

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 2022 Marketplace Estimate Study Viewed by Business Media

Things To Know and Think About

IFI Marketplace Estimate Research Study Reported in Numerous Media Outlets

The 2022 Incentive Marketplace Estimate Research Study Final Report, Reference Deck, Infographics and Webinar Recording may be viewed on the Homepage at 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.

The Incentive Federation conducted the survey in partnership with Rickard Garlick & Associates Consulting and Market Research Services. Data was drawn from a national sample of 1,000 business executives responsible for non-cash incentive programs in companies with at least \$1 million in revenues.

A news release 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-October there were 362 views. Media included radio, TV, newspapers, magazines, and online news sources.

The study was made possible with major assistance from: the **Incentive Marketing Association, the Incentive Research Foundation, the Promotional Products Association International**, and a host of corporate sponsors that include:

Major Corporate Sponsors

**Blackhawk Network
E2E Group
GiftNow
Hinda Incentives
Inspirus/Sodexo Benefits and Rewards Services
Marketing Innovators International, Inc.
Promotion, Incentive & Engagement Professionals
RepLink/The DataDirect Group
Tango Card**

Contributing Sponsors

**All Star Incentive Marketing
Citizen Watch America
Fujifilm North America
Seiko Watch of America**

Contributor Sponsors

Enterprise Engagement Alliance
Logos Communications

Things to Know and Think About

To find other important meetings, trade events and educational offerings in the coming weeks and months, check the Incentive Industry Calendar at www.incentivefederation.org. Provided exclusively by the Incentive Federation, Inc.

New IRF Study: Incentive Industry Experts Discuss Challenges and Solutions for Motivating Today's Decentralized Workforce

The Incentive Research Foundation is pleased to announce the release of [Decentralized Workforce: Fundamental Drivers & Engagement in the New Workplace](#). This study explores the fundamental drivers of employee performance in the current work environment and the impact of hybrid workforces on culture. Based on in-depth interviews with incentive industry professionals, the study provides recommendations on using incentives, recognition and engagement programs as drivers of employee experience.

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

RPI Webinar: STRATEGIES – RECOGNIZING LEADERS & GENERALISTS – OCTOBER 27, 2022, Noon pm EDT

Join thought leaders from the O.C. Tanner Institute to explore in-depth insights from the recently released 2023 Global Culture Report.

To register click [here](#).

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](#)

Robin Report and Other Publication News

Many 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.

Giftng With a Purpose

For gift givers, convenience and flexibility are the two key benefits of gift cards, driving their adoption among people, companies, and marketers the world over. Not so much for the recipient. As efficient and utilitarian as these cards are, they are also highly impersonal and typically have little to do with the tastes, sensibilities, and style of the recipient.

[The Fastest Growing eComm Company in the World...](#)

...that no one over the age of 33 has ever heard of. Shein has grown 100 percent over the last eight years, making it the fastest growing ecommerce brand in the world and putting it in a position to be the number-one online global fashion retailer. How did they do it? Join Robin Lewis and Shelley E. Kohan, TRR's chief strategist as they deconstruct Shein's agile supply ecosystem. But there may be trouble in paradise: If Shein wants to play in the U.S. market, they will need to up their sustainability strategy game.

[Inventory Surplus + Inflation = Disaster - Podcast](#)

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 or Steve Slagle at 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 or 864-710-6739.