

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), The Recognition Professionals Association (RPI) and The Incentive Research Foundation (IRF) are represented.

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Incentive Federation Seeks Additional Board Members

The IFI is seeking additional members to serve on its Board of Directors for 2024.

Any IFI member may self-nominate or be nominated to serve on the Board. Currently the Board consists of 10 industry leaders including the IFI Executive Director and Legal Counsel, George Delta. Board members are listed at the end of this newsletter. The IFI can accommodate additional members who wish to serve on the Board and members are encouraged to serve.

The Board convenes quarterly for a conference call, typically either a Zoom or Teams video call. The Board does not meet face-to-face anymore so the expense for serving on the Board is minimal. A ballot of members wishing to serve is prepared in November each year for the membership to consider and the elected members begin their one-year terms in January.

Members interested in serving on the Board may contact Steve Slagle at steves3309@gmail.com or Chair Karen Wesloh at kwesloh@incentivemarketing.org. The Federation needs experienced professionals to help guide the Federation's programs and activities.

Board officers will also be confirmed by the Board of Directors in December with a ballot approving those officer positions.

The IFI Provides Guidance for Clients About the Tax Considerations for Employing Various Incentive Programs

The IFI will soon release documents entitled "Tax Considerations for Incentives, Recognition and Safety Programs." The project to consolidate complex information from numerous lengthy documents is headed by Mike Donnelly, President of Hinda Incentives and an IFI Board member.

Incentive, recognition, and safety programs are designed to engage eligible participants, improve performance, and encourage loyalty. These programs can excite and motivate eligible participants to take actions the sponsor promotes while simultaneously creating advocates for the company. Rewards often have tax consequences for either the recipient or the sponsor and this new document provides easy to understand guidance for sponsoring companies.

The user-friendly PowerPoint and infographic presentation tools will be available in early 2024 and are ideal to provide to any client that may find the IRS rules and regulations confusing or intimidating.

IRF Releases Generational Expectations of Incentives Study

The IRF's new study, [*Generational Expectations of Incentives*](#), examines the changing priorities of today's workforce and which types of incentives and rewards motivate early, mid, and late career employees. The research explores ways that incentive and reward programs can be re-designed to maximize their appeal to young professionals, while remaining relevant to those in the mid and late stages of their careers, whose motivation remains vital.

For more information 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.

SITE Webinar: Diversity in Incentive Travel: Creating Inclusive Experiences for Buyers, Supplier, and Qualifiers November 17, 2023, 11:00 am EST.

Diversity, equity, inclusion, and belonging are must-have factors in today's workplaces and for the events and experiences we create. Joining us to discuss current approaches and collaboratively shape new ideas are three industry voices ready to share their experiences so far and guide a conversation about how we can continue working toward a more welcoming industry. Come ready with questions, and with your ideas for how we can continue to grow, learn, and improve together.

For more information click [here](#).

Newer AI Tech Apps for Supply Chain Alternatives, Art Creation, Drop Shipping and Marketing

Where does or how does Generative AI and ChatGPT fit in the broad promotional marketplace? See PPAI's, [AI's Impact on Promo: The Future is Here](#) on applications in the promo marketplace and SMM's article [4 Ways to Transform Your Content Marketing Strategy with AI](#)

Anyone using AI or tech apps like Google's Bard, Adobe's Firefly, OpenAI's DALL-E 2 and Midjourney AI art generator in their companies for content and art creation, website building and customer support? What about search tools like DropShip Spy, Thieve.Co, or Exploding Topics?

Checkout the following digital marketing tools to help track website visitors and transition them to customers, manage social media posts, identify audiences, improve SEO, improve marketing automation, and improve team collaboration. Anyone using them?

- Loomly
- Hotjar
- Audinese
- HubSpot Marketing
- Persist IQ
- Active Campaign
- Optimizely
- CanvaPro
- Slack
- Trello
- Clearscope

The Federation in 2023

If you have ideas or opinions about what the IFI should be focused on, or if you have questions, advice for the Board, or want to raise issues for the Board to think about, our Chair Karen Wesloh at kwesloh@incentivemarketing.org or Steve Slagle, IFI managing Director at steves3309@gmail.com or 864-710-6739.

2023 IFI Board of Directors

Richard Blabolil, CPIM, President, Marketing Innovators International, **Vice Chair for Corporations**

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

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

Michael Donnelly, CPIM, President, Hinda Incentives, **Director**

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**

Richard L. Low, CPIM, Division Director/Richmond, The Image Group, **Director**

Sean Roark, CPIM, Executive Vice President, IncentPros, Inc., **Treasurer**

Sue Voyles, Founder and President of Word and Vision Consulting, **Director**

Karen Wesloh, CAE, CMP, Executive Director, Incentive Marketing Association, **Chair**