

IFI Bulletin www.incentivefederation.org

February 2018

**Please Re-new Your IFI Membership Today!**

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| **Who does the Incentive Federation Representt?**  The Incentive Federation is the only organization whose membership and leadership includes all the industry’s national trade associations, as well as individual industry 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), the Recognition Professionals International (RPI) 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, including corporate gifts, rewards, recognition, promotional products and related**    **promotions.** |

promotions.

If you haven’t re-newed your 2018 Incentive Federation membership yet, please do so today. If you misplaced your 2018 pledge invoice emailed to you in January or want to upgrade your membership to a new level, contact Steve Slagle at [steves3309@gmail.com](mailto:steves3309@gmail.com).

**Legal Issues That Affect Awards Programs**

In conjunction with a recent The Incentive Research Foundation research study entitled “***U.S. Federal Regulations and Non-Cash Awards,”*** the IRF also published a primer on ***Legal Issues that Affect Awards Programs*** written and compiled by George Delta, Esq., IFI’s Executive Directors and Legal Counsel. This handy guide offers a historical and current synopsis of the often arcane and sometimes complex rules and regulations embedded in the I.R.S. code and other Federal statutes.

With a focus on key regulations – including DOL Fiduciary Rule, 274j of the I.R.S Code, OSHA, FLSA, Fair Market Value, and Sweepstakes/Lottery – the primer explains what award, recognition and incentive program developers and their clients need to know to comply with Federal regulations.

The IRF’s recent research project discovered only 38% of awards program clients consider themselves very knowledgeable about regulations and tax requirements. And, fewer than two-thirds of U.S. businesses have formal compliance mechanisms to address these requirements.

If your clients are among those who aren’t familiar with the numerous regulations affecting the use of awards, rewards, recognition and incentive programs, or if you need a little refresher yourself, take a moment to review the Primer [here](http://theirf.org/research/legal-issues-that-affect-awards-programs-2017-primer/2379/).

**IRF’s 2018 Trend Study Released**

The Incentive Research Foundation is pleased to announce the release of its signature study, The IRF 2018 Trends Study. The study highlights ten key trends that will affect organizations, their products and services, and the workforce in 2018. From market optimism to concerns about risk and safety, the study identifies key areas of change and their implications for workforce engagement, incentive travel, and recognition.

“The IRF 2018 Trends Study clearly demonstrates that professionals in the non-cash rewards industry continue to experience a tremendous amount of change,” said IRF President Melissa Van Dyke. “From culture shifts to technological advances to regulatory pressure, the IRF is tracking some essential shifts in the industry and discussing how to anticipate and respond to these trends.”

The Top Ten Trends for Incentive Travel, Reward and Recognition Programs in 2018 are:

1. **Building a Brand-Asset Culture Becomes a Business Imperative**  
   With over 80% of businesses’ value in their intangibles, the IRF expects non-cash awards to grow as the focus on brand, culture, and innovation becomes even more critical to business success.
2. **Market Optimism Leads to Budget Growth**  
   The incentive travel industry’s net optimism score for the economy is up almost 20 points from 2017, and average annual per-person spend of $3,915 reflects a 4% increase.
3. **Regulatory Pressure Drives Changes**  
   Over 70% of respondents to the IRF’s Regulations Study said they had made changes to their programs’ design, communications, rewards, and/or reporting in response to regulations.
4. **Cost and Time Tensions Continue**  
   Although incentive travel budgets were up again in 2017, 60% of respondents said costs are rising faster than budgets.
5. **Increased Focus on Managing Risk and Ensuring Safety**  
   From PCI compliance to concerns over the EU’s GDPR (General Data Protection Regulation), ensuring program participant data is secure and appropriately used is a central concern for all types of non-cash award programs.
6. **Expanding Capability with Increasingly Predicative and Intelligent Technology**  
   Predictive analytics, artificial intelligence, and augmented reality capabilities will be a fundamental requirement for the effective incentive, rewards, and events business partner.
7. **Wellness Hits a Tipping Point: Expectations for Comfort & Healthy Options**  
   The largest number of net increases (38%) reported by IRF trend respondents was the inclusion of wellness/well-being components, focused on fitness, food, and comfort, in their programs.
8. **Unique Destinations Gaining Popularity**  
   Planners are interested in new and different sub-destinations. Whereas Rome may have been the primary consideration in the past, Puglia, Italy is becoming an attractive option.
9. **Merchandise Awards Move Toward the Meaningful**  
   There is a strong desire in 2018 not for more choice, but for more meaning. Impactful products may have local sourcing or organic roots and be easily personalized and customizable.
10. **Gift Cards Gain Momentum**  
    Mid-size firms on average spend almost half a million dollars annually on gift cards across all programs, while the largest firms each spend over $1 million annually.

