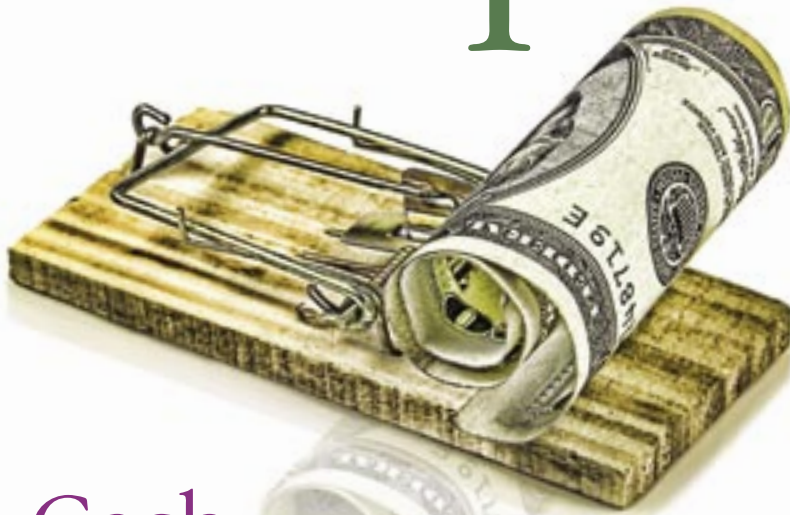


SALES **FORCE** EXP

XTRA PERFORMANCE

Training/Incentives/Meetings for Sales Team Leaders

The Money Trap



Cash
can kill your
incentive efforts page 32

Holiday Gift Solutions.....Page 24

**Leaving Las Vegas
(but not going far)**.....Page 20

**Why Your Reps
Need Some Romance**.....Page 58

SEPTEMBER/OCTOBER 2006 \$10

www.salesforceexp.com

Gift Cards Directory

The Incentive Gift Card Council (IGCC) is a strategic industry group within Incentive Marketing Association, created to provide an awareness of gift cards as a viable option for use in premium and incentive programs. Member companies are the elite among retail, catalog and performance improvement agencies, offering cards/certificates that can be redeemed for merchandise, travel, food, accommodations and services. This directory is a service to *SalesForceXP* readers who use – or are interested in using – gift cards as employee or customer incentives. For more information about the IGCC, visit www.usegiftcertificates.org.

AFFINION LOYALTY GROUP

7814 Carousel Lane
Richmond, VA 23294
www.affiniongroup.com
Andrew Hodges
Phone: 804-217-6462
Fax: 804-217-6470
Email: ahodges@affiniongroup.com

AMAZON.COM

1200 12th Avenue S., Suite 1200
Seattle, WA 98144
www.amazon.com
Toni Reid
Phone: 206-266-2656
Fax: 206-266-7008
Email: tonir@amazon.com

AMC THEATRES

920 Main Street
Kansas City, MO 64105
www.amctheatres.com
Laura Parker
Phone: 800-262-4849 -or-
800-AMC-4TIX
Fax: 816-480-4616
Email: lparker@amctheatres.com

AMERICAN BANK NOTE COMPANY

357 Riverside Drive, Suite 230 C
Franklin, TN 37064
www.abncompany.com
Jack Barnett
Phone: 615-261-0610
Fax: 615-261-0611
Email: jbarnett@abncompany.com

AMERICAN EXPRESS

40 Wall Street, 5th Floor
New York, NY 10005
www.AmericanExpress.com
Lee Poskanzer
Phone: 212-640-2000
Fax: 212-640-7007
Email: lee.m.poskanzer@aexp.com

AMERICAN EXPRESS INCENTIVE SERVICES

1309 North Highway Drive
Fenton, MO 63099
www.aeis.com
Martin J. Hood
Phone: 636-226-2040
Fax: 636-226-2003
Email: martin.hood@aeis.com

AVANTI PRESS, INC.

155 W. Congress, Suite 200
Detroit, MI 48226
www.avantipress.com
Chip Owen
Phone: 313-961-0022, x 170
Fax: 800-528-2684
Email: chipowen@avantipress.com

BARNES & NOBLE, INC.

