

## 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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## **Federation Membership Renewals Are Welcomed**

As we move into the year ahead, we want to wish everyone a productive, rewarding and much better New Year. We will need the support of your companies and organizations this 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!

## **Federation Reaffirms Role to Develop Standards for Incentives, Rewards and Recognition**

The Incentive Federation's Board of Directors, during a December 2020 conference call, affirmed the value of industry standards for programs and procedures implemented for the incentive, rewards and recognition industry. The Board also committed to begin work in 2021 to identify the most impactful standards that will bring value to industry companies.

### **Why are standards important?**

Standards for this broad industry, when properly applied and executed, promise to help businesses deliver more powerful and effective solutions and programs for rewarding and recognizing excellent employee performance, increasing productivity, and ensuring customer retention and satisfaction.

The initiative acknowledges that standards developed and applied in thousands of industries worldwide, such as ISO 9000, have helped improve efficiency, productivity and quality in manufacturing and delivery of products and services. Only in the past few years has the concept of standards for quality management gained acceptance, and efforts are now being made to extend those principles to organizational engagement with employees and customers.

"If your company is committed to quality people management, like we are at Hinda," commented IFI Chairman Mike Donnelly, president of Hinda Incentives, "I would strongly recommend that you investigate and learn about the exciting work that the Incentive Federation is leading with top industry professionals and association members regarding the creation of new ANSI Standards and Certification, and how you can use them

to improve your processes and market your commitment to customers, talent, investors and more.” For more information about the standards’ initiative visit the home page of [www.incentivefederation.org](http://www.incentivefederation.org).

In the coming months, the Federation will be asking IFI members and other industry companies to pledge their support in 2021 and to offer their expertise in helping craft the standards documents.

## **IRF’s 2021 Trends Report Released**

The Incentive Research Foundation has announced the release of its signature study, ***The IRF 2021 Trends Report***. The report highlights key trends that will affect a workforce and sales landscape that have been dramatically changed by the pandemic. A pent-up demand for travel, Zoom fatigue, virtual offices, and new job seekers are just a few examples of changes to the workforce that companies will navigate in 2021.

“The incentives industry experienced massive shifts in 2020 that impact incentive program planning and execution in 2021 and beyond,” said IRF President Stephanie Harris. “The IRF 2021 Trends Report explores how incentive programs will need to be reimaged to motivate a changing workforce, accelerate recovery, and meet the evolving goals of post-pandemic companies.”

To see the complete research report, click [here](#).

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

### **fASIVirtual 1:1- March 4, 2021 10:00 am – 5:00 pm ET**

\$500K+ ASI distributor and decorator members and 3-, 4- and 5-star suppliers participate in 18-minute long, one-on-one conversations about product offerings, client opportunities, and sales tips without any interruption. After participating, distributors will receive a thank you box full of samples from participating suppliers that will help you build your business.

To learn more, click [here](#).

### **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.

### **RPI Webinar: Recognition as a Performance Driver – March 18, 2021 1:00 pm ET**

During this session, David Klein, CRP will briefly share his experiences building recognition as a performance driver; then engaging all participants in an active best practice sharing dialogue.

Click [here](#) for information.

## **IGCC Virtual Mini Conference: March 24, 2021, 9:00 – Noon CT**

This half-day conference is the premier event focused on connecting business professionals within the gift card industry. With a schedule primed full of networking and education sessions, you will discover strategic tools and tips to advance your programs!

To learn more and register click [here](#).

### **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.

### **Reimagining the 21st Century Mall**

#### **Sales and Marketing Management – February 2021 Issue Lead Article**

**Become a butterfly, not just a faster caterpillar - The digital marketing transformation done right**

#### **SMM Connect Webinar: Mastering the Digital Handshake: Selling in the Virtual World -**

**February 25, 2021, 3 pm ET – Dr. Cindy McGovern, presenter**

**For information and to register click [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.