

PPAI NEWS

FOR IMMEDIATE RELEASE

CONTACT:
Kim R. Todora
[PPAI](#)
972-258-3063
888-426-7724
KimT@ppai.org

STURGEON BAY Promotional Products Professional Achieves Industry Certification

IRVING, Tex., (February 24, 2012) – Judy Schumacher, of Ad Quest Promotions, Inc., Sturgeon Bay, WI, earned the certification of Master Advertising Specialist 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](#)), Master Advertising Specialist ([MAS](#)) and Master Advertising Specialist Plus ([MAS*](#)) certifications are the promotional products industry's premier professional designations. Individuals with a 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. Upon completion of the core curriculum, individuals then have the opportunity to structure their own course schedules to deliver the greatest relevance and value for their careers.

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The Master Advertising Specialist (MAS) designation requires completion of the CAS certification, additional MAS level course curriculum, industry service and passing a comprehensive exam.

The PPAI Master Advertising Specialist Plus (MAS⁺) certification is an advanced industry program targeted towards seasoned promotional products professionals with seven or more years of industry experience. The project-based certification requires demonstrating advanced promotional products industry knowledge with the submittal of a work product in lieu of a comprehensive examination.

Through industry certification, promotional products professionals can earn the designations of Certified Advertising Specialist (CAS), Master Advertising Specialist (MAS) or Master Advertising Specialist Plus (MAS⁺). 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. For more information on the MAS⁺, MAS or CAS certifications, please visit www.ppai.org/certification or e-mail Certification@ppai.org.

The promotional products medium is an essential element in the marketing communications mix. A "branded" tangible product turns an ordinary message into a marketing experience an audience can see, touch, hear, smell and even taste. Promotional products are one of the most efficient and effective media buys with the advertising industry. For more information about Promotional Products Association International (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 or contact PPAI at 972-258-3063 or PR@ppai.org.

About MAS⁺ | MAS | CAS

The CAS credentialing program was unveiled in early 1961 at the Executive Development Seminar at Case Western Reserve University in Cleveland where attendees were awarded the CAS designation. The program expanded as time went on, offering those who were interested an opportunity to apply a cachet of professionalism to their work. In 1983, the board established the Master Advertising Specialist (MAS) designation and adopted the then nationally recognized program of skills attainment, Certified Education Units (CEUs). In 1999, PPAI administered the first qualifying examination, as the focus of the program shifted to its current role as a professional designation. In 2011, PPAI introduced the Master Advertising Specialist Plus (MAS⁺) designation, the industry's highest level of achievement in certification.

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 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.