76 Ninth Avenue
New York, NY 10011
www.bngiftcards.com
Len Gilbert
Phone: 212-414-6032
Fax: 212-414-6220
Email: lgilbert@book.com

BASS PRO SHOPS/OUTDOOR WORLD INCENTIVES – Platinum Sponsor

2500 East Kearney Street
Springfield, MO 65898
www.owincentives.com
Bill Wagner
Phone: 417-873-5075 -or-
800-951-1000
Fax: 417-873-5076
Email: bhwagner@basspro.com

BATH & BODY WORKS – Sapphire Sponsor

Seven Limited Parkway East
Reynoldsburg, OH 43068
www.bathandbodyworks.com
Cicely Wyld-Obuberrie
Phone: 614-856-6290 -or-
800-688-7075
Fax: 614-856-7913
Email: corporategifts@bbw.com

BEDANDBREAKFAST.COM

200 East 5th Avenue, #257
Naperville, IL 60563
www.bedandbreakfast.com
Matthew Howe
Phone: 312-927-5449
Fax: 866-324-3996
Email: mhowe@bedandbreakfast.com

BEST BUY – Diamond Sponsor

7601 Penn Avenue South
Richfield, MN 55423
www.bestbuy.com
Anne Platt
Phone: 612-291-8170 -or-
877-370-1234
Fax: 612-292-7071
Email: anne.platt@bestbuy.com

BEST WESTERN INTERNATIONAL

20400 N. 29th Avenue
Phoenix, AZ 85027
www.bestwestern.com
Gabrielle Moxley
Phone: 623-780-6763 -or-
866-574-6475
Fax: 623-780-6918
Email: gabrielle.moxley@bestwestern.com

BLACKHAWK NETWORK

1905 Oaks Way
Oklahoma City, OK 73131
Rebekka Rea
Phone: 405-475-2902
Fax: 405-475-2903
Email: Rebekka.rea@bhnetwork.com

BLOCKBUSTER, INC. – Diamond Sponsor

1201 Elm Street
Dallas, TX 75270
www.bbincentsives.com
Michael Fern
Phone: 214-854-3363
Fax: 214-854-3553
Email: michael.fern@blockbuster.com

BORDERS BOOKS and MUSIC

100 Phoenix Drive,
Corporate Gift Card Dept.
Ann Arbor, MI 48108
www.borders.com
Amy Alpert
Phone: 734-477-1100 -or-
877-254-9229
Fax: 734-477-1278
Email: ecard@bordersgroupinc.com

BRINKER INTERNATIONAL

6820 LBJ Freeway
Dallas, TX 75240
www.brinkergiftcards.com
Ted Kopinski
Phone: 972-770-9102 -or-
877-724-4438
Fax: 972-770-5984
Email: ted.kopinski@brinker.com

BROOKSTONE

One Innovation Way
Merrimack, NH 03054
www.brookstone.com/corporatesales
Iliisa Eskenazi
Phone: 631-696-1247 -or-
800-964-4387
Fax: 631-696-1521
Email: ieskenazi@brookstone.com

CARLSON MARKETING

1405 Xenium Lane – MS 8282
Plymouth, MN 55447
www.carlson.com
Tracy Lea
Phone: 763-212-0624
Fax: 763-212-4452
Email: tlea@carlson.com

**CARLSON RESTAURANTS
WORLDWIDE**

4201 Marsh Lane
Carrollton, TX 75007
www.fridays.com
Amanda Simmons
Phone: 972-662-4800 -or-
800-FRIDAYS
Fax: 972-307-4167
Email: asimmons@crww.com

**CENDANT CAR RENTAL
GROUP – AVIS & BUDGET**

143 Courtland Street, Suite 200
Atlanta, GA 30303
www.avis.com -and- www.budget.com
Debbie Arett
Phone: 404-577-5450 -or-
800-331-1212
Fax: 404-577-5386
Email: debbie.arettd@endant.com

CIRCUIT CITY STORES, INC.

