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PPAI Announces Annual Icon Award Recipients

IRVING, TX, (September 21, 2022) – Promotional Products Association International (PPAI; ppai.org) the not-for-profit trade association serving the more than 15,000 corporate members of the \$20+ billion promotional products industry, has announced its most prestigious recognitions for 2023.

Each year, PPAI recognizes dedicated individuals who serve their clients, communities and industry with its most iconic awards. For 2023, we are pleased to announce the following recipients:

PPAI Hall Of Fame

The highest distinction that the promotional products industry bestows is induction into the PPAI Hall of Fame. The PPAI Hall of Fame recognizes exceptional contributions and devotion to the industry and long-term involvement with PPAI.

The 2023 PPAI Hall of Fame inductees are:



Carol D. Aastad, MAS, Geiger (retired) - Carol is a true pioneer who served in the promotional products industry for 29 years. During her career, she was an advocate and spokesperson for the industry at both the regional and national level, championing its importance to businesses and the community. Moreover, while serving as PPAI's Board Chair, she was instrumental in supporting the advancement of women in the promotional product field and addressing numerous key industry issues.



Mary Ellen Sokalski, MAS, The Scarlet Marketeer – A staunch advocate for education and mentoring in the promotional products industry, Mary Ellen has diligently pursued industry excellence in both herself and others for 40 years. As an industry professional, she was instrumental in catapulting the growth of numerous companies. She has also been a tireless and inspirational PPAI speaker at both The PPAI Expo and The PPAI Women's Leadership Conference, as well as at all 27 regional associations.

PPAI Distinguished Service Award

PPAI presents the PPAI Distinguished Service Award to members who consistently contribute their skills and expertise towards the betterment of the Association through volunteer service or by offering their leadership to PPAI.

The 2023 PPAI Distinguished Service Recipient is:



Roger Burnett, CAS, Social Good Promotions – Roger’s tenet, “Inspiration is like osmosis,” holds true - he is an inspiration in his own right. Throughout his time in the industry, Roger has served and continues to serve on numerous PPAI committees, taskforces and advisory groups, such as the Regional Association Council (RAC) Board and his local regional association, Michigan Promotional Professional Association (MiPPA). A huge proponent of education and mentoring, Roger shines as he takes the stage, leading numerous education sessions on a national and regional level while sharing his passion and marketing expertise to move the industry to the next level. A true industry visionary, Roger has been working tirelessly to make the marketplace stronger.

PPAI H. Ted Olson Humanitarian Award

The PPAI H. Ted Olson Humanitarian Award is presented to PPAI members who have shown longstanding empathy, devotion and commitment to improving quality of life and bringing about change for the betterment of a “community.”

The 2023 PPAI H. Ted Olson Humanitarian Award Recipient is:



Danny Rosin, CAS, Brand Fuel, Inc. – A true force when it comes to mattering and impact, 32 years in the industry has not slowed this public-spirited star. A former PPAI Board Member, he truly embodies this award, having supported numerous non-profits, including PPEF, PromoKitchen and A Place at The Table, a pay-it-forward nonprofit café. Band Together NC, co-founded by Danny, has held thousands of events resulting in \$11 million in donations to support local causes and is a true marketing force for good.

The 2023 Icon award recipients exemplify the passion, innovation and creativity found throughout the Promotional Products Industry and will be recognized during the Chair’s Leadership Dinner, January 9, 2023, at The PPAI Expo in Las Vegas, at the Mandalay Bay Convention Center.

ABOUT PPAI

Promotional Products Association International is the world’s largest and oldest international not-for-profit promotional products association with a 113-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>.

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