



Incentive Marketing Association

**FOR IMMEDIATE RELEASE**

Karen Renk 630-369-7780

[KAREN@INCENTIVEMARKETING.ORG](mailto:KAREN@INCENTIVEMARKETING.ORG)

Sue Voyles 734-667-2005

[SUE@LOGOS-COMMUNICATIONS.COM](mailto:SUE@LOGOS-COMMUNICATIONS.COM)

## **New Magazine Shows How to Engage and Motivate Employees in All Industries**

*Incentive Marketing Association Launches Return on Performance Magazine*

March 23, 2009 Naperville, IL – The Incentive Marketing Association (IMA), the definitive voice of the incentive industry, has launched its own magazine, [Return On Performance](#). Published by Direct Publishing, the magazine’s purpose is to provide the latest best practice strategies and research to engage, align and motivate employees, business partners and customers in order to yield measurable corporate results.

The inaugural first quarter issue, launched as both a digital and print magazine, focuses on “Navigating Change” in a dramatically changing workplace challenged by an economy that rivals the Great Depression. It zeros in on how changing demographics of the workforce coupled with today’s economic realities underscore the need for strategies and tactics that continue to [engage employees](#) and aid a company’s bottom line in the face of uncharted realities. Published four times per year, the print and online publication is to be distributed throughout the U.S. and Canada to top executives and senior managers in industries such as health care, finance, banking, construction, manufacturing and telecommunications. Readers and others from the business community will also be able to view an online version at its dedicated web site [www.ropmagazine.com](http://www.ropmagazine.com).

“To say the workplace is in a sea of change is a wild understatement,” said Krista Simonson, the magazine’s editor. “When we began planning our inaugural issue, change was already in the air, but, as we publish our first issue, there is an even greater need to help businesses discover strategies that will help anchor their bottom line,” she continued, noting the next issue is scheduled for June 2009.

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Karen Renk, CAE, executive director of the [Incentive Marketing Association](#), explained that the IMA created the publication as its official magazine as a way to showcase best practices and results of the latest [research and trends in the incentive industry](#). “The publication profits from the synergy created by the many organizations involved in IMA and will have continuing input from an editorial board comprised of people who represent those organizations,” Renk continued.

Renk emphasized that the new publication provides a reader-friendly platform for presenting information and methods that can help CEOs, CFOs, COOs and senior executives in a wide variety of industries improve organizational performance through engaging and motivating employees, business partners and customers. “ROP will focus on strategies and tactics business leaders can deploy to maximize the investment in employees in a rapidly changing economic environment,” she said.

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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. More information about the IMA and the incentive marketplace is available at [www.incentivemarketing.org](http://www.incentivemarketing.org).

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