



FOR IMMEDIATE RELEASE

PRESS CONTACTS:

Sue Voyles (734) 667-2005
Sue@logos-communications.com
Karen Renk (630) 369-7780
Karen@incentivemarketing.org

The Incentive Marketing Association Presents Jon Hanson with the 2009 President's Award

Oct. 29, 2009 - NAPERVILLE, Ill. –The [Incentive Marketing Association](#) (IMA) has named Jon Hanson, CPIM, founder and CEO of RepLink and DataDirect in Minneapolis, MN, the 2009 recipient of its President's Award. He was presented with the honor by IMA President Norma Jean Knollenberg, CPIM, on Sept. 28 at the IMA's Annual Membership Meeting in Chicago.

After a 15-year career in ad agencies, Hanson was intrigued by the communication needs of the incentive industry. He pioneered the first illustrated price lists in the industry. Seeing the need for an electronic solution for product information dissemination and availability, Hanson developed a program called RepLink in 1992. RepLink enabled product suppliers to electronically send product details to their incentive representatives, allowing them to create professional presentations for their customers. Since then, the program has been continually expanded to service the needs of the incentive industry.

“An innovator, an industry spokesperson and advocate, an educator, a mentor, Jon Hanson is always conscious of giving back to the industry not only with his expertise and knowledge, but with financial contributions as well. The Incentive industry's welfare has always been a priority for Jon and over the years, he has helped the industry grow and thrive,” said IMA Executive Director Karen Renk, CAE.

The IMA President's Award was introduced in 2003 to commemorate the IMA's 5th Anniversary. The award recognizes individuals who have actively furthered IMA's mission by creating a greater awareness of incentives; helping incentive suppliers prosper in a changing business environment through education, training, research and marketing; and promoting high standards of professionalism in the incentive field.

###

About the Incentive Marketing Association

Headquartered in Naperville, Illinois, 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 business to help them efficiently use incentive programs to motivate employees and customers. More information about the IMA and the incentive marketplace is available on its website at www.incentivemarketing.org.

#

IMA
1601 North Bond St., Suite 303
Naperville, IL 60563
630.369.7780
info@incentivemarketing.org