



FOR IMMEDIATE RELEASE

## SAAC Members Elect Stephen Ropfogel, MAS as New Board President



**CAMARILLO, Calif. (January 4, 2021)** – The **Specialty Advertising Association of California (SAAC)**, the regional voice of the promotional products industry in California for more than 60 years, is pleased to announce that Stephen Ropfogel of HALO Branded Solutions has been elected to serve as president of the board of directors. Ropfogel succeeds Tara Villanueva, MAS of Geiger who will continue to serve on the organization’s board as immediate past president.

The board of directors is the governing body for SAAC and plays a major role in carrying out the vision and mission of the organization. The organization’s mission is to support the promotional products industry by engaging and meeting the needs of industry professionals and the businesses they serve.

Ropfogel brings with him almost 30 years of industry experience and a long-standing commitment to serve the Southern California promotional community. In addition, his volunteer service with SAAC, Ropfogel is also an active member and has served on the Boards for: Glendale Education Foundation (Founding Member), Glendale Sunrise Rotary Club, Kiwanis Club of Glendale, The Campbell Center, San Gabriel Chamber of Commerce, and Glendale Chamber of Commerce among other organizations.

“Stephen has a genuine passion to see SAAC members and their businesses thrive. In his role as SAAC Vice President through this pandemic, his unwavering commitment to create opportunities for engagement and growth were only a glimpse of what I know he is determined to accomplish during his term as president”, said Jennifer Bingham, SAAC Executive Director.

“2020 has tested all of us,” said Ropfogel, “but I feel it has made us a stronger organization. 2021 will continue to make us ‘think outside of the box’ and if we do, SAAC and the industry will be better for it.”

The 2021 SAAC Board of Directors include:

President: Stephen Ropfogel, MAS, HALO Branded Solutions

Vice President: Bob Levitt, Staples

Immediate Past President: Tara Villanueva, MAS Geiger

Treasurer: RJ Hagel, Goldstar

Secretary: Jeff Stevens, WestCo Marketing

Director: Jim Ristuccia, A+ Wine Designs

Director: Mike Szymczak, Origaudio

Director: Daniel Henderson, Proforma

Director: Ray Jimenez, The Magnet Group

Director: Michele Wieckowski, Apex Advertising

Director: Amy Williams, AB Unlimited

**About SAAC**

The Specialty Advertising Association of California (SAAC) is comprised largely of promotional products professionals located in California. For over 60 years, SAAC has supported the promotional products industry through programs and services designed to enhance the professional lives of our members. The membership includes suppliers, distributors, multi-line representatives and business service companies. The Specialty Advertising Association of California is a 501 (c)(6) non-profit organization.

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