



Genumark Account Manager recognized as industry leader; becomes one of 125 in Canada to achieve this status.

Montréal, Québec, (February 10, 2009): While most businesspeople set ambitious goals within their chosen career, some, like David Wilson of Genumark in Winnipeg, strive to excel even further in achieving peer recognition. In the case of the promotional products industry, this means doing what it takes to earn a Certified Advertising Specialist (CAS) status from the industry association, the Promotional Product Professionals of Canada (PPPC). David Wilson received his CAS certification on February 3, putting him in an elite category of certified PPPC industry members who, at present, represent less than 2% of the association's entire membership.

"Learning is like rowing upstream, if you stop you're going backwards." noted Dave Wilson. "In an industry that advises clients on how to Stand Out in areas like Building Customer Loyalty and Employee Motivation it is important to me both personally and professionally to provide the best information available. Having the CAS certification demonstrates to my clients and peers my commitment to being the best."

The Master Advertising Specialist (MAS) and Certified Advertising Specialist (CAS) are the promotional products industry's only professional designations. They are acquired through a combined result of number of years active in the industry, completed courses, industry contributions and other criteria. Individuals with MAS/CAS certification are recognized as industry leaders—those who have attained a superior standard of professionalism, knowledge and experience.

CAS certification requires individuals to take a series of core classes that offer a broad overview of the industry and their place in it. These courses include an overview of the promotional products industry, promotional programs, best practices/supplier-distributor relations, advertising and marketing overview, graphic guidelines and business ethics. Upon completion of the core curriculum, individuals then have the opportunity to structure their own course schedules to deliver the greatest relevance and value for their careers.

"Individuals who apply for and achieve either CAS or MAS certification are committed to professional success. More and more, this is becoming a goal for people in the industry, who realize that pursuing an MAS or CAS is a credible means of ensuring their future business success and the overall professionalism of the industry," said Donald O'Hara, President and CEO at PPPC.

Genumark was originally incorporated in 1980. Genumark has offices, showrooms and warehouses across Canada in Toronto, Kitchener, Ottawa, Montreal, Winnipeg, Calgary, Vancouver and Victoria. Genumark headquarters is the 42,000 square foot sales and distribution facility located at 707 Gordon Baker Road in Toronto. Genumark is a complete promotional merchandise resources specializing in brand identity products, career apparel and corporate uniforms, catalogue programs and e-commerce fulfillment.

The Promotional Product Professionals of Canada (PPPC) is a not-for-profit association, serving over 1,600 members in both languages across Canada. The association actively leads, represents, and promotes the promotional products industry in Canada through the strength, dedication and support of its members. More information can be found on their web site at www.pppc.ca.

In Canada, promotional products represent a \$3.5 billion industry, consisting of customizable items such as wearables, writing instruments, calendars, drinkware and many other items, usually imprinted or branded with a company's name, logo or message.

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