

## 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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## The Federation in 2021

As we end a year that has been incredibly momentous and incredibly challenging, we want to wish everyone a productive, rewarding and much better New Year. We will need the support of your companies and organizations next year. Now is the time to renew your company's membership for 2021. We also need to recover some members who necessarily were unable to renew their memberships in 2020.

We'll be asking for each of you to recommend companies that you believe could and should be IFI members going forward. Hopefully, you will join us in recruiting others to join our ranks and support the Federation's endeavors. May we see and experience better times ahead. Thank you for your support of the Federation!

## IRF Industry Outlook for 2021: Merchandise and Gift Cards

Tuesday, January 19 | 3:00-3:45PM ET

The Incentive Research Foundation's *Industry Outlook for 2021: Merchandise and Gift Cards* reports a more optimistic outlook for 2021 than might be expected after the challenges resulting from the pandemic. We invite you to the IRF's *Industry Outlook for 2021* webinar, where IRF President Stephanie Harris and IRF Chief Research Adviser Rick Garlick will present this useful analysis of how incentive, rewards and recognition programs are being designed and budgeted for 2021. Webinar attendees will get useful insights and benchmarks on non-cash reward types, average spend, and how incentive programs have changed in response to the pandemic.

To register, click [here](#).

To download a copy of the full study, click [here](#).

## SITE Appoints Interim Executive Director

Following the resignation of Didier Scaillet as SITE's CEO in September 2020, Rebecca Wright, CIS, CIP, Head of Chapter Engagement at SITE, was appointed interim Executive Director in December 2020.

Wright said: "2020 has been a tumultuous year for all Business Events professionals but despite the difficulties and the challenges, SITE remained united and strong. We now face 2021 with a renewed sense of community and an even stronger belief that incentive travel is transformational for qualifiers, businesses, and society at large. I'm delighted to serve as interim Executive

Director and look forward to leading our wonderful executive leadership team as we continue to deliver value to our members, to be the voice for the “I” in MICE and to highlight the business case for incentive travel”.

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

#### **Society for Incentive Travel Excellence Hybrid Conference – February 2-3, 2021**

For conference information and registration, click [here](#).

#### **IGCC January Member Meeting - January 27, 2021, 12:00-1:00 pm CT**

Join fellow Incentive Gift Card Council members for their upcoming virtual Member Meeting! Tune in to get updated on IGCC activities and news in the industry. Click [here](#) for information.

#### **ASI Show Digital Expo - February 3-4, 2021, 10:30 am – 5:00 pm ET**

The product sourcing you count on. The educational sessions you look forward to. The valuable networking opportunities that help to grow your business year after year. With our Digital Expo, you'll get access to all the high-caliber content you love from ASI Shows®, all from the comfort and safety of your home or office.

Click [here](#) for information.

#### **RPI Webinar: How to Get Senior Leader “Buy-In” for Recognition – February 18, 2021 1:00 PM ET**

Learn how to get your senior leader’s commitment for implementing recognition and reward programs. Remember, commitment is always personal, whereas “Buy-In” is strictly financial. Author and recognition strategist, Roy Saunderson, will share with you all he has learned from speaking directly with corporate leaders on what it takes to earn a senior leader’s commitment for recognition and rewards. And while we all know we want them to sign on the dotted line for budget approval, Roy will take you behind the scenes on how to get their total commitment first.

Click [here](#) for information.

### **Robin Report**

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.

#### **Malls Can Still Matter**

Read [here](#).

#### **The Lead Announces the 2021 Foremost 50 Digital Brands**

Read [here](#).

## 2021 IFI Board of Directors

In November, the IFI membership elected the IFI Board of Directors to one-year terms for 2021. In December, the IFI Board elected its officers, also to one-year terms, for 2021. The 2021 Board and Officers are:

**Paul Bellantone**, CAE, President/CEO, Promotional Products Association International, **Second Vice Chair - Associations**

**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, Senior Vice 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 at [steves3309@gmail.com](mailto:steves3309@gmail.com) or 864-710-6739.