

IFI Bulletin

November/December 2018

www.incentivefederation.org

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

Incentive Federation Seeks Board Director From IFI Membership

The Incentive Federation is seeking a volunteer director from the IFI corporate membership to serve on its Board in 2019 to fill a vacancy on the Board. The current Board of 12 representatives of IFI member organizations and companies support the work of the Federation and provide mission-based leadership and strategic governance. Nominations from IFI members 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](#).

The IFI Board's current composition is listed below at the end of the Bulletin. Five 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. Please respond or indicate your interests before **December 4, 2018**. A brief statement from interested individuals citing industry experience and background is requested.

Federation Makes Progress in Establishing Standards for Workforce Incentives, Rewards and Recognition – Members Can Help Shape Those Standards

The Incentive Federation, Inc. is finalizing proposals to both the American National Standards Institute (ANSI) to be approved as a developer of a Domestic Standards Program for **Workforce Incentives, Rewards and Recognition Standards**, and to the International Organization for Standardization (ISO) to have a Technical Committee to oversee those standards and to eventually have them approved by ISO.

The IFI has engaged the services of the Healthcare Management Institute of the University of Texas Medical Branch to assist in this process. The timeline for submitting the proposals is by the end of this year to ANSI and by the first quarter of 2019 to the ISO.

The Incentive Federation was approved as a member of the American National Standards Institute (ANSI) earlier this year and will continue its membership in the organization throughout the standards approval and development process.

The action acknowledges that standards developed and applied in thousands of industries worldwide have helped improve efficiency, productivity and quality in manufacturing and delivery of products and services. Only in the past few years has the concept of standards for quality management gained acceptance, and efforts are now being made to extend those principles to organizational engagement with employees and customers.

Standards for the incentive and recognition industry, when properly applied and executed, promise to help businesses deliver more powerful and effective solutions and programs for rewarding and recognizing excellent employee performance, increasing productivity and ensuring customer retention and satisfaction.

The Board recognized that each of the five non-profit organizations serving as IFI members have an interest and stake in developing standards for the benefit of their members and sponsors. Since the IFI has served for many years as the umbrella group for the broad marketplace of incentives, recognition, rewards, promotional products, corporate gifts, awards, incentive travel and motivation in areas such as research, legislative monitoring and public outreach, the IFI Board decided that the IFI is a logical “home” for standards development.

IFI member organizations and corporate members are being asked to participate in the funding, review and development of the standards. Four of the member organization members and one corporate member have already pledged to support the funding of the costs for standards development, in 2018 and 2019, and each of those members, by virtue of their financial support, may participate directly in reviewing and crafting the language and direction of the standards as they are developed.

Developing standards for the disparate interests of the members represented by the five non-profit organizations, as well as IFI’s corporate members, will be a lengthy and rigorous process requiring ongoing work for several months. Once standards are eventually developed and approved, regular monitoring, revision, measurement and evaluation procedures are required by the developer organization. The Federation, assuming its members approve, may also develop processes for individual companies to become certified in the use of the standards for their clients’ benefit.

The Federation needs the support of its members, both financial and intellectual, to ensure that the standards being developed represent the interests of the members and, most importantly, the interests and needs of the thousands of businesses employing some type of incentive, recognition or rewards programs for customers and employees.

In the coming months the Federation will be asking IFI members and other industry companies to pledge their support in 2019 and to offer their expertise in helping craft the standards documents.

To learn a bit more about what industry standards are, why they are important and how they can be applied to benefit your organization and your customers, review this brief [presentation](#).

We welcome your questions and comments.

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**, CIS, CITP, CEO, Society of Incentive Travel Excellence
Third Vice Chair, Associations – **Melissa Van Dyke**, President, The Incentive Research Foundation
Fourth Vice Chair, Associations – **Kevin Cronin**, CRP, Board Director, Recognition Professionals International and Director, Corporate Event Awards, O.C. Tanner
Vice Chair, Corporations – Vacant
Treasurer – **Sean Roark**, CPIM, Senior Vice President, IncentPros, Inc.
Secretary – **Brian Galonek**, CPIM, President, All Star Incentive Marketing
Director - **Richard Blabolil**, President, CPIM, President, Marketing Innovators International
Director – **Mike Donnelly**, CPIM, President, Hinda Incentives
Director – **Richard L. Low**, CPIM, Vice President Special Markets, Citizen Watch America
Executive Director and Counsel – **George Delta**, Esq.

Staff:

Managing Director - **Steve Slagle**, CAE.

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.