

The Motivation Show announces 2010 Conference Advisory Board

CHICAGO (January 7, 2010)-- The Motivation Show announced today the members of a new Conference Advisory Board formed to provide industry expertise and advice in finalizing the program for the **4th Annual Motivation Show Conference: *Connecting Engagement and Financial Results***.

The Motivation Show is scheduled for October 12-14, 2010, at McCormick West in Chicago.

"We are very excited to announce that 31 of the industry's leading practitioners have agreed to serve on our Conference Advisory Board for 2010," said Donna Oldenburg, Conference Director for The Motivation Show. "This is an exceptional group of thought leaders representing many of the leading organizations involved in the incentive, recognition, loyalty and meetings marketplace.

"This will be a working Conference Advisory Board," Oldenburg continued. The members have agreed to review and evaluate each of the program proposals submitted for inclusion in our Motivation Show Conference. Their input and recommendations will be critical in helping us to design and deliver an education program with content that is timely and meaningful."

2010 Conference Advisory Board members include:

- Ira Almeas, CITE, *President*, **Impact Incentives & Meetings**
- Debra Andersen, *Sr. Manager, Events*, **Siemens Healthcare Diagnostics**
- Fay Beauchine, *President, Engagement & Events*, **Carlson Marketing**
- Rick Blabolil, *President*, **Marketing Innovators International**
- Jeffrey Broudy, *Executive Vice President & COO*, **United Incentives**
- Beth Cooper-Zobott, *Director, Conference Services*, **Equity Residential**
- Kevin Cronin, *President*, **Recognition Consulting LLC**
- Bob Dawson, *Founder*, **The Business Group**
- James Dittman, *President*, **Dittman Incentive Marketing**
- Sean Geehan, *CEO & Founder*, **Geehan Group**
- Paula Godar, *Director, Brand Strategy*, **Maritz**
- Todd Hanson, *President & Founder*, **Catalyst Performance Group**
- Michael Hemsey, *President*, **Kobie Marketing**
- Andy Hodges, *Vice President Business Development*, **Affinion Loyalty Group**
- Joseph F. Keller, *President & COO*, **MotivAction**
- Brad Langley, *President & COO*, **Creative Group**
- Greg Lewis, *CEO*, **Motivation Excellence**
- John J. Mills, *Executive Vice President, Business Development*, **Rideau Recognition Solutions**
- John O'Brien, *Vice President, Employee Performance*, **BI Worldwide**
- Ira Ozer, *President*, **Motivation Partners, Inc.**
- Kurt Paben, *Senior Vice President, Engagement & Events*, **Carlson Marketing**

- Robert Passikoff, *Founder and President*, **Brand Keys**
- Jennifer Rosenzweig, *Partner*, **Dragonfly Organization Resource Group** and, *Research Director*, **Forum for People Performance**
- Michael Ruege, *Executive Vice President, Sales and Marketing*, **USMotivation**
- Mike Ryan, *Senior Vice President, Marketing & Client Strategy*, **Madison Performance Group**
- Roy Saunderson, *President & Founder*, **Recognition Management Institute**
- Beth Schelske, *Vice President*, **ITAGroup**
- Jane Schuldt, *President*, **World Marketing Group**
- Michelle M. Smith, CPIM, CRP, *Vice President, Business Development*, **O.C. Tanner Company**
- Rodger Stotz, *Chief Research Officer*, **Incentive Research Foundation**

“Each year education becomes a more important component in attracting a qualified audience to The Motivation Show”, said Peter Erickson, Managing Director for The Motivation Show. “The combined knowledge base of this Advisory Board is remarkable and will certainly help us design a compelling value proposition for anyone interested in learning how incentive rewards and motivational experiences can be a powerful business tool in achieving corporate objectives.”

Multiple learning tracks offered to attract diverse audience

The Annual Motivation Show Conference features an extensive offering of more than 50 seminars over three days, presented by a faculty of nearly 100 industry leaders. Industry professionals are invited to share their expertise and knowledge with conference attendees in the areas of:

- Employee Recognition
- Customer Loyalty
- Sales Motivation
- Meeting & Event Management

Program proposals are being accepted until March 15, 2010. To submit a program proposal online, [click here](#). For more information about presenting at The Motivation Show, contact Hansi Kess, Project Manager, at speakers@motivationshow.com or call 630.434.7779.

For more information about the 2010 Motivation Show, please visit the show website at www.motivationshow.com or email moti@heiexpo.com.