



# PERFORMANCE Review

Motivating News From the Canadian Performance Improvement and Incentive Marketing Industry



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A monthly e-newsletter from the leading voice of suppliers in the Canadian Incentive Marketplace

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## FEATURED ARTICLES

➔ *IMA Canada Elects New President and Board, Outlines Future Plans*  
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➔ *Online Incentive Programs Becoming The Norm, Not The Exception*  
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➔ *Retention: If You Think It's Important Now ...*  
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## NEWS HIGHLIGHTS


➔ IMA Canada member I Love Rewards has lots to celebrate these days after receiving two prestigious honours. First, Macleans Magazine named the Toronto company one of Canada's Top 100 Employers. Then the Toronto Star followed up, naming I Love Rewards one of the GTA's Top 50 Employers. What caught their eye? Maybe that the company headed by Jamie Danziger and Razor Suleman recently added two weeks to the annual vacation time of all staff. The minimum is now four weeks. The company also offers its staff 5 days off per year for the purpose of volunteering. I Love Rewards says it is always hiring good people ... line starts here. [www.iloverewards.com](http://www.iloverewards.com)

➔ Welcome Aboard: IMA Canada extends a warm welcome to new members since our last newsletter. Winnipeg-based RoadTrips calls itself "The Ultimate In Sports Travel," offering first class travel packages to almost every major sporting event

and game, including preferred seating, distinctive accommodations, expert travel and concierge services. It's an ideal incentive program component. Find out more at [www.roadtrips.com](http://www.roadtrips.com). Also new is Leslee Sports. Based in Brockville, Ontario, Leslee purchases and resells first-quality, brand-name merchandise from manufacturers and distributors with excess inventory. Learn more at [www.leslee.com](http://www.leslee.com). Finally, stored value solution provider ecount has joined IMA Canada. Find out more about this company at [www.ecount.com](http://www.ecount.com).

 The founding member companies of IMA Canada-Council were honoured with plaques at the recent board meeting that saw a new slate of directors elected. Recipients were: American Express Incentive Services, Carlton Group, Cotton Candy Inc., Genumark, Mundy Sales, Oak Incentives Group, Performance Awards Group, Rose & MacDonald Sales, Somcan Marketing & Sales and Winleader.

 The final IMA Canada Power Breakfast of the year is set for December 12 at the Travelodge Hotel, 925 Dixon Road in Toronto. The guest speaker will be John McVeigh, President of the O.C. Tanner Recognition Company in Canada. McVeigh will present a talk titled The Carrot Principle, based on the findings of one of the most extensive management studies ever undertaken - covering 200,000 people over a 10 year period - correlating how great managers use recognition to engage their people, retain talent and accelerate performance. The Carrot Principle illustrates how ordinary organizations can make themselves extraordinary. A book summarizing the study's findings will be released in January, so this is a great chance to be ahead of the curve - and have an opportunity to win an advance copy of the book. To sign up visit [www.imacanada.ca](http://www.imacanada.ca). Attendees are asked to bring an unwrapped toy for the CHUMCity Christmas Wish.

 If you have an article or newsworthy incentive industry item to submit to IMA-CC Performance Review please forward details to [info@imacanada.ca](mailto:info@imacanada.ca)

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