IRF Unveils Vision2020
-Initiative will double research and expand education outreach;
2015 board leadership also announced-

St. Louis, February 6, 2015 – The Incentive Research Foundation (IRF) today launched its Vision2020 initiative and announced its 2015 Board of Trustees.

The IRF’s Vision2020 is a blueprint for the future, ensuring that the IRF will continue to lead the global incentive and recognition industry with actionable research and education by focusing on unification, universal tools, and university alliances.

"In 2010, the IRF charted a new course by broadening its research footprint and expanding educational efforts led by the appointment of Melissa Van Dyke as President," says Sandra Daniel, Chair of the IRF 2015 Board of Trustees. “Now with Vision2020, we are well-positioned to take our unique role in the recognition and rewards industry to the next level."

According to Janet Traphagen, Vice Chair of the Board, "After conducting visionary sessions at our last Invitational, the Board of Trustees was able to design Vision2020. We believe focusing on the three pillars of this Vision will allow us to continue to evolve to meet the needs of our increasingly sophisticated industry."

The three pillars of IRF’s Vision2020 are:

- **Unification:** To cultivate community and collaboration in the global incentive and recognition industry.
- **Universal Resources:** To amplify the use of IRF research and education in all business disciplines.
- **University Alliances:** To increase the incentive and recognition research both produced and used by academia and business.

The IRF will be expanding its current infrastructure, partnerships, and research network while employing a number of significant strategies to implement Vision2020. These include:

- Launching a new website in February 2015 for easier access to research and education;
- Restructuring and expanding the Foundation’s management support by transitioning to Coulter Nonprofit Management in July 2015; and
- Accrediting all IRF education and launching additional events in 2016.

According to IRF Chair Sandra Daniel, “After conducting extensive due diligence, the Board of Trustees selected Coulter as our management company. Their established track record with prestigious clients and ability to deliver a comprehensive range of services made them the perfect choice to facilitate the IRF’s immediate needs and expansive growth goals.”
Daniel reports, “Over the past five years, we have grown IRF assets by more than 50 percent, research output has doubled and we have set participation records at our annual event. This was accomplished through strong leadership by the Board of Trustees and diligent work by the President, Melissa Van Dyke, and Research Officer Rodger Stotz. Some of the best thinking in our industry has brought us to this point and will keep us on this trajectory well into 2020.”

Traphagen adds, “Vision2020 is a natural progression to keep building momentum following a five-year period of notable growth and accomplishments for the IRF. Our unwavering focus is to continue to grow the IRF brand and recognition as the ‘go-to’ research authority for the incentive industry globally, with 22 studies in development this year alone.”

To accomplish its mission, IRF has assembled one of the strongest boards in its history.

The 2015 Executive Committee includes:

- **Chair Sandra Daniel**, President & CEO of Fire Light Group;
- **Vice Chair Janet Traphagen**, President of Creative Group, Inc.;
- **Secretary Dahlon Bennington**, Senior Meeting Planner, A Plus Meetings and Incentives; and
- **Treasurer Mike May**, President, Spear One.

New Trustees include:

- **Mark Alt**, SVP of Sales for Maritz;
- **Michael Freedman**, Director of Group Sales, Amstar;
- **Eugene De Villiers**, Managing Director, Extra Mile Company;
- **Betty Weinkle**, VP, Blackhawk Engagement Solutions;
- **Rodney Morrow**, Director of Sales, Green Valley Ranch; and
- **Patrick Smith**, Senior Director of Group Sales, Leading Hotels of the World.

They will join current Trustees: **Brett Hatch**, Global Sales Manager, Maui Jim Sunglasses; **Bich-Lien Kaldhal**, Group Sales Manager at United Airlines; **Jim Kelley**, VP of Industry Relations, PRG; **Damon Riddle**, Account Supervisor, BI Worldwide; **Mike Ryan**, SVP, Madison Performance Group; **Scott Siewert**, DVP, Sales USMotivation; **Kari Vrba**, SVP, Business Development at MotivAction; and **Todd Zint**, VP, Meetings and Event Strategy at NFP.

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**About the IRF:**
The Incentive Research Foundation (TheIRF.org) funds and promotes research to advance the science and enhance the awareness and appropriate application of motivation and incentives in business and industry globally. The goal is to increase the understanding, effective use, and resultant benefits of incentives to businesses that currently use incentives and others interested in improved performance.