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Incentive Federation Symposium Highlights Health Care Incentives

Organization Backs National Health Care Reform Measure

Falls Church, VA [10-13-09] – The Incentive Federation brings its campaign to convince members of Congress that wellness incentives must be part of health care reform to Capitol Hill with a Symposium from 10:30 a.m. to 12 noon, Oct. 20 (Dirksen Senate Office Building - Hearing Room 562). Entitled *The Power of Incentives, Rewards, and Recognition in Driving American Business and Creating a Healthier Workforce*, the session will connect industry representatives and key Congressional staff to discuss the role of incentives and to stress the contribution that wellness incentives can make to improving the health of the American workforce.

The Symposium will feature:

- ◆ Michelle Smith, Vice President, O.C. Tanner
- ◆ Terry Markwart, Director Special Account Division, Canon U.S.A.
- ◆ John Risberg, General Counsel, Maritz
- ◆ Michael Dermer, President/CEO, IncentOne
- ◆ Lee Salazar, Targa Resources
- ◆ Sean Roark, Vice President, PromoPros
- ◆ Stephen Maselko, Vice President, MI Fulfillment Services (Marriott International)
- ◆ David Peer, Vice President, Hinda Incentives
- ◆ Richard Blabolil, President, Marketing Innovators
- ◆ Tom Miller, President/CEO, The Miller Co.

2- Incentive Federation Symposium

Executive Director George Delta explained that the health reform package currently before Congress provides a perfect opportunity to use incentives as a way to reduce costs and improve the quality of life. "One of the best ways to encourage wellness incentives is to make them nontaxable to employees and deductible to employers so the Federation is supporting a measure allowing tangible personal property wellness awards valued at up to \$400 for each employee that would be nontaxable to the employee and deductible to the employer," said Delta.

After the symposium, Incentive Federation staff and members will make visits to Capitol Hill to call on legislators to continue the dialogue and provide education on how incentives benefit American business.

"Recent studies show a direct correlation between wellness incentive programs and improved health results. The Symposium is aimed at increasing the knowledge and understanding of incentives among the staff responsible for health care reform," Delta concluded.

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About The Incentive Federation

Founded in 1984, the Incentive Federation is the umbrella legislative organization for the incentive field representing national trade associations, trade publications, and national trade shows. It is the only organization whose membership includes all of the industry's national trade associations and individual companies. The Incentive Marketing Association, Promotional Products Association International, The Incentive Research Foundation, SITE International Foundation, and Recognition Professionals International are all active members. More information can be found at: <http://www.incentivefederation.org/>