To view or download a copy of the full study, please visit [here](http://theirf.org/research/us-federal-regulations-and-non-cash-awards/2371/).

Register today for the IRF 2018 Trends Study webinar, Wednesday, February 28, 2:00PM EST. During this 30- minute presentation, IRF President Melissa Van Dyke will discuss the latest industry trends and what they could mean for your business. Visit [here](http://theirf.org/education/webinars/) to register.

**Incentive Federation Welcomes New Members**

We’re very pleased to have some new members joining the Federation since the first of the year. The companies, their website links and the principal contacts for the Federation are:

[**bookyourdata.com**](https://www.bookyourdata.com/)  – Mark Giz

[**Inspirus**](https://www.inspirus.com/) – Theresa Harkins

[**Recognition Professionals International**](http://www.recognition.org/) – Carl Anderson

[**Samsonite**](http://www.samsonitespecialmarkets.com/s.php)– Scott Whitehead

**Didier Scaillet Announced as SITE CEO**

The Society for Incentive Travel Excellence (SITE) has announced that **Didier Scaillet** has been appointed new Chief Excellence Officer (CEO), serving both SITE and the SITE Foundation.

The SITE search committee, in identifying a replacement for Kevin Hinton, who announced he would be leaving the organization in late January, wanted an executive leader with multi-national association experience to help drive forward SITE’s 2020 vision to grow its chapter network, increase membership and continue to raise awareness of the human and economic impact of the incentive industry on the global economy.

A MICE industry veteran, Scaillet brings SITE extended global experience and a deep understanding of association management. He started his career working for one of the first association management companies in Europe, quickly becoming a business partner. For 18 years he held various roles with Meeting Professionals International (MPI) as director of European operations, vice-president of global development and chief development officer for MPI and the MPI Foundation. Most recently, Scaillet was vice-president business development for Cruise Lines International Association (CLIA).

Scaillet has engaged and served on various industry forums and organizations: Joint Meetings Industry Council, Events Industry Council, Canadian Tourism Commission and United Nations World Tourism Organization. He was also instrumental in the development of the Meetings & Business Events Competency Standards, which was the backbone for the development of SITE’s competency-based education model for incentive professionals.

“I am very excited and honored to be serving the SITE community, its leadership and the Incentive Travel industry at large. The organization is going through some major transformations, with many opportunities to seize global growth, advocacy, value-added content, digital engagement and sustainability,” Scaillet said in a statement. “Following Kevin Hinton’s footsteps as the Chief Excellence Officer is a privilege and I am looking forward to an amazing journey, building a stronger voice for Incentive Travel worldwide.”

Scaillet assumed the CEO role leading the association’s global management team on February 1. A Belgian native, he is relocating to the U.S. and will report directly to the presidents of the SITE International Board of Directors and SITE Foundation Board of Trustees. Didier also serves on the **Incentive Federation’s Board of Directors** by virtue of his position with SITE, succeeding Kevin Hinton who served on the IFI Board for several years.

**2018 IFI 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 – **Didier Scaillet**, CEO, Society of Incentive Travel Excellence

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

Fourth Vice Chair, Associations – **Carl W. Anderson**, Board Director, Recognition Professionals International

Vice Chair, Corporations – **Michelle Smith**, CRP, CPIM

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

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Director – **Mike Donnelly**, President, Hinda Incentives

Director – **Richard L. Low**, CPIM, Vice President Special Markets, Citizen Watch Company of America, Inc.

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

Staff:

Managing Director - **Steve Slagle**, CAE. Questions? [steves3309@gmail.com](mailto:steves3309@gmail.com) or 864-710-6739.