

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), and the Society for Incentive Travel Excellence (SITE) are advanced.

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Latest IRF Study Examines the Impact of Reward Selection on Employee Motivation

The Incentive Research Foundation on November 8, 2020, released *Reward Preferences: Making a Lasting Impact on Incentive Program Participants*. Simple one size fits all' approaches to reward and recognition may not achieve their full potential in motivating and engaging employees. During these challenging times, employees in all industries need to feel valued, particularly those who put themselves at risk through public interactions. Many companies are forced to do more with less, putting an additional strain on human resources. While many executives and managers want to express appreciation for outstanding performance, they often lack insight as to which recognition strategies appeal the most to their workers.

A key consideration is that, sometimes, what people say they want most may not be linked to the intended outcomes of the incentive program. For example, cash bonuses were highly rated by employees as a preferred reward, but cash bonuses were not associated with high levels of engagement. Given this disconnect between preferences and performance, the goals of this study are:

- Identify employee preferences for specific types of rewards and recognition
- Understand impact of reward and recognition on employee engagement
- Determine balancing factors between stated preferences and outcomes

The study examines two types of rewards:

- Ongoing rewards & recognition
- Annual rewards

To review the complete research results, click [here](#).

PPAI President Paul Bellantone Steps Down

PPAI President and CEO Paul Bellantone, CAE, will conclude his employment with the Association at the end of March 2021, marking the end of more than 20 years of service.

"The past 20-plus years have been nothing short of extraordinary," Bellantone says. "This decision was not easy, but I am confident

knowing that our strong staff and dedicated Board of Directors have PPAI in a solid position to move forward to protect, grow and engage the promotional products industry.”

PPAI Board Chair Ira Neaman, MAS, says, “The Board and countless others in the industry are so grateful for Paul’s many years of leadership and dedication to serve and engage the industry. Under his leadership, PPAI has grown and evolved into one of the most respected associations worldwide. I am truly thankful for all Paul has done for PPAI, including instilling a strong ‘confidence to evolve’ mentality among the PPAI Board, staff and volunteer corps.”

Bellantone has served on the IFI Board of Directors since 2011 when he succeeded Steve Slagle as PPAI President upon Slagle’s retirement. He previously served PPAI as Director of Expositions, beginning in 1998, and later as Vice President for Marketing and Executive Vice President. He most recently served as the IFI Board Chair in 2017 and 2018.

Bellantone adds, “It has been a pleasure to serve the Association and I am tremendously appreciative of the opportunities I have been given and for the relationships I have built during my time with PPAI. It is no secret that this has been a challenging year for many, both personally and professionally. But with such challenges come opportunities to evolve and thrive. That’s why I believe this is not only the right time for me, but the best time for PPAI.”

PPAI’s mission to grow, protect, inform and engage its members and the industry remains foremost. Coupled with a focused and strategic continuity plan, the Board and leadership staff will work closely with Bellantone over the coming months to evaluate internal and external market conditions against the needs of the members, industry, and the Association. These efforts will ensure a smooth transition that will drive meaningful value and the long-term success of the Association.

IRF Merchandise Panel Webinar Recording Available

The IRF offered a webinar on November 11, 2020, featuring a panel of incentive merchandise experts to offer insights into new ways merchandise is being selected, communicated, and presented to motivate performance. The panelists discussed how now more than ever, merchandise rewards allow for flexibility, creativity, and customization when used to motivate important audiences. A recording of that webinar is now available to view [here](#).

IRF’s Incentives Industry Outlook for 2021 Survey Available

Take the Survey! Your participation in the "Incentives Industry Outlook for 2021: Merchandise & Gift Cards Survey" will help the IRF deliver industry insights about where incentives are headed in 2021.

[Click here to take the survey!](#)

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 articles below thought provoking or at least interesting.

The Retail Outlook? Cloudy with a Chance of Meatballs

Read [here](#).

How to Tell Your Brand’s Story and Meaningfully Connect

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. 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

Chair – **Karen Wesloh**, CAE, CMP, Executive Director, Incentive Marketing Association

First Vice Chair, Associations – Vacant

Second Vice Chair, Associations – Vacant

Third Vice Chair, Associations – **Paul Bellantone**, CAE, President, Promotional Products Association International

Fourth Vice Chair, Associations – **Stephanie Harris**, President, The Incentive Research Foundation

Vice Chair, Corporations – **Mike Donnelly**, CPIM, President, Hinda Incentives

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 – **Richard L. Low**, CPIM, Managing Partner, RLL Advisory Services

Director – **Theresa C. Harkins-Schulz**, SPHR, CCP, CRP, SVP – Customer Experience, Inspirus/Sodexo Benefits and Rewards Services

Director - **Sue Voyles**, Director and President of Logos Communications, Inc.

Executive Director and Counsel – **George Delta**, Esq.

Staff:

Managing Director - **Steve Slagle**, CAE (Ret).

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.