



January 12th, 2018

Good morning,

I am writing to inform you of leadership changes at Promotional Product Professionals of Canada.

Ed Ahad has resigned as President & Chief Executive Officer of the PPPC. Ed states that he leaves his position with pride and wishes to thank the PPPC's members, industry colleagues and friends for the support he received during his 8-year tenure.

On behalf of the Board of Directors and all PPPC members, we extend our thanks to Ed for his commitment and contributions to the PPPC over the past eight years. Ed has been a steadfast advocate for our industry and we wish him the very best in the next chapter of his career.

The Board will not be immediately searching for a new President & CEO and instead we have appointed Jonathan Strauss as our Interim President & CEO. Jonathan is the president of [Strauss event & association management](#), Canada's only accredited association management company and a 16-year member of the PPPC. We have mandated Jonathan and his team to work with the Board and staff to develop a long-range plan for the association and he will be in touch shortly to start the ball rolling.

With the business landscape constantly changing and evolving, PPPC must also be constantly changing and evolving and your Board leaders are committed to ensuring a successful future for our association and for the industry in Canada. I look forward to seeing you in February at the [National Convention](#).

Best regards,

Iain Walker  
Chairman of the Board