

THE INCENTIVE MARKETING ASSOCIATION ELECTS NEW LEADERSHIP TEAM

*IMA's 2007 Board Plans to Expand IMA's Membership
and Offer More Resources to the Incentive Marketplace*

NAPERVILLE, IL IMA's newly elected 2007 President Michelle M. Smith CPIM, Vice President Business Development, O.C. Tanner, and IMA's Board of Directors are positioning the Association for dramatic growth in the next five years. Launched in 1999, IMA recently welcomed its 650th member and the organization is expected to have more than 1,000 members by 2010. The 2007 leadership team will be charged with implementing IMA's five-year Strategic Plan, designed to deliver more education, training, and benchmarking opportunities to incentive users and suppliers. "This is an exciting and challenging time for the industry – corporations are finally realizing that incentive and recognition programs are vital business tools, and as the industry leader, IMA must be prepared to help our members maximize this opportunity," says Smith.

Smith also serves on the Board of Trustees for the Forum for People Performance Management and Measurement at Northwestern University, on the Board of Directors of the Incentive Federation, and the Board of the Global Incentive Council. "Volunteerism is essential to advance the work of the association, and increasing our member participation levels will be one of my goals for 2007" states Smith. "We also plan to extend our Corporate Outreach efforts, engage corporate end-users as advisors, and continue to be the vanguard of professional education and information in the incentive marketplace."

IMA's Board elected four Directors to serve as Officers on the 2007 Executive Committee. They include: executive vice president, Richard Blabolil CPIM, President, Marketing Innovators; vice president, Joe Jagelka, Director - Premium Sales & Marketing, Almo; treasurer, Regis Welsh, Sr., CEO, Regis Marketing Group; secretary, Norma Jean Knollenberg CPIM, CEO, Top Brands. Additionally, IMA's 2006 president Paul Spitzberg, Vice President, Special Markets, Coach, will serve on the Executive Committee.

IMA Elects New Directors

IMA's 2007 leadership team will also include seven Directors elected by IMA's Membership in September.

The incentive marketing professionals elected to three-year terms on the IMA Board include: Jeff Beegle, MotivAction; Rick Blabolil CPIM, Marketing Innovators; Joe Jagelka, Almo; Terry Naughton, ASP; Rob Purdy, The Carlton Group; Robert Ward, Fairmont Hotels and Resorts; and Kim Westhoff, Mrs. Fields Gifts.

They will join Directors: James Beyer, Sony; William Downes, LoyaltyWorks; Karen Eglitis, Bose Corporation; Marketing; James Feldman CPIM, CITE, James Feldman Associates; Barbara Hendrickson CPIM, Design Incentives; Sue Kuiper, Johnson Outdoors, Inc.; and Spencer Toomey, The Corporate Marketplace.

IMA's 2007 Board will also include representatives from two of IMA's Strategic Industry Groups. Nancy Serrato, Safeway, and Rich Killian CPIM, RK Incentives, will represent the Incentive Gift Card Council (IGCC), and Mike Landry, Tumi, and Gary Slavonic, Premier Incentives, will serve as the Incentive Manufacturers & Representatives Alliance (IMRA) delegates.

IMA's 2007 Executive Committee and the new Board will take office in January.

About the Incentive Marketing Association

Headquartered in Naperville, Illinois, the **Incentive Marketing Association (IMA)** is the leading voice of suppliers in the incentive marketplace. IMA provides education and information services, publications, conferences and seminars, and research to businesses to help them effectively use incentive programs to motivate employees and customers. IMA is a founding member of the Incentive Industry Promotion Campaign and is a leader in the Incentive Federation, the industry's government relations organization. IMA is comprised of several special interest groups, including IMA-Canada Council, the Global Incentive Council, the Incentive Gift Card Council, the Performance Improvement Council and the Online Incentive Council. More information about the IMA and the incentive marketplace is available on its web site at www.incentivemarketing.org.

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