

What is the Incentive Federation and who are its members?

The Incentive Federation is a 501(C)6, non-profit, tax-exempt organization whose membership and leadership includes 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) are represented.

Industry components represented include, incentives, recognition, awards, corporate gifts, gift cards, promotional products, rewards, and travel.

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IFI 2023 Membership Renewals

Members already renewing their memberships for 2023 include:

Advertising Specialty institute

All Star incentive marketing

Atlantic Incentives

Book Your Data.com

The DataDirect Group/RepLink

FujiFilm North America

Great Lakes Incentive Group

Hinda Incentives

Incentive marketing Association

Incentive Research Foundation

Indigo Watch Company

Marketing Innovators

Promotional Products Association International

SONY Electronics

Tumi, Inc.

Thanks to one and all for supporting the Incentive Federation this coming year.

PPAI Releases Research Report on Consumer Use of Promo in a Down Economy

PPAI's latest research show that consumers covet promo during economic hardships. In fact, promo's value to its end-users, relative to other forms of advertising, only goes up during a downturn. In February, PPAI conducted a survey of more than 480 consumers asking about their attitudes toward different forms of advertising during periods of economic hardship they've experienced.

The survey found that, during times of economic hardship, 59% of people would rather receive a useful promotional product than be exposed to ads on television, social media, radio and other forms of advertising.

A shareable, client-friendly summary of the results is available at PPAI.org/Research.

PPAI Reports on New Version of PRO Act Reintroduced in the House

On a topic covered in previous IFI Bulletins, PPAI has recently reported that a new version of an older legislative action has been reintroduced in the U. S. House of Representatives. PPAI and other organizations have followed attempts to reclassify independent contractors as employees for three decades.

Independent contractors are a significant driver behind the promotional products industry. [The reintroduction of the PRO Act to the U.S. House of Representatives](#) at the end of February could put their status into question.

A slightly different version of the bill under a similar name passed the House in 2021 before failing to make it through the Senate. If the bill, as it is currently written, were to pass into law it would, the language suggests, reclassify many independent contractors as employees under the National Labor Relations Act.

To see PPAI's coverage of the recent Bill click [here](#).

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.

IGCC WEBINAR: GIFT CARDS YIELD POWER DESPITE ECONOMY – March 23, 2023 Noon CDT

Inflation continues to rock the economy for both consumers and businesses. As the dust settles on one of the most disruptive times in modern history, rising costs, tech sector layoffs, and tense geopolitical conditions still loom over the economy. The 20th U.S. Annual Prepaid Consumer Insights Survey from Fiserv sheds light on the changing nature of gift cards in today's economic environment. We'll discuss the survey results one-on-one with Tom Niedbalski, VP Fiserv Gift Solutions. IMA members will better understand the impact of inflation on businesses who increasingly use gift cards to incentivize and reward their employees, motivate their customers, and add value to their brand.

To register, click [here](#).

Promotional Products Work Expo – March 28, 2023

PPW Expo brings PPAI Member distributors and their buyers together with suppliers for an online show experience unlike any other. The virtual event, hosted by PPAI, is designed to reinforce the value of distributors, and help buyers explore the vast world of promo products, ignite their creativity, and engage them to work more collaboratively with their distributors.

For more information, click [here](#).

RPI ROUNDTABLE: THE FUTURE OF RECOGNITION STRATEGY – April 20, 2023 11:00 am CDT

How are you adapting your recognition strategy to fit the ever-evolving workplace? Join us for a peer-to-peer roundtable to discuss new ideas, emerging trends, and best practices. Get ready to learn insights, share your thoughts, and contribute to the conversation with a diverse group of industry experts! This session is for premium members only.

To register click [here](#)

IMRA Marketing Conference – April 23-25, 2023

The Brown Palace Hotel and Spa, Denver, CO

This three-day event is focused on connecting suppliers and representatives in the incentive industry. With a schedule full of networking events, company sales meetings and more, you will discover strategic tools & tips to advance your programs. Get ready for new connections and actionable takeaways that will pave the way for your continued success.

For more information, click [here](#).

RPI WEBINAR: BEST PRACTICE STANDARDS – April 27, 2023 11:00 am CDT

Hear from our 2022 RPI Best Practice Standards® Awards recipients and learn what made their recognition programs a success! These awards honor organizations that implement the RPI Best Practice Standards®

To register, click [here](#).

Incentive Live – Presented by NorthStar Meetings Group – May 21-23, 2023

The Vinoy Renaissance St. Petersburg Resort & Golf Club St. Petersburg, FL.

This must-attend incentive, loyalty and motivation event comes to Florida in 2023. Incentive Live attendees will learn the industry's latest trends, meet top suppliers, and enjoy authentic, local St. Pete experiences.

For more information click [here](#).

The Federation in 2023

If you have ideas or opinions about what the IFI should be focused on, please email our Chair Karen Wesloh at kwesloh@incentivemarketing.org or Steve Slagle at steves3309@gmail.com.

2023 IFI Board of Directors

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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.