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**FOR IMMEDIATE RELEASE**

## **Performance Improvement Council's New White Paper Focuses on Using Recognition in a Web World**

August 31, 2010 Naperville, IL – Citing the growing importance of electronic tools in business, the Performance Improvement Council (PIC) of the Incentive Marketing Association (IMA), endorses virtual methods for amplifying the use of employee recognition and rewards in its new white paper, [\*Social Networking and Recognition: A Case for Virtual Storytelling and Real Results.\*](#)

“Social networking has transformed communications and will continue to alter both personal and business use. It only makes good business sense for companies to consider using the same electronic tools that employees already embrace as a way to recognize their contribution, and encourage others to do the same,” said Performance Improvement Council President Mike Ryan, senior vice president of marketing and client strategy for the Madison Performance Group.

According to PIC Vice President Louise Anderson of Anderson Performance Improvement, “The paper points out that electronic communication tools have become today’s digital water coolers, replacing their predecessors as the preferred method for exchanging information and virtual storytelling.”

The paper includes descriptions and examples of ways that today’s business leaders can use electronic recognition methods to “tell the stories and boost the impact” of successful employee efforts. To read more, download the complete paper from the Performance Improvement Council’s Web site [www.thepicnow.org](http://www.thepicnow.org)<sup>[MR1]</sup>.

The **Performance Improvement Council (PIC)** is a strategic industry group within the Incentive Marketing Association. It is a professional organization of performance marketing executives collectively focused on helping companies optimize their investment in human capital through proven and innovative reward and recognition solutions. More information about the PIC is available at [www.thepicnow.org](http://www.thepicnow.org).

Business improves when employees and customers are recognized, rewarded, and engaged through effectively structured programs with defined goals and proven returns. The **Incentive Marketing Association (IMA)** is comprised of the companies who are leaders in the incentive industry. IMA provides education, resources and research to promote the use of incentive programs to the business community and is the umbrella organization for the Global Incentive Council (GIC), the Incentive Gift Card Council (IGCC), the Incentive Manufacturers & Representatives Alliance (IMRA), the Incentive Travel Council, the Performance Improvement Council, the Promotional Products Provider Council, the Recognition Council, IMA-Australia Council, IMA-Canada Council and IMA-Europe Council.

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

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