

Who are the Incentive Federation's members?

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.

Some Perspective

% of U.S. businesses using non-cash rewards

1996 – 26%

2015 – 84%

\$\$ in Incentive Marketplace

1996 - \$27 billion

2015 - \$90 billion

Hinda Incentives Releases New Study On Reward Delivery

Hinda Incentives of Chicago today released a report about how the reward delivery experience impacts the perceptions of employees, customers and channel partners toward a sponsoring organization and the reward itself.

Participants in focus groups were asked to open packaging of different types and to offer their perceptions of the packaging, the value of the award, and their thoughts about the program sponsor. The study revealed that relatively simple and inexpensive package enhancements can create positive responses from recipients.

The Incentive Research Foundation's *2015 Landmark Study: Participant Award Experience Preferences* provided significant insights and led Hinda to further explore some of that study's findings.

"Fierce competition for both customers and employees means companies must look at each and every touch point to differentiate themselves and create a lasting and positive image with the people most important to their businesses," said Mike Donnelly, Hinda president in speaking about the importance of the study.

According to Hinda Director of Fulfillment, Benito Bustamante, "Every reward delivered to your home should be a celebration. It's not just a box with something in it. It's a way to communicate the importance and value of the person receiving it. We want to make every delivery a celebration in a box."

To access the full Hinda research study, click [here](#).

Refresh Your Memories About Important Legal Issues Affecting the Incentive Industry

In case you've forgotten, didn't see them the first time or just don't know, following are a few of the legal issues that we've covered in 2018.

In June the U.S. Supreme Court Ruled on Out-of-State Collection of Use and Sales Taxes

For a more complete analysis of the Court's ruling and his interpretation of the effects on our industry, read Delta's July 2018 [Washington Update](#) prepared exclusively for the Incentive Federation.

In March a Circuit Court Overturned the Department of Labor's Fiduciary Rule

Read George Delta's March 2018 [Washington Update](#) prepared exclusively for the Incentive Federation and his earlier [description](#) of the impact of the fiduciary rule in 2017.

Legal Issues That Affect Awards Programs

In conjunction with 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.

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](#).

Send Us Your Case Studies to Share With Others

To help our Federation members better understand and manage the effects of the Supreme Court's ruling on the collection of use and sales tax on their businesses, we invite members to relate how they are, have been or plan on dealing with the collection of such taxes. We'll publish your case studies anonymously, if you wish, for others to learn from. Just send a brief email outlining the process or procedures being used and we'll take it from there, giving attribution and credit if you wish.

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If you have questions, advice for the Board, or want to raise issues for the Board to think about, please contact Steve Slagle at steves3309@gmail.com or 864-710-6739.