

**June 8, 2010**

**FOR IMMEDIATE RELEASE**

***Forum announces leadership team; New executive committee selected***

June 8, 2010 NAPERVILLE, Ill. – The Forum for People Performance Management and Measurement today announced the formation of its new leadership team, which includes the organization's executive committee, trustee advisory board, and its board of trustees.

Beth Schelske, vice president of Performance Solutions, ITA Group, Des Moines, Iowa, is the Forum's new president. She is joined by new vice president Keith Fenhaus, CEO of Hallmark Insights, Minneapolis, Minn.; treasurer Karen Renk, CAE, executive director of the Incentive Marketing Association, Naperville, Ill.; secretary Paula Godar, CPIM, director of brand communications for Maritz, Fenton, Mo.; and past president Michelle M. Smith, CPIM, CRP, vice president of business development for O.C. Tanner Co., Glendale, Calif.

Also part of the Forum leadership team is Jennifer Rosenzweig, founder and principal at Libera Consulting, Birmingham, Mich. who continues as research director and Frank Mulhern, Ph.D. who remains the Forum's academic director. Dr. Mulhern is associate dean of research at the Medill School of Journalism at Northwestern University, and a regular Forum research contributor. Dr. Mulhern is joined by academic advisors James Pershing of Indiana University and James Oakley of the University of North Carolina.

Newly-elected members of the Forum's trustee advisory board include: Penny Stoker, vice president of global human resource services at AstraZeneca Pharmaceuticals, Wilmington, Del.; Arden Shutt, director, corporate human resources at HMSHost Corp., Bethesda, Md.; and Jim Bell, general manager, operating services, Union Pacific Railroad, Omaha, Neb.

Kimberly Smithson-Abel, vice president of strategy and business development at Diamond H Recognition, Fort Worth, Texas, has been named as the newest member of the Forum's board of trustees.

Smithson-Abel joins fellow 2010 trustees: Bill Karwoski, regional vice president of BI – The Business Improvement Co., Chicago; Patty Saari, vice president, client services at Carlson Marketing Worldwide, Plymouth, Minn.; Jim Dittman, president, Dittman Incentive Marketing, New Brunswick, N.J.; Doug Press, president, The Incentive Group, Inc., White Plains, N.Y.; Melissa Van Dyke, president at The Incentive Research Foundation, St. Louis, M.O.; Michael A. Fina, senior vice president at Michael C. Fina Rewards, Inc., Long Island City, N.Y.; Bob Graham, vice president of marketing at Motivation Excellence, Schaumburg, Ill.; Paul Bellantone, CAE, executive vice president at Promotional Products Association International, Irving Texas; Tom Miller, CRP, president of The Miller Company and board delegate for Recognition Performance International, Colleyville, Texas.

Forum President Beth Schelske, Vice President Keith Fenhaus, Treasurer Karen Renk, Secretary Paula Godar, and Past President Michelle M. Smith also serve on the Forum's 2010 board of trustees.

**The Forum for People Performance Management and Measurement**

([www.performanceforum.org](http://www.performanceforum.org)) is a research center within the Medill Integrated Marketing Communications (IMC) graduate program at Northwestern University. A central objective of the Forum is to develop and disseminate knowledge about communications, motivation and management so that businesses can better design, implement and manage people-based initiatives for inside and outside an organization.

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