

## 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 discussed, nurtured and advanced.

### Some Perspective

**% of U.S. businesses using non-cash rewards**

**1996 – 26%**

**2015 – 84%**

**\$\$ in Incentive Marketplace**

**1996 - \$27 billion**

**2015 - \$90 billion**

## New Research Shows Psychological Benefits Impact Employee Engagement

Organizations are investing \$18 billion on tools to bolster employee engagement, but the return on these investments is unclear. According to the Gallup State of the Global Workplace report, only 15 percent of adult employees are engaged with their employers worldwide.

To address critical issues of employee retention and engagement, market research firm Chadwick Martin Bailey (CMB), a subsidiary of global engagement agency ITA Group, conducted a landmark study in 2018 to understand the *psychological benefits* that drive employee loyalty.

CMB's research, which leveraged scientific insight into human motivation and advanced analytic techniques, surveyed nearly 1,500 full-time employees at U.S.-based companies across a range of industries. The results of the study found that:

- Five types of psychological benefits are critical to driving employee engagement: functional, emotional, personal identity, social identity and cultural identity.
- Identity benefits are particularly important, highlighting the need to continually foster employees' pride, self-esteem and sense of belonging.
- By identifying the key psychological benefits that should be their top priority for improvement, companies can be strategic in their use of engagement initiatives and focus resources on programs likely to work best.

"This is in line with what social science teaches us about the kinds of things that motivate behavior," said Erica Carranza, Ph.D. (Princeton University), Vice President of Consumer Psychology at CMB and co-author of the research study. "Employees across tenure, level and role are motivated by the psychological benefits we identified in this research—and the companies with programs in place to deliver these benefits will reap the rewards of a dedicated workforce."

Based on the research, ITA Group developed EngageFx, a diagnostic tool that enables organizations to identify their best areas of opportunity to improve the employee experience.

"This research shows that companies can't stop at benefits like compensation packages and work/life balance to truly inspire and engage their workforce," said Christina Zurek, Insights and Strategy Leader, ITA Group. "And while making a bigger push for wellness

programs and similar initiatives can help, *the* most powerful investment a company can make in order to engage employees is to nurture emotional and identity benefits."

To view a copy of the full CMB research report, please [visit here](#).

### **Incentive Research Foundation Schedules Webinar on Wellness in Meetings and Incentive Travel**

The Incentive Research Foundation will feature its latest research report *Wellness in Meetings and Incentive Travel Study*, released this month, in an upcoming webinar available free to the industry. The research presents an analysis of the integration of health and wellness into meetings and incentive travel programs.

Join IRF President, Melissa Van Dyke, as she reviews how the survey of meeting planners reveals health and wellness practices in meetings that fall short of the stated company goals. Melissa will address the disconnect between companies' stated goals of wellness as a critical focus and the implementation of health practices in meetings and incentive travel. She'll also present insights collected from meeting planners who have successfully integrated wellness into their meetings and incentive travel programs.

**Wednesday, February 27, 2019**

**2:00-2:30 PM EST**

**IRF Webinar: *Wellness in Meetings and Incentive Travel Study***

Register for the webinar [here](#).

### **PPAI Presents Webinar on the Impact of the U.S. Supreme Court's *Wayfair* Sales and Use Tax Decision on the Promotional Products Business**

What was the decision in *South Dakota v. Wayfair* and what does this ruling mean for businesses? Which states do I have to collect sales tax for and when do I have to start collecting? What are some options for complying with the numerous state and local sales tax collection requirements? Receive answers to these questions and more during this webinar delivered by Craig Johnson, executive director of the Streamlined Sales Tax Governing Board and Patrick J. Reynolds and Fred Nicely from the Council on State Taxation, an organization comprised of some of the largest multistate businesses nationwide.

Questions following the webinar focused specifically on the structure of the BTB promotional and incentive marketplaces which include sellers, re-sellers, end-buyers and ultimate users of merchandise.

The webinar was held on February 20, 2019 and IFI members can now download the hour-long presentation [here](#).

### **Please Re-new Your IFI Membership Today!**

If you haven't re-newed your 2019 Incentive Federation membership yet, please do so today. Misplaced your 2019 pledge invoice emailed to you earlier this month or want to upgrade your membership to a new level? Contact Steve Slagle at [steves3309@gmail.com](mailto:steves3309@gmail.com) or call 864-710-6739.

## 2019 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.