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Quicksell named Speaker of the Year

The honor comes from Promotional Product Professionals of Canada's largest state chapter.

FREDERICK, Maryland, May 1st, 2008 — Cliff Quicksell, MAS has been called a leading innovator, motivator, and educator in the promotional products industry—and not just by colleagues within the United States. Recently, the Ontario chapter of Promotional Product Professionals of Canada (PPPC) —a national organization of suppliers and distributors who help make up Canada's \$2.1 billion promotional products industry—bestowed its highest honor on Quicksell, naming him “Speaker of the Year.”

“In order to stick around for as long as he has—as a distributor and a supplier—you have to stay tuned to changes always taking place within the industry,” says Shamez Lalji, vice-chair of PPPC's Ontario chapter. “And Cliff's been keeping up.”

The award comes on the heels of an education workshop that Quicksell gave this past year to the Ontario chapter, which holds the largest membership of all PPPC state chapters. Quicksell's topic—the benefits of leveraging a more targeted marketing approach—proved a hit. So much so that Quicksell surpassed another speaker, Michael “Pinball” Clemmons, the Toronto Argonaut's CEO, as the Ontario chapter's top attraction of the year.

“It was our biggest turn-out,” says Lalji of Quicksell's talk, which drew more than 150 people, compared to the usual chapter turn-out of 75 to 100 people. “Cliff did his homework,” adds Lalji. “He got into specifics on what's going on in the industry, what you need to do now to remain in the industry tomorrow, and how distributors and suppliers can get that ‘return on investment’ they're always seeking.”

The “Speaker of the Year” award was announced at PPPC's annual Chapter Awards Dinner, held recently in Toronto. “I am extremely honored,” says Quicksell. “To bring ideas and strategies to my peers, who represent so many top companies and employ so many good, quality people—it's exciting.”

This coming year holds more key workshops by Quicksell on topics ranging from apparel sales and presentations, to proven steps for delivering what clients really want. For an updated list of speaking events, visit www.cliffquicksell.com.

About Cliff Quicksell, MAS

Recognized as one of the 50 most influential people in the promotional products industry, Cliff Quicksell has been involved in the promotional products and sportswear industries for the past 24 years and has spoken at industry shows throughout the United States, Canada, Europe, Australia and New Zealand. A master advertising specialist (MAS) and educator, Quicksell routinely speaks, trains and consults internationally to associations and national business groups on more effective ways to market themselves and their products and services, as well as how to motivate their personnel. He is also a regular contributor to top trade magazines such as *Impressions*, *PPB* and *Counselor*, and is the author of *Going for the Gold: 15 Steps to Successful, Award-Winning Promotions*.

For more information on Quicksell's educational tools and training sessions, please visit www.cliffquicksell.com.

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