

IFI Bulletin September 2021 [www.incentivefederation.org](http://www.incentivefederation.org)

**IFI Board to Meet Via Conference Call on September 17**

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| **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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| **In This Issue****IFI Board to Meet Sept. 17****Things to Know and Think About****Other News** |

 The IFI Board of Directors will hold its quarterly Board conference call on September 17, 2021. The agenda includes discussion about the financial report through August 31, 2021, and the process for identifying and electing industry leaders to the IFI Board of Directors in 2022. PPAI, IMA and the IRF will also present reports about the activities each organization is planning in the coming weeks and Legal Consultant George Delta will present any current legislative or regulatory news to the Board.

 The Board invites any interested members in serving on the IFI Board in 2022 to contact either Board Chair Mike Donnelly or IFI Managing Director Steve Slagle to learn more about Board service. Any IFI member is eligible to serve on the Board.

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

To find other important meetings, trade events and educational offerings in the comings weeks and months, check the Incentive Industry Calendar at [**www.incentivefederation.org**](http://www.incentivefederation.org/639-2/)**.** Provided exclusively by the Incentive Federation, Inc.

**Incentive Webinar: Rx for Incentive Travel Programs September 22, 2021**

**To register click** [**here.**](https://www.northstarmeetingsgroup.com/Events-Calendar/travel-incentive-solutions?oly_enc_id=9230C4761301D7T)

**IMRA Webinar Series: Part 2 - Three Steps to Building Beneficial Relationships on LinkedIn September 28, 2021 12:00 pm – 12:45 pm EDT**

To register click [**here**](https://www.incentivemarketing.org/IMRA/Calendar/2021/IMRA-Webinar-Series-Part-2.aspx)**.**

**IGCC Webinar - Gift Card 101 September 29, 2:00 – 3:00 pm EDT**

**To register click** [[**here**](https://www.incentivemarketing.org/IGCC/Calendar/2021/September-Webinar.aspx)**.**](https://www.incentivemarketing.org/IGCC/Calendar/2021/September-Webinar.aspx)

**The IRF Leadership Insights Forum October 11-13, 2021**

To learn more, click[**here.**](https://theirf.org/events/leadership-insights-forum/)

**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.

[**[Using Unbiased Metrics to Measure Loyalty](https://mail.google.com/mail/u/0/?tab=wm#label/Robin+Report/WhctKKXGvPWjmDWhNfFHLvtbwfBLQJkLLmbKhznZmKWSCdqbvNvtVHGdnwGcrdqdbprDPhl)**](https://therobinreport.us8.list-manage.com/track/click?u=5bfad05e1c2485c3f510dfb29&id=234dce788f&e=beeba12a0c)

[**The Shape of Things to Come**](https://www.therobinreport.com/the-shape-of-things-to-come/?utm_source=newletter&utm_medium=email&utm_campaign=weekend&utm_source=The+Robin+Report&utm_campaign=435f38f391-EMAIL_CAMPAIGN_2021_09_02_04_24_COPY_01&utm_medium=email&utm_term=0_e90268c709-435f38f391-229170145)

**[Two Things Changing Retail Forever](https://www.therobinreport.com/two-things-changing-retail-forever/?utm_source=newletter&utm_medium=email&utm_campaign=weekend&utm_source=The+Robin+Report&utm_campaign=a5735fa8f6-EMAIL_CAMPAIGN_2021_09_02_04_24&utm_medium=email&utm_term=0_e90268c709-a5735fa8f6-229170145)**

**2021 IFI Board of Directors**

**Richard Blabolil**, CPIM, President, Marketing Innovators International, **Director**

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

**Michael Donnelly**, CPIM, President, Hinda Incentives, **Chair and Vice Chair - Corporations**

**Brian Galonek**, CPIM, President, All Star Incentive Marketing, **Secretary**

**Theresa Harkins-Schulz,**SPHR, CCP, CRP**,** SeniorVice President - Customer Experience, Inspirus/Sodexo Benefits and Rewards Services, **Director**

**Stephanie Harris,** President, Incentive Research Foundation, **First Vice Chair - Associations**

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

**Sean Roark**, CPIM, Executive Vice President, IncentPros, Inc., **Treasurer**

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

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

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.