9954 Mayland Drive
Richmond, VA 23233
www.business.circuitcity.com
Shanna West
Phone: 804-527-4000, x3327
Fax: 804-418-8107
Email: shanna_west@circuitcity.com

CLAIM JUMPER RESTAURANT

16721 Millikan Avenue
Irvine, CA 92606
www.claimjumper.com
Sydney Myers
Phone: 800-949-4538
Fax: 949-756-3197
Email: sydney@m@claimjumper.com

COACH – Partnership Sponsor

516 West 34th Street
New York, NY 10001
www.coach.com
Paul Spitzberg
Phone: 212-629-2299
Fax: 212-631-2852
Email: pspitzberg@coach.com

COINSTAR

1800 114th Avenue SE
Bellevue, WA 98004
www.coinstar.com
Rocky Rosenberg
Phone: 425-943-8146
Fax: 425-943-8030
Email: rrosenberg@coinstar.com

**COLEMAN COMPANY –
Education Sponsor**

3600 North Hydraulic
Wichita, KS 67219
www.coleman.com
Paul Cernohous
Phone: 316-832-2609
Fax: 316-832-2735
Email: pcernohous@coleman.com

CRATE AND BARREL

1860 West Jefferson
Naperville, IL 60540
www.crateandbarrel.com
Patricia Kelley
Phone: 630-369-4476
Fax: 630-527-1016
Email: pkelley@crateandbarrel.com

CRUTCHFIELD

1 Crutchfield Park
Charlottesville, VA 22901
www.crutchfield.com
Ed Handel
Phone: 800-388-2911, x 3250
Fax: 877-754-6808
Email: ehandel@crutchfield.com

DARDEN RESTAURANTS, INC.

6100 Lake Ellenor Drive
Orlando, FL 32809
www.darden.com
Jake Guiang
Phone: 800-642-7336 -or-
407-245-5603
Fax: 407-245-6710
Email: JGuiang@darden.com

DAVE & BUSTERS

2481 Manana Drive
Dallas, TX 75220
www.daveandbusters.com
Whitney Blessington
Phone: 214-357-9588
Fax: 214-357-0917
Email: whitney_blessington@
daveandbusters.com

DISCOVER® NETWORK

2500 Lake Cook Road
Riverwoods, IL 60015
www.discovernetwork.com
Ryan Julian
Phone: 224-405-5343
Fax: 224-405-0455
Email: ryanjulian@
discoverfinancial.com

DISNEY'S INCENTIVE REWARDS

200 Celebration Place, 6th Floor
Celebration, FL 34747
www.disneymeetings.com
Laura Kreutzer
Phone: 407-566-4897
Fax: 407-566-4913
Email: laura.m.kreutzer@disney.com

EDDIE BAUER, INC.

15010 NE 36th Street
Redmond, WA 98052
www.eddiebauer.com
Kathleen Henderson
Phone: 425-755-6281 -or-
800-233-4174
Fax: 425-755-7655
Email: corporategiftcards@
eddiebauer.com

**ESC LOYALTY –
A TSYS COMPANY**

5897 Windward Parkway, Suite 200
Alpharetta, GA 30005
L. Keith Hollers
Phone: 678-297-4368
Fax: 678-297-4333
Email: khollers@escloyalty.com

**FAIRMONT HOTELS &
RESORTS/RAFFLES HOTELS
& RESORTS**

744 W. Gordon Terrace, Suite 202
Chicago, IL 60613
www.fairmont.com/ovationrewards
Robert Ward
Phone: 773-296-2775
Fax: 773-296-2767
Email: robert.ward@fairmont.com

FIRST DATA PREPAID SERVICES

12500 E. Belford Avenue M/S M22A2
Englewood, CO 80112
www.firstdata.com
Anne Reilly
Phone: 720-332-5070
Fax: 720-332-0502
Email: anne.reilly@
firstdatacorp.com

FOOT LOCKER, INC.

112 W. 34th Street
New York, NY 10120
www.footlockergiftcards.com
Annette McQueen
Phone: 212-720-3784
Fax: 212-720-3831
Email: amcqueen@footlocker.com

GAP, INC.

2 Folsom Street
San Francisco, CA 94105
www.gapincbusinessdirect.com/
Guy Blancato
Phone: 415-427-1777
Fax: 415-427-2183
Email: guy_blancato@gap.com

GIFTCARD PARTNERS, INC.

14 Old Framingham Road
Sudbury, MA 01776
www.giftcardpartners.com
Edward Shulkin
Phone: 978-443-8405
Fax: 978-440-9744
Email: eshulkin@
giftcardpartners.com

GLOBOFORCE, LTD.

