

IFI Bulletin www.incentivefederation.org

October 2017

**Incentive Federation Seeks New Board Directors**

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| **Who does the Incentive Federation represent?**The Incentive Federation is the only organization whose membership and leadership includes all the industry’s national trade associations, as well as individual companies. It is under The Incentive Federation umbrella that the collective interests of the Incentive Marketing Association (IMA), the Promotional Products Association International (PPAI), The Incentive Research Foundation (IRF), and Society for Incentive Travel Excellence (SITE) are discussed, nurtured and advanced. |
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| **IFI Mission Statement****The Incentive Federation is dedicated to promote, protect and research the incentive field, encompassing recognition, promotional products and related**  **promotions.** |

promotions.

The Incentive Federation’s Board has chosen to expand the number of directors to serve on its Board in 2018 to give more members a chance to help form and lead the Federation’s legislative and research agenda. The current Board of 11 representatives of IFI member organizations and companies support the work of the Federation and provide mission-based leadership and strategic governance. Additional directors are being sought from among the IFI’s current membership and nominations and self-nominations are welcomed.

Anyone wishing to nominate a representative from an IFI corporate member may do so. A list of the current corporate members can be viewed [here](http://www.incentivefederation.org/about-us/membership-listing/).

The IFI Board’s current composition is listed below. Four individuals from the industry associations/ foundation serve on the executive committee, six individuals serve from the corporate membership, and one, IFI’s General Counsel, rounds out the Board.

The director’s terms are one-year with opportunities to be re-elected to consecutive one-year terms. The basic responsibilities of the Board directors are:

* Review and understand the Federation’s Bylaws
* Become informed of, and conduct himself/herself according to all, legal and fiduciary standards
* Represent the general membership and provide input toward developing recommended solutions to issues of or within the industry
* Review agenda and supporting materials prior to Board meetings
* Provide input for and, where appropriate, approve the Federation’s annual budget, audit reports, and material business decisions presented to the Board
* Actively participate in deliberations of the Board toward establishing policy, fiscal responsibility and strategic planning for the Federation, and support established Board policies and decisions
* Support the activities and programs of the
* Actively promote the benefits of the Federation to insure retention of existing members and aid in recruiting new members for the Federation
* Attend and participate in all scheduled Board meetings whether in-person or via teleconference
* Any member of the Board unable to attend a meeting or teleconference shall send a communication to the meeting coordinator or the Board Chair stating his/her reasons for absence.
* Represent the Federation to stakeholders, and act as an ambassador for the Federation

IFI members wishing to nominate someone or who are interested in serving on the IFI Board of Directors are invited to make their interests known to either Paul Bellantone, CAE, current IFI Board Chair at paulb@ppai.org or to Steve Slagle, IFI Managing Director, at steves3309@gmail.com. A brief statement from interested individuals citing industry experience and background is requested.

**Did You Know?**

* Persistence Market Research predicts that the international market for gift cards is likely to grow to $698 billion by 2024, more than double its current value, with corporate incentives playing an important role.
* Globally, digital advertising is forecasted by PricewaterhouseCoopers (PWC) to grow from $135 billion in 2014 to $240 billion in 2019. At the same time, Magna Global just forecasted that in 2016, digital advertising will surpass television advertising for the first time, with $66 billion in revenue in the U.S.
* The percentage spend on mobile advertising is forecasted by eMarketer to grow to 63% this year, 70% (or $65 billion) by 2019
* In a Business of Fashion article, “To Save Retail, Let It Die,” the author predicts that within three years, three companies — Amazon, Alibaba and eBay — will control 40 percent of planet earth’s e-commerce. And this is just a warm-up. Within 15 years, e-commerce will overtake conventional retail sales in developed nations, as a new wave of pervasive technologies take hold.

 **2017 Board of Directors**

 Chair – **Paul Bellantone**, CAE, President, Promotional Products Association International

 First Vice Chair, Associations – **Karen Wesloh**, CAE, CMP, Executive Director, Incentive Marketing

 Association

 Second Vice Chair, Associations – **Kevin Hinton**, CIS, CEO, Society of Incentive Travel Excellence

 Third Vice Chair, Associations – **Melissa Van Dyke**, President. The Incentive Research Foundation

 Vice Chair, Corporations – **Michelle Smith**, CRP, CPIM, Vice President, Marketing, O.C. Tanner

 Treasurer – **Sean Roark**, CPIM, Senior Vice President, IncentPros, Inc.

 Secretary – **Kimberly Carrette**, Senior Manager, Canon Professional Services, CanonUSA

 Director - **Richard Blabolil**, President, CPIM, President, Marketing Innovators International

 Director **– Brian Galonek**, CPIM, President, All Star Incentive Marketing

 Director – **Kimberly Abel-Lanier**, Vice President and General Manager, CultureNext, Maritz Motivation

 Solutions

 Executive Director and Counsel – **George Delta**, Esquire

 Staff:

 Managing Director - **Steve Slagle**, CAE

 **Questions, Concerns, Requests**

Please contact the Federation if you have any questions or learn of any issues you believe the Federation should be aware of. Since the Federation’s founding in 1984, its effectiveness in representing and protecting the industry with one voice has only been made possible through the financial support and active participation of industry organizations and companies.

 Contact: Steve Slagle, IFI Managing Director, at steves3309@gmail.com or 864-710-6739.