

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 advanced.

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Paycheck Protection Program Loan Forgiveness Process and Possibilities

So, if you applied for and received a Paycheck Protection Program (PPP) loan and have used the all money on approved forgivable expenses, including payroll, business rent, business utilities, and/or business mortgage interest, you may now turn your attention to:

- How to apply for PPP loan forgiveness
- When to apply for PPP loan forgiveness

In June, the Treasury Department released two PPP forgiveness applications – the [EZ form](#) and the full forgiveness form. (get a step-by-step guide to filling the PPP forgiveness form [here](#)). But that still leaves the question: *when* is the best time to apply for forgiveness?

It may seem like a no-brainer to wait until your eight or 24-week covered period has elapsed, but it's not that simple. Contrary to popular belief, you do not have to wait until your covered period is over to apply for PPP forgiveness—in fact, it's critical that you are *strategic about when you apply*. Choosing the right time to submit your forgiveness application may determine how much of the loan gets forgiven.

Each borrower has a “loan forgiveness covered period,” which is the period during which you'll need to use your loan funds if you're hoping to maximize your forgiveness amount. For loans made on or after June 5, 2020, your loan forgiveness covered period is 24 weeks. For loans made before June 5, 2020, you could choose to use either an 8-week or 24-week loan forgiveness covered period. Loans are “made” on the date the SBA assigned a loan number to your PPP Loan. Your lender can provide you with this information.

Your loan forgiveness covered period generally begins on the date you received your PPP funds (or if you received them on more than one date, the first date you received PPP funds), and must end no later than December 31, 2020. You don't have to use all your loan proceeds during the loan forgiveness covered period, but only eligible costs paid during that period (and certain eligible costs incurred but not paid during that period) are eligible for forgiveness.

Borrowers who use PPP funds on eligible expenses within the loan forgiveness covered period may apply to have that portion

of their loans forgiven. Amounts spent after the covered period are not eligible for forgiveness. Borrowers must use 60% of the loans on payroll, or the loans will not be forgiven, unless changes are made to the rules in coming weeks. You may want to wait to apply for forgiveness to make sure you meet that 60% threshold.

At the end of the covered period, business owners can begin applying for loan forgiveness with their lender. Eligible business owners have up to 10 months to apply for forgiveness. Lenders have up to 60 days from the time they receive the loan forgiveness application to decide.

Leftover PPP funds not spent within the covered period are not eligible for forgiveness. Borrowers will have to repay remaining funds to their lenders at 1% interest with a 2-year term. Loan payments will be deferred for six months, but will start incurring interest immediately. PPP loans have no fees and no prepayment penalties.

Legislation has been introduced in Congress to make loans under \$150,000 automatically forgiven, thus making the process much simpler, and there may other adjustments in the rules in the coming weeks. If you're in no hurry to apply for loan forgiveness, you might be wise to wait a little longer to see if the process becomes simpler. For those individuals using the 24 weeks for spending the loan proceeds, you'll need to wait a little longer anyway if you received your loan beginning in June or later.

IRF Releases Its Pulse Survey July Update: COVID-19's Impact on Rewards & Recognition

Earlier this year, The Incentive Research Foundation published the results of a pulse survey fielded April 2, 2020 – April 16, 2020 in *COVID-19's Impact on the Incentive Travel Industry (April 2020)*. Given the continued challenges for the industry related to the pandemic, the IRF fielded a study July 1, 2020 – July 15, 2020 to understand the ongoing impact on 2020 programs, and when industry professionals believe incentive travel for of various group sizes will return.

The study included 205 respondents. Just over 51% of the respondents were either third party planners/client managers, 11% were corporate meeting planners, 10% corporate program owners, and 7% were independent planners. The remaining 20% included representatives from across the incentive travel landscape. Respondents had an incentive travel program planned for Q1 or Q2 of 2020 that did not operate due to COVID-19.

INCREASE IN CANCELLATIONS

In our April study, we found that approximately 25% of incentive travel programs had been cancelled. In the July study, the rate of cancellation had increased to 42.5% – including 21.5% that had originally been postponed within 2020. There has also been a significant decrease in programs planned for Q3 and Q4 of 2020 going from 35% in our April study to 12% in the July study. Programs scheduled into 2021 are at 38%, an increase of 11% over the April study.

BUDGETS REMAIN LARGELY UNTOUCHED

Of those indicating they had postponed their incentive travel reward, 79% noted that there had been no change to their budget, an increase of 9% over the April findings. Consistent with the April results, the 21% that are working with reduced budgets are most frequently scaling back offsite events and reducing the number of program nights. Nearly a third of respondents indicated they are eliminating guest participation which is an increase of 7% over the April results.

For complete findings from the survey, please click [here](#).

Upcoming Webinars and Virtual Conferences

RPI Webinar: The Elephant in the Room – Evidence-Based and Ethical HR Analytics

The future is bright for HR analytics if performed ethically and responsibly. However, a recent study conducted by Insight 222 (2017), found that ethics and privacy concerns jeopardize 81% of HR analytics projects. This webinar introduces the HR Intelligence Cycle as an evidence-based and ethical approach for establishing an HR analytic function and core capabilities. In addition, this session will share some ethical guidelines to arm HR leaders and people analytics with the tools to proactively address ethical quandaries and challenge questionable people analytics practices in their organizations.

Presented by Dr. Salvatore Falletta, SHRM-SCP, GPHR, Drexel University

Thursday, August 27, July 23, 2020 1:00 – 2:00 PM ET For registration, click [here](#).

RPI Virtual Conference, 8 Sessions, Two Days, September 16-17, 2020

10:00 am – 2:00 pm EDT Online

To register click [here](#).

IMA Virtual Summit ReVision 20/20

August – October, Various dates and times. Check schedule and registration [here](#). Check the Incentive Industry Calendar (noted below) for the dates and times for the IMA's key activities.

Incentive Industry Calendar Provided as Service

Several scheduled trade show and conferences have been cancelled or rescheduled during the past two weeks. We welcome your suggestions, urge you to let us know if and when you are aware of any changes to the events included in the calendar, and encourage you to recommend events we may have overlooked. We have this calendar, which can be updated daily as needed, and several sub-versions of it, on the Incentive Federation website at www.incentivefederation.org. For now though, we invite you to click [The Incentive Industry Calendar](#) to access the calendar and note the many events and meetings that have been postponed, cancelled and re-scheduled and which ones are still scheduled, at least in the short term. Remember to bookmark and check the calendar regularly to discover any changes.

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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.