

Joel Schaffer is CEO and Founder of Soundline, LLC, the pioneering supplier to the promotional products industry of music and audio products on discs, USB devices and downloaded. He has brought many innovations to the industry including conducting the first ever webinar in 2004 and publishing an audio cassette magazine call Specialty Tracks for 7 years. Today, this would be called a podcast and provided on the internet.

Joel has 53 years of promotional product industry experience. He is proud to say, "I was a distributor".

He has served on the PPAI Board of Directors and was inducted into the PPAI Hall of Fame in 2017. He is past chairman of both SAAGNY and the SAAGNY Foundation. He is a SAAGNY Hall of Fame member. He is the second recipient of ASI's - Marvin Spike Industry Lifetime Achievement Award. He is the recipient of PPAI's Distinguished Service Award. He has been recognized by Counselor Magazine as one of the industry's 50 most influential people. He has facilitated an education program for every regional association in the industry, thus continuing a career as a teacher. He is a frequent guest writer in Counselor, PPB and other industry publications. He has facilitated over 200 classes for the national association, regionals, ASI and for other associations.

Now into his 70's, he still serves on regional and national committees and taskforces as well as writing a regular column in Promo Corner.