

What is the Incentive Federation and who are its members?

The Incentive Federation, Inc. 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), the Society for Incentive Travel Excellence and The Incentive Research Foundation (IRF) are represented.

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Lisa Grimaldi Joins IFI Board

Incentive industry veteran journalist Lisa Grimaldi was elected to the IFI Board effective in March 2024. Lisa is editor of *Incentive* and is the company representative for IFI member Northstar Meetings Group, a broad-based online platform for business and sports event organizers, meeting planners and incentive professionals. Additionally, Northstar conducts several events for meeting planners across several industry sectors.

Lisa brings a unique perspective to her role on the Board as she covers all aspects of the incentive industry. The IFI Board welcomed Lisa to its late March conference call along with another long-time industry veteran, Adrienne Forrest, of Citizen Watch America, who was elected in fall 2023. Both Lisa and Adreinne will serve their first one-year terms in 2024 and will be eligible to serve additional terms.

IFI Membership Renewals Began in January

Please be looking for your 2024 membership renewal notices this spring. The Federation needs your support to continue representing the industry and providing services like the 2022 Marketplace Estimate Research Study which was released in August 2022. Also look for the IFI's latest member benefit, presentation documents entitled "Tax Considerations for Incentives, Recognition and Safety Programs," a compilation of various industry papers published by industry experts at www.incentivefederation.org.

Members recently renewing their 2024 memberships include:

Hinda Incentives

Indigo Watch Company

Lakewood Media Group

Marketing Innovators

Zane's Inc.

Many thanks to all members who have already renewed and for their support to the Federation's work and mission!

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. Provided exclusively by the Incentive Federation, Inc.

IGCC WEBINAR: GLOBAL B2B GIFT TRENDS & OPPORTUNITIES – APRIL 24, 2024, 9:00 - 10:00 AM CDT

Hear about the latest trends shaping the global B2B gift card landscape in IGCC's upcoming member conversation. Join the discussion as we unveil insights and opportunities driving B2B gift card programs worldwide. Learn why it's important for all US brands to have a global mindset. Both members and nonmembers are welcome to attend!

To register, click [here](#).

RPI Webinar: Recognition Best Practices with Virtua Health – April 25, 2024, 11:00 am CST

Virtua Health's We Applaud program incorporates communication initiatives including emails, social media, award ceremonies, a SharePoint site, and more to foster a culture of recognition and celebrate the outstanding contributions of its dedicated workforce. Hear from this 2023 [RPI Best Practice Standards®](#) Award recipient and learn what made their recognition program a huge success. You'll leave with tools and tips to improve your programs!

To register, click [here](#).

Northstar: Incentive Live – Las Vegas, April 28-30, 2024

Incentive Live offers a compelling agenda that makes this event a must-attend for industry professionals. In addition to one-on-one appointments with top incentive destinations, hotels/resorts, cruise lines, DMCs, DMOs, merchandise and technology providers, gift cards, and tourism offices, Incentive Live presents leading industry experts providing the latest perspective on industry trends and best practices that will help take your incentive programs to the next level.

To register, click [here](#).

2024 IMRA CONFERENCE - Daytona Beach, FL, MAY 5 –7, 2024

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: RECOGNITION BEST PRACTICES WITH LCBO – MAY 9, 2024, NOON EDT

LCBO's The Cheers to You! program features multiple elements such as the Milestone Program-Moments Made Great, retirement recognition, a leader resource hub and employee appreciation week. Hear from this 2023 RPI Best Practice Standards® Award recipient and learn what made their recognition program a huge success. You'll leave with tools and tips to improve your programs!

To register, click [here](#).

PPAI: North American Leadership Conference, Salt Lake City, May 5-7, 2024

PPAI's North American Leadership Conference (NALC) delves into the most relevant, top-of-mind business issues and ideas impacting the promotional products industry with an emphasis on networking events, leadership development, strategic foresight, emerging business issues, trends, and best practices.

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

PPAI L.E.A.D. – Washington, D.C., May 13-14, 2024

PPAI's Legislative Education and Action Day (L.E.A.D.) connects industry professionals with lawmakers and their staff on Capitol Hill. The legislative fly-in event entails dozens of volunteers traveling to D.C. for two days of face-to-face meetings advocating on behalf of the promo industry. The discussions involve educating legislators about the enduring power of promotional products and how various government policies affect the promo industry.

For more information click [here](#).

PPAI: Women's Leadership Conference – Nashville, TN, June 23-25, 2024

The industry's foremost conference for professional women who share a common vision to achieve success. A knowledge community of the industry's best and brightest women. WLC is an opportunity to network with other women in the promotional products industry. This 3-day event includes live education to learn from industry experts while earning credits toward certification.

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

THE IRF INVITATIONAL – NASSAU, THE BAHAMAS- MAY 28 – 31, 2024

The 2024 IRF Invitational will take place May 28-31, 2024, in Baha Mar Resort, Nassau, The Bahamas. This exclusive event provides over 500 invited attendees with direct exposure to the industry's preeminent voices and applicable analysis of the IRF's research. The IRF's noteworthy education programming will take place over two mornings and will feature industry experts, a compelling keynote, IRF research, and interactive discussion groups. That leaves the afternoons and evenings for networking, including exciting destination activities and our famous Cabana Day. Working with our partners, the IRF will host dazzling evening receptions, including the Live and Silent Auctions where attendees can bid on luxury travel packages.

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

Robin Report and Other Organization's News

Some of you are familiar with the **Robin Report**, a newsletter that includes a lot of articles related to retail, brands, and consumer behavior, and Coresight, a research firm covering a lot of retail news. Given the relationship between retail and special markets, you may find the articles below thought provoking or at least interesting.

[Blending Monetary Rewards, Experiences and Technology: Explore US Retail Loyalty Programs](#)

The Federation in 2024

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.

2024 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**

Adrienne Forrest, CPIM, Senior Vice President for Corporate Sales, Citizen Watch America, **Director**

Brian Galonek, CPIM, President, All Star Incentive Marketing, **Secretary**

Lisa Grimaldi, **Editor**, Incentive, Northstar Meetings Group, **Director**

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