

Cliff Quicksell, Jr., MAS

2614 Island Grove Blvd, Frederick, Maryland 21701

301-717-0615 cell

cliff@quicksellconsulting.com

Cliff Quicksell, Jr., MAS has been involved in the promotional products and sportswear industries for the past twenty-two years. During this tenure, he has achieved the MAS professional designation, Master Advertising Specialist. He has been actively involved in PPAI, the international trade association for the promotional products industry, serving on various committees, as a facilitator at all PPAI & ASI shows, and as a member of PPAI's Ambassadors Speakers Bureau for over fifteen years. Cliff's passion for education and training is exemplified by his having served five terms as the education chairperson for his regional trade association CPPA of Maryland.

For more than eighteen years, Cliff has been speaking, training and consulting internationally to associations and national business groups on more effective ways to market themselves and their products and services as well as how to motivate their personnel. In addition to the many industry clients he has also served as a consultant/trainer for: Dixon Ticonderoga, Fruit of the Loom, Inc., The Walter Cribbin's Company, Miller Freeman, Inc., National Business Media, Snugz© USA, Imageworks and QuickInk, Inc!, PromoGroup NZ, High Impact Promotional Group in NZ and Purple Elephant Promotions AU.

Cliff has been the proud recipient of numerous awards. Recognized by PPAI for creativity, he has won the prestigious PPAI Golden Pyramid award 14 consecutive times, his latest this year in 2000. He also won PPAI's Ambassador Speaker of the Year Award for 6 consecutive years. And in 1997 he was the inaugural recipient of PPAI's Distinguished Service Award. In addition, in 2001, Cliff was named one of top 6 industry speakers and trainers. Cliff was featured as having a significant influence in education as published in the book, **PPAI at 100**. In 2004 he was recognized by **Counselor Magazine** as one of the Top 50 Most Influential People in the Promotional Products Industry.

With nearly 230 published articles, Cliff is a contributing writer to various trade magazines such as Impressions©, PPB - Promotional Products Business©, Counselor©, AdVantages©, Imprint©, Imprint Canada©, A&E Magazine©, Marketing Tools©, Identity Marketing, Brilliant Results, Promowear© and Printwear© Magazines. Too, he has been a speaker/consultant at the I.C.E. Embroidery Expo's, the Printwear and A&E shows, the Canadian Imprint Sportswear shows and all PPAI, ASI & PSI shows throughout the U.S., Canada, Europe, Australia and New Zealand.

Cliff has just finished his management agreement with Headwear-USA, LLC to launch their company successfully in the United States of America. In two years HUSA crested over two million dollars in gross sales.

Currently, Cliff is President & CEO, Cliff Quicksell & Associates

Professional & Personal Accomplishments

- Received professional designation of Master Advertising Specialist, MAS - 1990
- Recipient of the 1990, 93, 96-99 - PPAI Ambassador Speaker of the Year Award
- Recipient of the 1991, 92, 94 &95 - Regional PPAI Speaker Ambassador of the Year
- Recipient of fourteen consecutive PPAI Golden Pyramid Awards 1987 – 2000
- Thirteen year professional speaker / consultant
- Thirteen year industry speaker / facilitator for all PPAI International and ASI shows
- 1995 & 1996 – Salesperson of the Year, Imprint, Inc.
- Consultant to the Promotional Products, Screen-printing and Embroidery industries
- Former member of the National Capital Speakers Association – Washington, DC
- Chesapeake Promotional Products Association, RAAC and NERAG delegate
- Member of PPAI’s Advisory Council of 100
- Former Education and Board Member of CPPA Regional Association
- Instrumental in the development of the C.A.P. – Certified Speaking Ambassador program for PPAI
- Former board member for PPNA, Promotional Products Networking Association
- PPAI Committee member serving on Advertising & PR, Distributors, Membership, Nominating & Awards Committees
- Feature writer and contributing editor for PPB, Impressions, Marketing Tools, Promotional Times, AdVantages, Counselor, Imprint, Awards & Engraving, Imprint Canada, Identity Marketing, Brilliant Results, Promowear© and Printwear magazines.
- 2001 recognized as one of the top six educators and trainers.
- 2004 recognized as one of the Promotional Products Industries 50 most influential people

Accomplished Martial Artist, holding a 3rd Degree Blackbelt in TaeKwonDo

Cliff recently published his first of three books:

“Going for the Gold: 15 steps to successful award winning promotions” – by C.D. Quicksell, Jr., MAS

“Ask, Listen and Profit: questions are the answer!” – by Cliff Quicksell, Jr., MAS
pending release in December 2005

“Is it a ‘Keeper’?...landing the big “SaleFish” – a Sales Anglers Viewpoint”
pending release in December 2005 – By Cliff Quicksell, Jr., MAS



Cliff Quicksell, Jr., MAS

President / CEO

Cliff Quicksell & Associates

Education, Training & Consulting