112 Turnpike Road, Suite 107
Westborough, MA 01581
www.globoforce.com
Anna Furman
Phone: 508-616-6117
Fax: 508-898-9908
Email: annaf@globoforce.com

GLOBOFORCE, LTD.

269 Winding Creek Drive
Naperville, IL 60565
www.globoforce.com
Kathy Sarby
Phone: 630-355-1429
Fax: 630-596-6474
Email: kathys@globoforce.com

**GODIVA CHOCOLATIER, INC. –
Sapphire Sponsor**

650 E. Neversink Road
Reading, PA 19606
Mary Mikus
Phone: 866-888-6095
Email: mary_mikus@
godivachoc.com

**GORTON'S OF GLOUCESTER,
GOURMET DIVISION**

128 Rogers Street
Gloucester, MA 01930
www.gortonsfreshseafood.com
Nancy Peterson
Phone: 978-281-8251 -or-
800-335-3674
Fax: 978-281-8221
Email: nancy.peterson@gortons.com

Gift Cards Directory

GREAT AMERICAN DAYS

P.O. Box 52
Decatur, GA 30031-0052
www.GreatAmericanDays.com
Geri M. Schultz
Phone: 866-987-9876 -or-
404-460-7854
Fax: 404-795-0874
Email: geris@
greatamericandays.com

GREAT LAKES SCRIP CENTER, INC.

PO Box 8158
Kentwood, MI 49518-8158
www.glscrip.com
Jack Smith
Phone: 616-827-8180 -or-
800-727-4715
Fax: 888-865-9655
Email: jsmith@glscricp.com

HALLMARK INSIGHTS – Research Sponsor

121 S. Eighth St., Suite 700
Minneapolis, MN 55402
www.HallmarkInsights.com
Susan Gray
Phone: 612-672-8607 -or-
800-765-4438
Fax: 612-672-0127
Email: susan.gray@
hallmarkinsights.com

HAMMACHER SCHLEMMER – Sapphire Sponsor

9307 N. Milwaukee Avenue
Niles, IL 60714
www.hammacher.com
Joe Jamrosz
Phone: 847-581-8884 -or-
800-892-1063
Fax: 877-839-8668
Email: JosephJ@hammacher.com

HARD ROCK INTERNATIONAL

6100 Old Park Lane
Orlando, FL 32835
www.hardrock.com
Colleen Miller
Phone: 407-445-7625 -or-
800-723-ROCK
Fax: 407-446-7830
Email: colleen_miller@hardrock.com

HARRY AND DAVID

2500 S. Pacific Highway
Medford, OR 97501
www.harryanddavid.com
Al Multari
Phone: 541-864-2700 -or-
888-301-6986
Email: incentives@
harryanddavid.com

HOLLYWOOD VIDEO

9275 S.W. Peyton Lane
Wilsonville, OR 97070
www.hollywoodvideo.com/giftcards
Shelley Cooper
Phone: 503-570-5624
Fax: 503-570-5785
Email: CooperS@hlyw.com

HOME DEPOT INCENTIVES, INC.

2455 Paces Ferry Road, N.W. B10
Atlanta, GA 30339
www.homedepot.com
Nathan Ehrlich
Phone: 770-433-8211, x13110
Fax: 770-384-2824
Email: nathan_ehrlich@
homedepot.com

HYATT HOTEL CORPORATION

71 S. Wacker Drive
Chicago, IL 60606
www.hyatt.com
Scott Walker
Phone: 312-780-5549
Fax: 312-780-5283
Email: scott.walker@
corphq.hyatt.com

INCENTIVE AND POTENTIALS

770 Broadway
New York, NY 10003
www.incentivemag.com
www.potentialsmag.com
Jackie Augustine
Phone: 646-654-7284
Fax: 646-654-4456
Email: jaugustine@vnubuspubs.com

INCENTIVE CONCEPTS, LLC

2645 Metro Boulevard
Maryland Heights, MO 63043
www.incentiveconcepts.com
Barry Hana
Phone: 314-801-1504 -or-
888-862-9283
Fax: 314-429-1117
Email: barry@inconltd.com

INCENTONE

400 Paterson Plank Road
Carlstadt, NJ 07072
www.incentone.com
KB Johnson
Phone: 201-372-9250, x 353
Fax: 201-372-9555
Email: kbjohnson@incentone.com

