

## Important Announcement: PPAI Leadership Change

Andrew Spellman, CAS <ppai@ppai.org>

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Dear PPAI Members,

On behalf of the Board of Directors, I want to share news of an important leadership transition at PPAI.

I am very pleased to announce that former PPAI Board Chair and much-respected industry leader Dawn Olds, MAS, has agreed to serve as Interim President and CEO of the Association. Effective today, Dawn will step into this role to guide PPAI during a leadership transition, following a succession plan-in-progress for the top executive office currently held by Dale Denham, MAS+, who has led PPAI since August 2021. Dawn brings a wealth of experience, leadership acumen above reproach and a deep understanding of the promotional products industry, making her exceptionally qualified to guide and lead PPAI through this interim period.

In her role as Interim President and CEO, Dawn will be tasked with upholding PPAI's values and leading the Association's team during this transition. With Dawn's leadership and the unwavering support of staff, the Board of Directors is confident that PPAI will continue to deliver outstanding service to our members, stakeholders, and the entire promotional products marketplace.

The PPAI Board values the significant contributions Dale has made as President and CEO. He has been pivotal in guiding this great organization through numerous challenges and milestones. His efforts have helped strengthen PPAI's 121-year legacy, the positive impact of which is recognized and appreciated.

The PPAI Board has initiated steps to identify the next President and CEO of the Association, which will include a formal executive search conducted by the Board. Until then, the entire PPAI Board of Directors has all the confidence in Dawn, PPAI's excellent staff leadership team and every one of the dedicated PPAI employees to advance the Association's strategic plan and provide excellent service to our members during this transition.

The PPAI Board of Directors is excited for the future, and I thank you for your continued trust in and support of PPAI, its staff and the Board of Directors.

Sincerely,

A handwritten signature in black ink, appearing to be 'AS', with a long horizontal stroke extending to the right.

Andrew Spellman, CAS  
Chair, PPAI Board of Directors  
On behalf of the PPAI Board of Directors

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