

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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PPAI Names Dale Denham, MAS+, New President And CEO

Dale Denham, MAS+, is PPAI's new president and CEO, succeeding Paul Bellantone, CAE. Denham has assumed the leadership position effective August 16, 2021. Bob McLean, Jr., CPA, CAE, CEM, served as interim president as well as executive vice president since Bellantone stepped down in March and he will continue as EVP beginning August 16, 2021.

"Dale is the right leader at the right time for PPAI," said Todd Pottebaum, MAS+, chair of the board and the PPAI Executive Search Committee. "The PPAI board and the Executive Search Committee are extremely impressed with Dale's credentials and industry experience. His enthusiasm for the position and leadership capabilities demonstrated historically and through the PPAI executive search process stood out among an exceptionally competitive field of candidates."

Denham joins PPAI after serving as senior vice president and chief information officer for longtime distributor member company, Geiger. Before joining Geiger in 2011, Denham was senior vice president for the Advertising Specialty Institute, another leader in the promotional products industry.

Dawn Olds, PPAI Chair elect stated, "I commend PPAI and the Executive Search Committee for their commitment to the executive search process. There was a remarkably strong pool of candidates, and the board and Search Committee's diligence and governance of the process was exceptional."

"I am very excited to be joining the PPAI team," says Denham. "I look forward to helping PPAI further expand our leadership role and contributions to the promotional products industry. Having been deeply involved with PPAI for many years, and having served on the PPAI board, my passion for helping PPAI grow, protect and serve our membership will further flourish in my new role."

Denham adds, "As the promotional products industry evolves and advances, PPAI is in the best position to provide the knowledge, community and advocacy to help our members grow. I am very honored to be a part of PPAI's legacy and leadership."

Incentive Magazine Gift Survey Reports Merchandise Gifts Remain Popular as Rewards for Customers and Sales Staff

As reported in its August 9, 2021, issue, Incentive magazine conducted a survey in July of business incentive buyers, and which revealed that one in five incentive organizers will continue to offer gifts in place of travel. Another 34 percent were unsure whether

they would do so over the next 18 months. More than half of that combined group attributed their continued reliance on merchandise to the lingering uncertainty about the pandemic's effect on travel.

Gift rewards have brought their own set of challenges, however; merchandise was not always available when needed, according to more than 75 percent of respondents, and more than half of those polled cited frustrating reward delivery delays to recipients. These problems are expected to continue, as manufacturing delays remain a global issue.

To see the full article please click [here](#).

Things to Know and Think About

To find other important meetings, trade events and educational offerings in the coming weeks and months, check the Incentive Industry Calendar at www.incentivefederation.org. Provided exclusively by the Incentive Federation, Inc.

Robin Report and Other News

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.

New Experiences and Stores Post-Covid

Why Legacy Retailers Are Moving to TikTok and Other Video Tools

Luxury May Not Be the Success Story You Think

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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, IFI Managing Director, at steves3309@gmail.com or 864-710-6739.