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SAGE ANNOUNCES RENOWNED SPEAKER FOR SAGE SHOW 2014

"America's Top Humorista" Christine Cashen promises laugh-and-learn lesson on how to succeed both personally and professionally

Addison, TX (March 10, 2014) – SAGE and Promotional Products Association International (PPAI) are proud to announce Christine Cashen as the keynote speaker for the SAGE Show, April 24, 2014 at the Fort Worth Convention Center.

Christine Cashen delivers a fast-paced, hilarious program with useful content that makes her a sought after speaker worldwide. For more than 15 years, she has presented to an amazing variety of audiences throughout the United States, Canada, South Africa and Australia. Christine is an authority on sparking innovative ideas, handling conflict, reducing stress and energizing employees.



Christine Cashen

The SAGE Show is a three day event, beginning on Wednesday, April 23, with a full day of education sessions hosted by PPAI Professional Development and sponsored by Bulova Corporate Sales. Christine will kick off the exhibits opening on April 24, immediately followed by two full days of exhibits.

Registration for the SAGE Show is now open and details are available by visiting www.sageshow.com.

"Attending the SAGE Show is such a great opportunity for distributors and suppliers to grow in the promotional products industry and we are honored to have Christine educate and entertain our attendees as our keynote speaker," said David Natinsky, SAGE's president. "If you enjoy listening to someone who's dynamic and funny with something beneficial to say, then you'll enjoy Christine. She's one of the most passionate and effective speakers I've ever seen."

During Christine's session, "*Get What You Want With What You've Got*", she will explain how to successfully use our assets within to do the best with what you've got. Attendees will also learn how to:

(more)



- Communicate effectively by understanding different personality styles
- Learn the secrets to defuse anyone and handle conflict like a pro
- Create a better day with more energy and time-management tools
- Discover how humor can increase job satisfaction, improve morale and reduce stress

She is the author of *The Good Stuff: Quips & Tips on Life, Love, Work and Happiness*, which was named motivational book of the year by the Next Generation Indie Book Awards. Her learning resources also include: *Get What You Want With What You've Got* DVD; *The Fun Factor* DVD; *The Good Stuff* CD Audio Book; and *Why Can't Everybody Just Get Along* CD. Christine currently lives in Dallas, Texas.

About SAGE Show

The SAGE Show is a promotional products tradeshow in the central United States. The show is April 23-25, 2014 in the beautiful, state-of-the-art Fort Worth Convention Center in Fort Worth, Texas. It features two full show days, a full day of professional education hosted by PPAI, networking receptions, a first-rate party, and much more. The Fort Worth area is home to hundreds of local attractions and is in close proximity to DFW International Airport for convenient access from anywhere. The Education Day and exhibits are both free to attend. For more information or to register, visit www.sageshow.com.

About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. In addition to SAGE's flagship SAGE Online™ and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end-user catalogs, artwork services, payment processing, tradeshows, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.

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