INCENTONE – Sapphire Sponsor

400 Paterson Plank Road
Carlstadt, NJ 07072
www.incentone.com
Adam Berenson
Phone: 201-372-9250, x 230
Fax: 201-372-9555
Email: aberenson@incentone.com

INCOMM

1116 Forest Creek
Benbrook, TX 76126
www.incomm.com
Candy Whitley
Phone: 817-249-0402
Fax: 817-249-3993
Email: cwhtley@incomm.com

JCPENNEY INCENTIVE SALES

9701 West Higgins Road
Rosemont, IL 60018
www.jcpgiftcard.com
Sherry Blabolil-Das
Phone: 800-832-4438
Fax: 847-696-3194
Email: sbdas@
marketinginnovators.com

JET, INC.

1500 Center Circle
Downers Grove, IL 60515
Randy Fox
Phone: 630-932-6317
Fax: 630-932-9101
Email: randy.fox@jetlitho.com

JOS. A. BANK CLOTHIERS, INC. – Education Sponsor

500 Hanover Pike
Hampstead, MD 21074
www.josbank.com
Nicholas Rizzi
Phone: 410-239-2700, x5718
Fax: 410-239-5825
Email: nrizzi@jos-a-bank.com

L.L.BEAN CORPORATE SALES – Diamond Sponsor

15 Casco Street
Freeport, ME 04033
www.lbean.com/corporatesales
George Schmidt
Phone: 207-552-4419
Fax: 800-243-4994
Email: gschmidt@lbean.com

Call In All Cards

Past success provides insights into opportune times for putting gift cards to work:

- **Surprise and Delight** – Since most of the gift cards used in business settings are for \$30 or less, they work great as spontaneous recognition that's not tied to predetermined goals.
- **Pump Up Your Direct Mail** – Whether it's a preshow promotion to visit your booth, or an invitation to a new product launch at your headquarters, gift cards that have been selected to match a target audience's demographics can increase response rates significantly.
- **Drive Customer Loyalty** – A popular incentive strategy from the world of consumer marketing works in many business-to-business situations as well.
- **Don't Botch Business Gifts** – The flexibility built into gift cards will help you avoid gift-giving blunders.

Gift Cards Directory

LANDS' END

6 Lands' End Lane
Dodgeville, WI 53595
www.landsend.com/corpsales
Julie Dochnahl
Phone: 608-935-4641
Fax: 608-935-6101
Email: julie.dochnahl@landsend.com
nancy.bieber@landsend.com

LINENS-N-THINGS, INC.

6 Brighton Road
Clifton, NJ 07012
www.LNTrewards.com
Jesse Faber
Phone: 973-249-4484 -or-
866-568-2221
Fax: 973-815-2971
Email: jfaber@LNT.com

LOBSTER GRAM

4664 N. Lowell
Chicago, IL 60630
www.livlob.com
Daniel Zawacki
Phone: 773-777-4123 -or-
800-548-3562
Fax: 773-427-5174
Email: dan@livlob.com

LOWE'S COMPANIES, INC.

1000 Lowes Boulevard
 Mooresville, NC 28117
www.lowes.com/giftcards
Marcie Mattison
Phone: 877-665-6937
Fax: 336-658-3209
Email: marcie.l.mattison@lowes.com
cady.c.britten@lowes.com

LOYALTYWORKS, INC. – Platinum Sponsor

3745 Piedmont Road NE, Suite 300
Atlanta, GA 30305
www.loyaltyworks.com
William C. Downes
Phone: 678-539-5000
800-844-5000, x 5016
Fax: 800-294-8343
Email: bill.downes@
loyaltyworks.com

M T & L

2911 Kraft Drive
Nashville, TN 37204
R. David Fehrman
Phone: 937-609-4135
Fax: 937-435-5156
Email: dfehrman@magticket.com

MACY'S CORPORATE SALES & SERVICES – Education Sponsor

170 O'Farrell Street, 8th Floor
San Francisco, CA 94102
www.macys.com
Harry Tong
Phone: 800-820-2663 -or-
415-954-6325
Fax: 415-954-6404
Email: harry.tong@macys.com

MACY'S EAST CORPORATE SALES & SERVICES

151 West 34th Street, 3rd Floor
New York, NY 10001
www.macys.com
Sharon Blume
Phone: 212-494-4181
Fax: 212-594-9802
Email: sblume@fds.com

Be a Card Shark

The selling points of gift cards can hinder your program if you're not careful

Everything that's great about gift cards – flexibility, freedom of choice, easy to administer, ideal for instant recognition – can lead to all of the wrong approaches to recognizing top workplace performance. As the late Karl Malden sternly warned in his series of American Express commercials, “Don't let this happen to you!”

