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Van Dyke Named President of Incentive Research Foundation

St. Louis, MO - February 16, 2010 - The Incentive Research Foundation (IRF) is pleased to announce that Melissa Van Dyke has been named President of its organization. Ms. Van Dyke will be responsible for overall management and operation of the Incentive Research Foundation, whose primary mission is to develop usable and actionable incentive research to raise the awareness and knowledge of incentive practices to the industry and business community at large.

In addition, the IRF will be moving its headquarters to St. Louis from its present location in New York.

Ms. Van Dyke succeeds Frank Katusak, who is leaving the IRF at the end of March.

Prior to being named President of the IRF, Van Dyke was Managing Consultant, Employee Engagement Practice, at Maritz, where she helped clients build strategic recognition and incentive solutions that engage, align and motivate employees to higher levels of performance. Before joining Maritz in 2002, Van Dyke worked as a senior consultant at Ernst & Young LLP. She is a summa cum laude graduate of Illinois Wesleyan University and holds a B.A. in Economics and International Studies. She was also a Rotary International Ambassadorial Scholar to the University of East Anglia in Norwich, England, a Technos Ambassadorial Scholar to Japan, and participated in field courses at American University in Washington, DC and Kenya, Africa.

"I'm pleased to be stepping into this position because the IRF is doing important work at this critical time in the incentive industry," says Ms. Van Dyke. "Those of us who have been buyers of, providers of, or participants in incentive programs know what a powerful motivational tool they can be. With the challenges of the last year, I believe the IRF is well positioned to do crucial work in advancing the science of incentives and educating buyers, providers and business in general on their importance."

Jeff Broudy, IRF Chair, notes that the IRF is committed to providing relevant, actionable research that addresses the 'new normal' of increased corporate scrutiny of incentive ROI and values alignment. "Our Vertical Market Study, pulse surveys and other benchmark business case studies are critical to the use and acceptance of tangible non-cash incentive plans," he says, adding that "Melissa's background as a program planner and in research, technology, process management and consulting will provide the Foundation with a unique skill set in a changing world."

In 2007, Van Dyke was selected by Incentive magazine as a "Rising Star in the Incentive Industry." She co-authored the chapter on "Nonmonetary Awards: Experiential, Tangible, and Cash Equivalent Awards" in the fifth edition of the Compensation Handbook. She is currently a member of the World at Work, Recognition Professionals International, International Society for Performance Improvement, Society of Human Resource Management, and a director on the Recognition Council of the Incentives Marketing Association.

About the IRF:

The Incentive Research Foundation (www.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.