

FOR IMMEDIATE RELEASE

Incentive Marketing Association Announces 2010 Leadership Team

Nov. 10, 2009 NAPERVILLE, Ill. – **Jimmy Beyer, Vice President Business Development for Helix Global Solutions, Miami, Fla.** has been elected to serve as the 2010 president of the board of the Incentive Marketing Association, the leading voice of suppliers in the incentive marketplace.

Beyer's goals for 2010 include helping members from the diverse incentive marketplace take advantage of the latest tools and techniques in the industry, while continuing to raise the corporate community's awareness of the bottom-line effect of incentive programs, especially during challenging economic times.

The IMA's board also elected a full slate of officers for the 2010 term. They include: **President Jimmy Beyer of Helix Global Solutions, Miami, Fla.;** Executive Vice President Barbara Hendrickson, **CPIM** of Design Incentives, Livonia, Mich.; Vice President Spencer Toomey, **IP** of The Corporate Marketplace, Westport, Conn., Treasurer Dave Peer, CPIM of Hinda Incentives, Chicago, Ill.; Secretary Mike Arvelo, CPIM of Paramax., Red Bank, N.J.; and Past President Norma Jean Knollenberg, CPIM of TOP BRANDS, INC., Oshkosh, Wis.

Newly elected directors to the board include:

Andrew Dodge of L.L. Bean Direct to Business, Freeport, Maine

Mark Jenkins of Pioneer Balloon Company, Wichita, Kan.

Mike Landry of Tumi, South Plainfield, N.J.

Rick Low of Hamilton Beach, Glen Allen, V.A.

Mike Ryan of MADISON Performance Company, New York, N.Y.

Dave Peer of Hinda Incentives and Rob Purdy of Carlton Group LTD, Markham, Ontario, were elected to a second three-year term on the Board.

Heidi Chatfield, All Star Incentive Marketing, Fiskdale, MA, was also appointed to the Board to fill an open position.

They join current board members:

Louise Anderson, **CPIM** of Anderson Performance Improvement, Hastings, Minn.

Greg Greunke, Jr. of Greunke, LLC, San Francisco, Calif.

Brett Hatch of Maui Jim Sunglasses, Peoria, Ill.

Karen Eglitis of Bose Corp. Framingham, Mass.

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 Performance Center and is a leader in the Incentive Federation, the industry's government relations organization. IMA is comprised of several strategic industry groups including the Global Incentive Council (GIC), the Incentive Gift Card Council (IGCC), the Incentive Manufacturers & Representatives Alliance (IMRA), the Incentive Travel Council, and the Performance Improvement Council, the Recognition Council, IMA- Australia Council, IMA-Canada Council and IMA-Europe Council. More information about the IMA and the incentive marketplace is available at www.incentivemarketing.org.

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