

## 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), and The Incentive Research Foundation (IRF).

## In This Issue

### **IFI Board and Officer Elections**

### **2022 Marketplace Estimate Study Viewed by Business Media**

### **Things To Know and Think About**

## **IFI Board and Officers Election**

Current Board directors were contacted in November seeking their willingness to serve another term on the Board in 2023.

A ballot was prepared and sent to the IFI membership in early November 2022. The final voting by the membership was completed by November 16, 2022. However, any IFI member may self-nominate or be nominated to serve on the Board, too. The IFI can accommodate additional members who wish to serve on the Board.

Members interested in serving on the Board may contact Slagle at [steves3309@gmail.com](mailto:steves3309@gmail.com) or Chair Mike Donnelly at [MDonnelly@Hinda.com](mailto:MDonnelly@Hinda.com).

Board officers will also be confirmed by the Board of Directors in November with a ballot approving those officer positions, also being completed by November 29, 2022.

## **IFI Research Study Publicized in Hundreds of Business Media**

A news release announcing the IFI's 2022 Market Estimate Research Study to the general business media was sent on September 27, 2022, via the services of Accesswire which publishes releases to hundreds of media outlets. We can track the media's reporting of the study. Within the first five days of the release there were 339 views and by mid-November there were 381 views. Media included radio, TV, newspapers, magazines, and online news sources.

The 2022 Incentive Marketplace Estimate Research Study Final Report, Reference Deck, Infographics and Webinar Recording may be viewed on the Homepage at [incentivefederation.org](http://incentivefederation.org). The study reveals that 84% of U.S. businesses spend \$176 billion annually on award points, gift cards, trips and travel, merchandise, and experiential rewards to reward sales staff, employees, channel partners and customers.

## ***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). Provided exclusively by the Incentive Federation, Inc.

## Northstar/Cvent Incentive PULSE Survey

The latest Incentive PULSE Survey, co-produced and sponsored by Cvent, finds more optimism and decisive action among incentive travel planners. Among challenges, high costs far outweigh Covid.

Without a doubt, incentive travel is back — with planners and suppliers booking and managing programs at record-high levels. Half of the 145 qualified incentive travel buyers who responded to this latest PULSE survey cycle will produce their next program within the next six months.

Among the key data points covered in this latest report:

- Where current and future programs are being booked
- What factors are impacting planning decisions today
- How stakeholders are offsetting increased costs

For a complete look at the current sentiment and behavior of incentive travel buyers, [download your free copy](#) of the latest Northstar/Cvent Incentive PULSE Survey report today.

## IRF Releases The Hard Science Behind Awards & Behaviors

*Academic Research in Action* provides a monthly quick-hit lesson on a key academic theory, then applies the theory to incentive, rewards, and recognition programs. Each installment includes insights and key talking points as well as sources for further reading.

This month, we look at [The Hard Science Behind Rewards & Behaviors](#). We discuss the neurochemical activity that takes place when a reward taps emotion and becomes memorable. We also look at how these neurochemicals can lead to changes that alter long-term habits and behaviors.

Research highlights and insights include:

- Neurochemicals – like serotonin and dopamine – can be triggered by incentives and rewards and are then released by the brain.
- When the stimulus is meaningful, it becomes memorable. Rewards that impact long-term memory are the most effective.
- A new stimulus evokes a new response in the brain. This helps explain why repeating rewards gradually loses appeal, at least in terms of excitement and buzz.
- Well-chosen rewards provoke an emotional response that is likely to cause a recipient's interneurons to prioritize the "reward stimuli." When that happens, neural connections are created that generate long-term memory and the associated behaviors that the reward was designed to encourage.

Read the full text and view the infographic here: [The Hard Science Behind Rewards & Behaviors](#)

## ***RPI Webinar: EMOTIONS DRIVE MOTIVATION – NOVEMBER 17, 2022 – NOON EDT***

When we feel good, we are motivated. When we're not, how often do we get up for that 6:00 am run? Mark Smith, Senior Rewards Director at One10 will discuss how your employee recognition program can tap into that important link between emotion and motivation for better results.

To register click [here](#)

## **The Federation in 2022**

If you have ideas or opinions about what the IFI should be focused on, please email our Chair Mike Donnelly at [mdonnelly@hinda.com](mailto:mdonnelly@hinda.com) or Steve Slagle at [steves3309@gmail.com](mailto:steves3309@gmail.com).

## 2022 IFI Board of Directors

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

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

**Dale Denham**, MAS+, President and CEO, Promotional Products Association, **Second Vice Chair-Associations**

**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, Atlantic Incentives, LLC, **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](mailto:steves3309@gmail.com) or 864-710-6739.