Gift cards' ease of use is an oft-repeated selling point to harried sales managers and HR directors. But there are some aspects of employee recognition that you just can't cut corners on, no matter your choice of reward.

Match Game – Gift cards give recipients the ability to select their own reward, but program planners still need to match the target audience with the right gift card. A meat-and-potatoes person won't be thrilled with a gift card to a seafood restaurant. Outdoors fanatics may immediately “regift” a movie theater card. Get to know your recipients' interests and choose accordingly. It may require assembling an assortment of gift cards for them to choose from.

Value Hunt – Make sure the gift card is a good value for you and for your recipients. Most suppliers offer volume discounts. More important is to use cards that won't require recipients add a lot of their own money to make a purchase. A \$20 gift card to a high-priced restaurant may leave the recipient feeling like he's lost money.

Make it Meaningful – Gift cards can't make your recognition memorable. Praise top performers in front of their peers. That's as satisfying as the reward itself and can push those who didn't get recognized to try harder. It's easy to hand out gift cards in a hurry. You'll get more for your money if you don't rush.

Ask for Help – Gift card suppliers that are active in the incentive industry (i.e., those listed in this directory), understand your objectives and are happy to help you create more efficient and effective recognition programs than suppliers who simply want to sell you their cards.

MARKETING INNOVATORS – Diamond Sponsor

9701 West Higgins Road, Suite 400
Rosemont, IL 60018
www.marketinginnovators.com
Richard Blabolil
Phone: 847-696-1111 -or-
800-401-3698
Fax: 847-696-3194
Email: rblabolil@
marketinginnovators.com

MARRIOTT INDIVIDUAL INCENTIVES – Sapphire Sponsor

One Marriott Drive Dept. 55/955.23
Washington, DC 20058
www.marriott.com/incentives
Steve Maselko
Phone: 301-380-4905
Fax: 301-380-1137
Email: steve.maselko@marriott.com

METROMEDIA RESTAURANT GROUP

6500 International Parkway,
Suite 1000
Plano, TX 75093
www.metrogroup.com
Stephen Chun
Phone: 972-588-5131
Fax: 972-588-5844
Email: schun@metrogroup.com

Gift Cards Directory

MOTHERS WORK, INC.

456 North 5th Street
Philadelphia, PA 19123
www.destinationmaternity.com
Zanny Oltman
Phone: 215-873-2338
Fax: 215-923-2410
Email: zoltman@motherswork.com

NBO SYSTEMS, INC.

3676 W. California Ave., Bldg. D
Salt Lake City, UT 84104
www.nbo.com
www.childrensheroes.com
Phone: 800-545-5776, x 8129
Fax: 888-299-2527

NOUVEAUTES USA™

70 Clinton Rd.
Fairfield, NJ 07004
www.nouveautesusa.com
David Little
Phone: 973-882-8850 -or-
800-894-4438
Fax: 973-882-8840
Email: info@nouveautesusa.com

OCCUPATIONAL HEALTH & SAFETY MAGAZINE – Emerald Sponsor

5151 Beltline Road, Suite 1010
Dallas, TX 75254
www.ohsonline.com
Susan Stilwill
Phone: 312-335-0430
Fax: 312-335-0431
Email: sstilwill@
stevenspublishing.com

O'CHARLEY'S

3038 Sidco Drive
Nashville, TN 37204
www.ocharleys.com
Cary Kuykendall
Phone: 615-782-8882 -or-
888-488-4372
Fax: 615-782-5000
Email: cary.kuykendall@
ocharleys.com

OMAHA STEAKS

11030 "O" Street
Omaha, NE 68137
www.osincentives.com
Bob Henthorn
Phone: 800-228-2480 -or-
402-597-8377
Fax: 402-597-8289
Email: bhenthorne@
omahasteaks.com

