

# IFI Bulletin

January 2019

[www.incentivefederation.org](http://www.incentivefederation.org)

## 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**

## Two New Directors Elected by IFI Members

In December 2018 the IFI membership elected two new directors to the IFI Board for one-year terms. **Theresa Harkins-Schulz**, SPHR, CCP, CRP, Vice President - Client Success & Engagement Solutions, Inspirus, and **Sue Voyles**, Owner and President of Logos Communications, join ten other industry veterans on the IFI Board.

Harkins-Schulz has served for several years on the Board of Directors of Recognition Professionals International, including a term as President of RPI. As Educational Board Chair for RPI she led the development of their Certified Recognition Professional curriculum. She also previously held the position of Director – Employee Engagement Solutions at Inspirus. She also served as Managing Director-HR Strategy, Technology & Analytics at Tesoro and as Manager for Awards and Recognition for Delta Airlines.

Voyles founded her company, a 20-year old firm located in Canton, MI. Her firm has provided PR, marketing and communications services to incentive organizations and firms since 2008. Sue also provided PR services to support and promote the Incentive Federation's industry research studies and legislative activities in years past and provided communications counsel to the Incentive Marketing Association for many years.

Additionally, **Mike Donnelly**, CPIM, President of Hinda Incentives, was elected by the Board to the position of Vice Chair for Corporations. Donnelly is beginning his second term on the Board.

**Karen Wesloh**, CAE, CMP, Executive Director of the Incentive Marketing Association assumes the position of Board Chair for the next year. A roster of all Board directors is in this newsletter.

## Incentive Research Foundation Releases 2019 Trends Study

The *IRF 2019 Trends Study*, released this month, highlights ten key trends that will affect organizations, their products and services,

and the workforce in 2019. From shifts in corporate culture to emerging technologies to new goals in the design of programs and use of rewards, the study identifies key areas of change and their implications for workforce engagement, rewards, and recognition. Join IRF President, Melissa Van Dyke, as she dives deeper into the latest industry trends, in an upcoming webinar.

**Thursday, January 31, 2019**

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

**IRF Webinar: [2019 IRF Trends Study](#)**

Register for the webinar [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).

### **2019 IFI Board of Directors**

Chair – **Karen Wesloh**, CAE, CMP, Executive Director, Incentive Marketing Association  
First Vice Chair, Associations – **Didier Scaillet**, CIS, CITP, CEO, Society of Incentive Travel Excellence  
Second Vice Chair, Associations – **Carl Anderson**, Manager, Global Employee Recognition, Delta Airlines, and Representative for the Recognition Professionals International  
Third Vice Chair, Associations – **Melissa Van Dyke**, President, The Incentive Research Foundation  
Fourth Vice Chair, Associations – **Paul Bellantone**, CAE, President, Promotional Products Association International  
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, Vice President Special Markets, Citizen Watch America  
Director – **Theresa Harkins-Schulz**, SPHR, CCP, CRP, Director and Vice President - Client Success & Engagement Solutions, Inspirus  
Director - **Sue Voyles**, Director and President of Logos Communications, Inc.

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

Staff:

Managing Director - **Steve Slagle**, CAE.

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.