

## Symbolist Vice President Now President of Recognition Professionals International

***Brian Dodds, Vice President of Solution Design at Symbolist elected President of Recognition Professionals International (RPI)***

**Dallas, Texas, October 2012** – Jumping into the leadership role with the [RPI](#), Brian Dodds, VP Solutions Design at [Symbolist](#), looks forward to helping member companies and businesses in general, apply recognition theories and practices to create places employees want to be.

Brian Dodds took the stage April 27, 2013 as a Board Member of RPI and left it as its President. The RPI is the leading association focused on bringing the newest, and best, information on designing and running effective reward and recognition programs to help companies engage their employees and create places that attract and keep the best employee.

In addition to many other initiatives, Brian called for the organization to continue to grow RPI's influence on industry education. RPI's Certified Recognition Professional training is the ***only accredited recognition certification available in the market***. With over 350 graduates from the many of the Fortune 500 top practitioners and the majority of the industry's top resource providers, CRP has become the benchmark for recognition professionals. ***“We are THE source for approved and effective recognition education. No other training can give you the knowledge and practical application our CRP certification can”*** says Dodds, ***“And we need to make sure more companies understand that, and take advantage of it.”***

Brian also believes the RPI and its certification training will see major growth in the coming year with RPI's new co-location of their annual conference with the [PPAI Brand Expo](#) event in Las Vegas Nevada on January 13-17, 2014. This event will be the largest gathering of recognition, incentive and promotion professionals in North America. Under the new partnership, RPI will be the exclusive recognition education provider for all of PPAI's events, broadening its audience.

Brian is excited to lead the organization through this period of change and commented that, ***“The rate of change in business today is accelerating and RPI needs to continuously look for ways to stay out front in today's dynamic business climate. I hope I can help make that happen in the next year.”***

**About Symbolist:**

Symbolist creates unique emotional connections between brands and people by linking today's technology to the enduring symbols of success and rewards specific to each company's unique personality and value set.

Through Symbolist programs companies engage their people and build their brand – at an emotional level.

Symbolist helps companies create a place where people want to be.

For additional information on Symbolist and to start creating the enduring symbols of excellence at your company contact Paul Hebert or visit [www.symbolist.com](http://www.symbolist.com).

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**About RPI**

Recognition Professionals International (RPI) is the only professional association at the forefront of workforce recognition through its sole focus on recognition innovations and education as a systematic method for improvements in the workplace. RPI is endorsed by top authorities in the industry, has an impressive membership of Fortune 500 organizations and is the only association offering Certified Recognition Professional (CRP) courses.

<http://www.recognition.org/>

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