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Thea Bruce Named Recipient Of The PPAI Regional Volunteer Award

IRVING, TEXAS, (October 4, 2022) – Promotional Products Association International, the not-for-profit association representing the \$22 billion promotional products industry is pleased to announce its 2022 PPAI Regional Volunteer Award recipient. The 2022 recipient is Thea Bruce, CAS, from multi-line rep firm Incentives West and the Northwest Promotional Marketing Association (NWPMA.)

The PPAI Regional Volunteer Award is presented annually to regional association members who demonstrate an outstanding level of volunteerism, leadership and/or have made other significant and measurable contributions to one or more regional associations. Whether recipients have been actively involved in association programs or impacted association growth and stewardship, the PPAI Regional Volunteer is an enthusiastic advocate who has taken their involvement and commitment to ever higher levels of participation.

“Associations thrive due to the hours of dedication and hard work of volunteers. It is individuals like Thea that enable regionals to provide to their members,” said PPAI President and CEO Dale Denham, MAS+. “I’m proud of Thea for being recognized as the PPAI Regional Volunteer Recipient in a field full of so many fantastic regional volunteers.”

Throughout the past 20-years, Bruce’s contributions to NWPMA have been significant, including serving as treasurer, secretary, and the association’s executive director. Additionally, she proved integral in developing the brand shift and name change to NWPMA in 2003. Thea served as a mentor for four different executive directors and has been a resource whether on the board or not. She has developed the regional association’s shows, budget and weighed in on its strategy for 17 years. She’s credited with playing an instrumental role in keeping NWPMA healthy and providing great value to members.

Bruce has helped NWPMA with all of its tradeshows and events through her roles as well as tireless volunteerism. “She’s been the glue and face of NWPMA for years,” says Joel Halberg of McKenzie SewOn and the NWPMA board, and Bruce’s nominator. “People that work with her all respect and appreciate her.”

The 2022 PPAI Regional Volunteer will be recognized during the upcoming 2022 PPAI Leadership Development Workshop in Grapevine, Texas, with the recognition being held on October 11 during the Regional Volunteer Recognition Dinner.



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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