator of professionalism and excellence in the promotional products industry.

About PPAI

Since 1903, 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 10,000 global member companies who lead the \$16.5 billion dollar industry. The multi-billion-dollar industry includes

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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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