

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.

In This Issue

Academic Research Offers Useful Clues and Benefits

Things to Know – Meetings & Webinars

IRF Highlights Academic Research That Offers Useful Benefits for Incentive Clients

Academic Research in Action provides a 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.

In the iIRF's latest issue, they explore how tangible rewards drive superior worker performance and quality in tasks not directly compensated. Recent research examines how tangible rewards, such as gift cards or experiences, elicit emotional responses that enhance engagement and performance on uncompensated task dimensions.

Actionable takeaways include:

- **Focus Tangible Rewards on Tasks with Spillover Potential:** Use tangible incentives in environments where essential performance dimensions are hard to measure.
- **Be Aware of Employees' Psychological Mindsets:** Cash rewards may promote a calculative mindset, increasing employees' tendency to prioritize personal financial gains at the cost of overall task quality or teamwork.
- **Leverage Tangible Rewards to Shape Organizational Culture:** Tangible rewards foster a broader outlook on work tasks. Use tangible incentives to strengthen positive social norms and cooperation within teams.
- **Clearly Communicate the Purpose of Rewards:** Explain why specific rewards are chosen to foster collaboration, creativity, etc., to strengthen trust and engagement.

Read the full text and view the infographic here: [*Academic Research in Action: How Tangible Rewards Drive Superior Worker Performance and Quality in Tasks Not Directly Compensated* webpage.](#)

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.

ADVERTISING SPECIALTY INSTITUTE

ASI SHOW CHICAGO — CHICAGO, IL - JULY 22 – 24, 2025

It's all about helping you succeed in the promo products industry. You'll get thousands of product ideas just in time for the busy back-to-school and holiday selling seasons. Plus, build relationships with suppliers and other distributors that will strengthen your network for years to come. Not to mention, get education to help you grow your business.

For more information click [here](#).

ASI: Powerhouse by PPM – Napa, CA – August 18 - 20, 2025

This event offers exclusive, high-end locations with interactive networking experiences over a 2.5-day schedule, including 30 private meetings. Attendees must have \$1.5+ million in print and promo sales to qualify to attend.

For more information click [here](#).

ASI: Powerhouse by PPM – San Diego, CA – September 15 – 17, 2025

This event offers exclusive, high-end locations with interactive networking experiences over a 2.5-day schedule, including 30 private meetings. Attendees must have \$1.5+ million in print and promo sales to qualify to attend.

For more information click [here](#).

INCENTIVE MARKETING ASSOCIATION

RPI CERTIFIED RECOGNITION PROFESSIONAL® (CRP) WORKSHOP – VIRTUAL – AUGUST 7, 2025 – 11:00 AM – 5:00 PM ET

All are welcome to attend. The Certified Recognition Professional® (CRP) certification is a comprehensive program that empowers professionals to create meaningful and impactful recognition programs. Built on RPI's 7 Best Practice Standards® and supported by decades of research, the CRP designation establishes you as a leader in the art and science of employee recognition.

To register, click [here](#).

IGCC MEMBER CONVERSATION: GIFT CARD 101 – VIRTUAL – AUGUST 13, 2025 – NOON ET

All are welcome to attend. New to gift cards or looking to sharpen your B2B know-how? This Gift Card 101 crash course is for you. Join Eric Thiegs—25+ year gift card and incentive expert and Head of Strategy & Growth at NeoCurrency—for a fast-paced, no-jargon session on the history, ecosystem, and impact of gift cards in the incentive space. You'll get a clear overview of how branded currency works, how B2B distribution flows, and some of the risks and rewards of managing a program. Expect real-world insights, lightbulb moments, and maybe a few laughs along the way. This session is designed for IGCC members of all stripes—brand managers, internal teams (ops, finance, marketing), incentive industry providers, and B2B buyers. To register, click [here](#).

IGCC DEIB CHAT: UNDERSTANDING CONSUMERS THROUGH AN INCLUSIVE LENS: HOW EQUITY AND BELONGING SHAPE CONSUMER BEHAVIOR – VIRTUAL – AUGUST 21, 2025 – 11:30 AM ET

All are welcome to attend. In this session, we provide digestible insights from the content-rich Best Buy Education Forum held in May as well as a preview of gift card content at the upcoming IMA Summit 2025 in July in Austin, TX. To register click [here](#).

IMA LATAM MEMBER MEETING – VIRTUAL – AUGUST 22, 2025 – 11:00 AM ET

All are welcome to attend. Join the most influential incentives & recognition community in Latin America! This network has brought together leaders, innovators, and experts to share best practices, build meaningful connections, and shape the future of our industry. You're invited to connect with the LATAM Chapter of the IMA at our first official member meeting! To register click [here](#).

IGCC DEIB COFFEE CHAT: BRIDGING PERSPECTIVES: BUILDING CULTURAL AWARENESS AND INCLUSIVE MINDSETS IN GIFT CARD PROGRAMS – VIRTUAL – SEPTEMBER 11, 2025 – 11:30 AM

All are welcome to attend. Join us for an engaging Coffee Break session with Kim Palermo, a cultural and diversity awareness training consultant, as she shares strategies for fostering greater understanding and inclusivity—vital for enhancing customer experience in the gift card industry. To register click [here](#).

INCENTIVE RESEARCH FOUNDATION

The **Incentive Travel Index** (IRF and SITE's annual research product) launched at IMEX Frankfurt in May. Responses are pacing well. SITE and the IRF wish for the survey to be distributed broadly to the incentive industry. Please click the following link to see and complete the survey to help achieve a large and representative sample: <https://emea.focusvision.com/survey/selfserve/2eb6/250510?list=100>

PROMOTIONAL PRODUCTS ASSOCIATION INTERNATIONAL

PPAI RESPONSIBILITY SUMMIT – Newport Beach, CA – September 15 – 17, 2025

A must-attend event for any promo professional or company trying to navigate compliance regulations in the industry, PPAI Responsibility Summit is centered on critical sustainability and safety concerns.

Explore the associated business implications, challenges, and opportunities across unique areas of interest, connect with fellow compliance and sustainability pros, and chart a course for your company's continued progress. For more information click [here](#).

SOCIETY FOR INCENTIVE TRAVEL PROFESSIONALS

SITE Classic – Maui, HI – August 25 – 28, 2025

SITE Classic 2025 brings together over 270 senior incentive travel professionals — including 85 hosted buyers and 170 global suppliers — for three immersive days of purpose-driven connection, peer-led learning, and cultural discovery in one of the world's most motivational destinations. For more information click [here](#).

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SITE's next cohort for its online hybrid CIS/Certified Incentive Specialist certification starts **August 13, 2025**. Click [here](#) for more information.

The Federation in 2025

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, contact our Chair Richard Blabolil at rblabolil@marketinginnovators.com or Steve Slagle, IFI managing Director at steves3309@gmail.com or 864-710-6739.

Here's wishing everyone a an outstanding and productive 2025!

2025 IFI Board of Directors

Susan Adams, Past Board Chair, the Incentive Research Foundation, and Vice President of Engagement Strategy & Corporate Services at Next Level Performance, **Director**

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