



Specialty Advertising Association of California

PRESS RELEASE - FOR IMMEDIATE RELEASE - PRESS RELEASE

April 19, 2023 - For more information contact Christina Sanders, Executive Director
christinas@saac.net 972-258-3070

SAAC Joins PPAI as a Business Services Member

(San Diego, CA) The Specialty Advertising Association of California (SAAC), the non-profit trade association for the promotional products industry in the state, has been approved for membership in Promotional Products Association International (PPAI) as a Business Services Member.

The new relationship will allow SAAC members and its leadership access to resources available through the Association. These include virtual continued education courses, board training, templates and more, all designed to support regional members and advance the promotional products industry.

PPAI and SAAC share common strategic goals to drive member engagement, educate buyers and advocate for the industry while providing sustainable and ethical leadership to businesses working within our industry.

"I'm grateful to SAAC for their support of PPAI through the years," says Dale Denham, MAS+, CEO of PPAI. "We are looking forward to working even closer with SAAC to provide a greater suite of resources for the regional association and added benefits to their members."

Jeff Stevens, president of SAAC, says "This new relationship with PPAI replaces and enhances the previous regional association relationship. Some benefits include training new SAAC board members, collaborating with PPAI for needed strategic committees, promoting the SAAC tradeshow and sending SAAC board members to the annual Leadership Development Conference.

"This new affiliation brings our regional community together again to network, collaborate and share best practices. This partnership will be a win-win for the SAAC board and SAAC members by strengthening our association."

About SAAC

For more than sixty years, SAAC has supported the promotional products industry through programs and services designed to enhance the professional lives of our members. It is the regional voice of the promotional products industry, known for collaboratively leading to advance our businesses while protecting the consumer.

About PPAI

Promotional Products Association International is the world's largest and longest-serving international not-for-profit promotional products association with a 120-year history of serving a membership, that has grown to more than 15,000 corporate members, and advocating for the \$25+ billion promotional products industry with its more than 33,700 businesses and more than 500,000 professionals. For more information <https://ppai.org>.