

FOR IMMEDIATE RELEASE
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Bodek and Rhodes' Pahlka-Hudicka Honored with PPAI Distinguished Service Award

PHILADELPHIA, PA—Mary Ellen Pahlka-Hudicka, MAS, was recently honored with the Promotional Products Association International (PPAI) Distinguished Service Award, presented at the annual PPAI Expo during a ceremony in Las Vegas on January 16. As a veteran of the promotional products industry, Pahlka-Hudicka's career spans more than twenty-five years including work with the Advertising Specialty Institute and more than ten years as the Director of Marketing Communications for Bodek and Rhodes, one of the nation's leading suppliers of imprintable activewear.

The award was presented by Paul Kiewiet, MAS, CIP and PPAI Chairman of the Board. Introducing her, Kiewiet said, "[Mary Ellen] has tireless enthusiasm for PPAI and for the industry, and she brings a fun and electrifying excitement to everything she does. ... PPAI and the industry, too, owe Mary Ellen a world of gratitude. ... She truly loves this industry, and it shows in everything she does. I absolutely can't imagine a PPAI event without her upbeat personality."

An award commending stellar service and leadership in the promotional products industry, the Distinguished Service Award is presented to PPAI members who give of their time and knowledge for the Association. Among her many efforts to support the industry, Pahlka-Hudicka has served on the PPAI board of directors, where she was the PPAI Board vice chair for marketing services. She has served on numerous other PPAI committees and task forces, including the PPAI Centennial, Education and Strategic Planning committees. In addition to her roles in leadership, Pahlka-Hudicka has also served as an educator and has led more than 100 educational seminars and created sessions to address courses for industry accreditation programs.

"Do you know how good this feels? It's like having a heaping slice of your favorite carrot cake and being able to enjoy it without any calories!" said Pahlka-Hudicka. "It's an award for doing what I love ... helping the most amazing and underrated industry and its wonderfully creative people grow, while I grew at the same time. I'm blown away!"

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Said Mike Rhodes, president of Bodek and Rhodes, "We're very lucky to have Mary Ellen with us. Her creativity, generosity and enthusiasm is infectious. She's always the first one to help those around her, both in the promotional products industry and personally, and I'm very glad PPAI is honoring her with this award—she deserves it."

Pahlka-Hudicka is one of only two recipients of the PPAI Education Lifetime Achievement Award and one of only six recipients of the PPAI Facilitator Excellence Award. Outside PPAI, Pahlka-Hudicka has served as the president of the Specialty Advertising Council of the Delaware Valley (SACDV) and was recently inducted into the SACDV hall of Fame. She is a charter member of Promotional Professionals Mentoring Network (PPMN) and had been a president of its predecessors, YEPPA and PPNA, and a member for nearly twenty years.

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