RPI Members,

I want to thank each of you for your continued support of Recognition Professionals International (RPI). I know this past year has brought us all unprecedented challenges, and I hope your association with RPI provided resources to assist you in navigating these uncharted territories. Today, I have some exciting news to share with you that will provide even more opportunities to learn, grow, and network.

As the recognition industry has evolved, the RPI Board of Directors has assessed strategies to address the changing demands. We evaluated alternative ways RPI could deliver added value to our members and provide growth opportunities for the organization while retaining our recognition industry leadership. As we explored options, one clear strategy surfaced: a relationship with the Incentive Marketing Association (IMA).

I am pleased to announce RPI has signed an affiliation agreement with the IMA. RPI and the IMA are a strong fit because the missions of our organizations are closely aligned. Some members currently carry memberships in both organizations.

This affiliation expands the scope of education and benefits for members of both organizations, increases the size of our networks to build a stronger voice with our combined resources, and provides our organizations operational efficiencies.

Expands Scope of Education and Network
All RPI and IMA members can benefit from the enhanced education and business opportunities that come with a larger member network. Highlights of member benefits are outlined in the chart to the right. Click on the image to view the chart full size.

Builds a Stronger Voice
The alignment of our missions increases our voice and our reach. RPI’s mission is to enhance organizational performance through employee recognition by providing access to best practice standards, education, research, and the exchange of ideas. The IMA advocates for and promotes the use of incentives and recognition to improve business performance. Both are important components in amplifying the message that incentive and recognition programs benefit business production and the work environment.

Streamlines Operations
To streamline operations for the affiliation, RPI will move its headquarters to the IMA office where RPI will be supported by IMA staff for daily operations. This provides important economies of scale as we focus on our future. It also streamlines the offering of new benefits to RPI and IMA members.
With this change, I want to take a moment to thank Kathie Pugaczewski, CAE and the Ewald Consulting Group team for all of their effort and excellent support for the past 11 years! It was a great partnership, and Ewald always worked to set RPI up for success.

**Provides Future Opportunities**
This affiliation provides a means for our two organizations to better explore the opportunity for RPI to join the IMA family as a strategic industry group (SIG).

The IMA represents, and focuses on expanding, all segments of the incentive, reward and recognition marketplace while the organization’s SIGs and Chapters provide expertise and education to their respective market segments and regions to increase visibility and business opportunities. Becoming a SIG within the IMA would allow RPI to grow and increase its reach while retaining our brand equity and best practices that bring value to our members and the industry.

The RPI Board and staff are working closely with the IMA Board and staff to ensure a smooth transition of daily operations. We will provide regular updates to keep members apprised of progress and answer questions. IMA and RPI members are welcome to send questions to info@incentivemarketing.org.

RPI remains committed to being at the forefront of workforce recognition through our sole focus on recognition innovations and education as a systematic method for improvements in the workplace.

In these challenging times, I believe recognition, appreciation, and gratitude are more important than ever. Thanks for doing your part!

Warmest regards,

Tonda Ferguson, CRP
President
Recognition Professionals International