

## 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 Legislation

The **Paycheck Protection Program (PPP) Small Business Forgiveness Act** introduced by Senator Kevin Cramer of South Dakota provides automatic forgiveness for PPP loans under \$150,000 if the recipient submits a one-page form. The PPP was created by Congress as one of the key provisions of the Coronavirus Aid, Relief, and Economic Security (CARES) Act, and has provided emergency funding to more than four million small businesses.

This loan program has enabled small businesses to keep employees on their payrolls and apply some of the loan funds to other approved expenses. S. 4117 would enable small businesses to focus their time and resources on their companies, instead of spending significant time navigating the complex PPP loan forgiveness process.

If you're in no hurry to apply for loan forgiveness, you might be wise to wait a little longer to see if the legislation is passed and 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, SITE and FICP Seek Industry Professionals to Complete the Incentive Travel Index Survey

The IRF, FICP & SITE Foundation partner each year with market leader Oxford Economics to conduct the most comprehensive research ever into the incentive travel industry and its future evolution.

This year it's vital that we gather global data points around the impact of the pandemic on our industry so that we can start to navigate our way forward in the new normal.

It will take 15 – 20 minutes of your time to complete the survey, but please stick with us until the end. In return you'll receive a comprehensive view of the incentives industry in 2021 and beyond.

To access the survey click [here](#).

## Upcoming Webinars and Virtual Conferences

### **IRF Webinar: Destination Management Company Panel - Thursday, September 17, 2020 1:00 – 1:45 PM ET**

Many incentive program owners will tell you the secret to the success of their incentive program is a strong partnership with a destination management company. A good DMC knows the destination deeply and has relationships with restaurants, entertainment venues, and reliable suppliers so that you can design a unique event that meets your program goals. The DMC can also help you ensure a safe experience through its relationships with local government, police, healthcare, and emergency response.

The IRF has assembled a panel of DMC experts to offer insights into how DMCs are working with planners as incentive travel programs are beginning to be relaunched. They'll discuss how the DMC model is changing, how DMCs support virtual and hybrid meetings, new safety measures, and more. This webinar will include time for question and answer with the panel.

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](#).

### **RPI Virtual Awards Ceremony, September 23, 2020**

**Noon – 1:00 pm EDT Online**

To register click [here](#).

### **IMA Virtual Summit ReVision 20/20**

**September - 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.

### **RPI Webinar: Motivation Currency - Thursday, October 23, 2020 1:00 – 2:00 PM ET**

Motivation can have a great deal of impact on human behavior and what actions we take. That is the reason, business leaders are constantly looking for ways to motivate people and influence their actions - be it their employees, partners, customers, distributors, or their gig workforce - while driving better business outcomes. So, what drives human behavior? What are the factors that compel people to take actions? While in some cases there are external factors like money, status, fame and power that influences human actions; there are times when internal factors like the sense of individuality, purpose in life and the sheer joy and fulfillment of doing something drives people. Understanding what motivates people is becoming an increasingly important part of all businesses. Only knowing what motivates people can help organizations design and drive engagement plans that can truly tap into their "Motivation Currency".

Presented by Sumit Khandelwal, Chief Executive Officer, Xoxoday

For registration, click [here](#).

## ***Things to Know and Think About***

Some of you are familiar with the **Robin Report**, a newsletter that includes a lot of articles related to retail, brands, and consumer behavior. Given the relationship between retail and special markets, you may find the two articles below thought provoking or at least interesting from a historical perspective.

### **Malls Wedded Department Stores: Now a Collapsing 64-Year Marriage**

Read [here](#).

### **Covid's Accelerant on the Future of Retail**

Read [here](#).

## **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](http://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.

## **2020 IFI Board of Directors**

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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](mailto:steves3309@gmail.com) or 864-710-6739.