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**2010-2011 TERM BEGINS FOR ARA OFFICERS, BOARD**  
*Awards and Recognition Association elevates Bailey to President*

*Glenview, IL (April 2, 2010)* — The Awards and Recognition Association (ARA) recently announced its 2010-2011 Board of Directors at the association's annual trade show in Las Vegas, February 22-26.

**BJ Bailey, CRS\*** (*Action Trophies and Awards, Carrollton, Texas*) takes on the role of president of ARA; he served as president-elect last year.

**Guy Barone** (*Xenotech USA Inc., Baton Rouge, LA*) serves as president-elect. "While many organizations are responding to the recession with a bunker mentality, ARA is focusing its resources and membership on those issues that will positively impact the recognition industry for many years to come," says Barone. "I'm excited to support and be a part of this important organization and effort."

In addition, **Lori Warren, CRM**, (*American Awards & Promotions, Milton, WI*) serves as secretary/treasurer. Warren's goal for the coming year is "to provide the ARA Board of Directors with sound financial information that will assist them in achieving the goals they adopted in the new strategic plan we are implementing, and to ensure long-term financial viability of ARA, which was part of the new strategic plan."

The association also welcomes the following new directors to the Board: supplier members **Jeanette Brewer-Richardson, CRS** (*Engraving Concepts, TX*); **Robert Hensley** (*Engravers Network, TX*); and **Mike May** (*JDS Industries, SD*); and retailer **Tom Carville, CRM** (*Carco Awards, LA*).

Returning directors include: **Glenn Beckworth** (*Plastic-Plus Awards, Charlotte, N.C.*) who assumes the role of past president after serving as president on the previous board; **Abdul Amlani**, (*N&R International, Marietta, GA*); **Gary Anderson** (*Northwest Trophies and Awards, Seattle, WA*); **Michelle Bitterly**, CRS (*Awards and Engraving, Baytown, TX*); **Derrick Calcote** (*Continental Awards and Trophies, Bartlett, TN*); **Melanie Everett**, (*All Star Trophies, Plaques and Awards, Greenwood, Miss.*), and **Jimmy Keefe** (*The Trophy House, Inc., Fayetteville, NC*).

The new directors began their term at the 2010 ARA membership meeting this past February in Las Vegas.

The ARA Board directs and oversees association activities including the planning of the ARA trade show, and the development and support of member benefits, as well as publication of *Recognition Review* magazine. The Board also supports the Awards and Recognition Industry Educational Foundation (ARIEF) and the ARA Sportsmanship Award program.

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*The Awards and Recognition Association (ARA) is an international not for profit organization serving both retailers and suppliers in the awards and engraving industry. In line with its mission of advancing the professionalism and success of the industry, the association hosts an annual International Awards Market in Las Vegas, the largest trade show in the industry, publishes a monthly magazine, Recognition Review, and offers a variety of member benefits and programs, including seminars and webinars, professional certification, the ARA Online Buyer's Guide, and a product locator service. For more information about ARA, visit [www.ara.org](http://www.ara.org).*

*\*CRS and CRM stands for Certified Recognition Specialist and Certified Recognition Master, respectively, and is accreditations sponsored by ARA.*