

# PPAI NEWS

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Tom Goos

Kim Newell

Tom Carpenter, MAS

## **PPAI Announces 2012 Board of Directors Election Results**

*Distributor, Supplier, RAC Board Delegate Join PPAI Board of Directors*

IRVING, Texas., (October 15, 2012) – **Promotional Products Association International (PPAI; [ppai.org](http://ppai.org))**, today announced new board members, **Tom Goos**, president, **Image Source, Inc.**, Kirkland, Washington (UPIC: IMAGESCE; Distributor); and **Kim Newell**, president, **World Wide Lines, Inc.**, Covington, Tennessee (UPIC: WORLDWID; Supplier); and the new RAC Delegate to the PPAI board, Tom Carpenter, MAS, national sales manager, Scarborough Specialties, Inc., Lubbock, Texas (UPIC: SCARSPEC; Distributor). The new board members and RAC Board delegate will begin their terms immediately following The PPAI Expo 2013.

“I am delighted to welcome our newest board members,” said Steven Meyer, MAS, PPAI Chair of the Board. “Their industry experience complements PPAI’s future direction and we are fortunate to have them join us as we focus on elevating the industry and continue to develop products and services that provide members of the Association both practical and economic value.”

**Tom Goos** is president of promotional products distributor Image Source with more than 15 years of branded merchandise experience. Tom is also a former two-term president of the Northwest Promotional Marketing Association (NWPMA), an advisor for the Center for Student Entrepreneurship at the University of Washington-Bothell and sits on the brand strategy committee for the United Way of Snohomish County. He has a B.A. in marketing and management from the University of Washington and is a passionate endurance athlete, real estate entrepreneur and performance car enthusiast. Tom, his wife, Linda, and four-year old son, Cameron, live in Kirkland, Washington, and enjoy golf, soccer, bike riding and swimming.

**Kim Newell** is president of promotional products supplier World Wide Lines. During the past 10 years, she served in the capacity of director of sales, and vice president of operations before assuming the role of president in 2007. Kim has been a PPAI member since 2009 and is currently serving on the Membership Services Action Group, Professional Development Action Group, and Women’s Leadership Conference Work Group and she has also volunteered on the PPAI Suppliers Committee. In her spare time she enjoys spending time with her husband, Brian and their seven year old son, Carrington.

**Tom Carpenter, MAS**, is national sales manager of promotional products distributor Scarborough Specialties, Inc. Tom will serve as the Regional Association Council (RAC) delegate to the PPAI board for a two-year term. He is a promotional products veteran of more than 15 years who has served on both the supplier and distributor sides of the industry. Tom began his career with World Wide Art Studios and currently manages the Dallas-Fort Worth area and Interstate 35 Corridor for Scarborough Specialties. Tom was elected to the PPAS Board in 2007, served as their 2010 president and is the current PPAS RAC delegate. Tom lives in the country northwest of Fort Worth, in Springtown, Texas with his lovely wife Michelle and their newly rescued 135 pound Labradoodle, Harry.

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## **The Election Process**

The Board of Directors is the governing body for PPAI and plays a major role in directing its strategic activities, adopting policies and approving budgets to carry out the work of the Association. PPAI sends ballots to all company members who voted for the distributor and supplier candidates. Board members are elected to four-year terms with the term of office beginning immediately following The PPAI Expo in January 2013.

In 2012, revisions to the bylaws reduced total board seats from 17 members plus the immediate past chair to an 11-member board, including one Regional Association Council (RAC) delegate and one At-Large director. The board will resize from eight distributors and eight suppliers to four distributors and four suppliers with four-year terms; with one distributor and one supplier, instead of two distributors and two suppliers, joining the board each year. While the voting process has not changed, the pool of voters is larger and more inclusive. The bylaws revisions now grant voting rights to PPAI members in good standing from the business services, multi-line representatives, and international distributor and international supplier member categories. *For more information on the PPAI bylaws revisions, [visit here](#).*

## **About PPAI**

Promotional Products Association International is the world's largest and oldest international not-for-profit promotional products association with a 109-year history of serving a membership that has grown to more than 10,600 corporate members; and advocating for the \$17.7 billion promotional products industry with its more than 31,000 businesses and 432,000 professionals. The multi-billion-dollar industry includes wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. PPAI offers education, tradeshow, publications, business products and services, mentoring, technology and legislative support to its members. 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](http://www.ppai.org).

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Editor's Note: photos available upon request.