

NEWS FOR RELEASE

Incentive Research Foundation names 2012 board

InteliSpend's Matthew Harris to serve as new chairman

ST. LOUIS Dec. 27, 2011 – The [Incentive Research Foundation](#) (IRF) announced today its 2012 board of trustees, which will direct the Foundation's research efforts and other activities throughout the year.

Matthew S. Harris, vice president of marketing at InteliSpend Prepaid Solutions, Fenton, Mo., will serve as the IRF's new chairman, succeeding Jeff Broudy of United Incentives, Inc., who will remain on the board as immediate past chairman.

"We've set some aggressive goals for 2012, including publication of 10 new research reports in support of the incentive marketing industry," Harris said. He noted that the Foundation will be meeting at the Seminole Hard Rock Resort and Casino in Florida later in January to finalize its 2012 priorities.

Sandi Daniel, president, Fire Light Group, is the foundation's new vice chair, and Mike Ryan, vice president-marketing and client strategy at Madison Performance Group, will serve as secretary / treasurer.

In addition, Damon Riddle, automotive incentive manager for Suzuki, has joined the IRF board. He joins trustees Fran Schuster of Maritz Motivation, Dahlton Bennington of SFN Group, Daniel Leong of Incentive Solutions, Stacey Milne of Marriott International, Terrence J. Upton of USA Hosts Ltd., James Feldman of Incentive Travelers Cheque International, Inc., Mark Peterman of Corporate Express Promotional Marketing, Carolyn K. Graves-Rhodes of Wynn Las Vegas & Encore, Mark Repkin of Certif-A-Gift, Michael Hadlow of Engagement Technology LLC, Alynne Hanford of American Airlines, and Richard Weinstein of the Ocean Reef Club.

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.

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