OPTIMUM CARD SOLUTIONS

855 S. Fiene Drive
Addison, IL 60101
www.optimumcardsolutions.com
Rich Olson
Phone: 630-458-0077
Fax: 630-458-0022
Email: richo@optimumcard.com

PANERA BREAD

6710 Clayton Road
Richmond Heights, MO 63117
www.panerabread.com
Anita J. Hall
Phone: 314-633-7100
Fax: 314-633-7200
Email: ahall@
virtualincentivesgroup.com

PIER 1 IMPORTS – Emerald Sponsor

100 Pier 1 Place
Fort Worth, TX 76102
www.pier1.com
Julie Goodman
Phone: 817-252-7809 -or-
888-PIER-1-GC
Fax: 817-252-7747
Email: jbgoodman@pier1.com

RED ENVELOPE

149 New Montgomery
San Francisco, CA 94105
www.redenvelope.com
Jon Katzen
Phone: 415-512-6133 -or-
877-733-3683
Fax: 415-371-1134
Email: jkatzen@redenvelope.com

REGAL ENTERTAINMENT GROUP

9110 East Nichols Avenue, Suite 168
Centennial, CO 80112
www.corporateboxoffice.com
Timm Walsh
Phone: 303-792-8773 -or-
800-784-8477
Fax: 303-792-8695
Email: timm.walsh@
regalcinemas.com

REGIS CORPORATION – Platinum Sponsor

7201 Metro Boulevard
Minneapolis, MN 55439
www.regiscorpgiftcards.com
Kim Sobasky
Phone: 952-947-7495
Fax: 952-995-3121
Email: kim.sobasky@regiscorp.com

RK INCENTIVES

1419 Briercliff Drive
Orlando, FL 32806
www.incentivesalesconsulting.com
Rich Killian
Phone: 407-896-2445
Fax: 407-896-8808
Email: rich@
incentivesalesconsulting.com

SAFEGWAY – BLACKHAWK MARKETING – Platinum Sponsor

5918 Stoneridge Mall Road
Pleasanton, CA 94588
www.info-now.com/blackhawk
Nancy Shannon-Serrato
Phone: 925-226-9035
Fax: 925-226-9081
Email: nancy.serrato1@safeway.com

SALESFORCEXP – Diamond Sponsor

PO Box 247, 27020 Noble Road
Excelsior, MN 55331
www.salesforcexp.com
Mike Murrell
Phone: 952-401-1283
Fax: 952-401-7899
Email: mike@salesforcexp.com

SALLY BEAUTY SUPPLY – Sapphire Sponsor

3001 Colorado
Denton, TX 76210
www.sallybeauty.com
Christy Ehlers
Phone: 940-297-2179
Fax: 940-297-2153
Email: cehlers@sallybeauty.com

SEARS GIFT CARDS

3333 Beverly Road D2-2048
Hoffman Estates, IL 60179
www.sears.com/corpgiftcards
Babette Halder
Phone: 847-286-7549 -or-
800-549-8151
Fax: 847-286-7881
Email: bhalder@searshc.com

SELLING POWER MAGAZINE

3518 Mott Lane
Williamsburg, VA 23185
www.sellingpower.com
John Nuzzi
Phone: 757-259-1480
Fax: 757-259-1481
Email: jnuzzisp@aol.com

SHARPER IMAGE, THE

1902 Morgan Circle
Naperville, IL 60565
www.sharperimage.com/
corporateales
Doug Atkinson
Phone: 630-428-9430
Fax: 630-428-9516
Email: datkinson@
sharperimage.com

SIGNATURE DAYS

215 W. Illinois Street, Suite 300 C
Chicago, IL 60610
www.signaturedays.com
Diane Freeland
Phone: 917-767-7547
Fax: 917-591-9217
Email: diane@signaturedays.com

SIMON PROPERTY GROUP

115 W. Washington Street
Indianapolis, IN 46204
www.simon.com
Michele C. Sullender
Phone: 317-263-7918, x 3918
Fax: 317-685-7220
Email: msullend@simon.com

IGCC Sponsorship Levels

Customized	\$7,500 or more	Emerald.....	\$2,250
Platinum.....	\$5,250	Sapphire	\$1,250
Diamond	\$3,750	Education Fund.....	\$700

SMARTCLIXX, LLC

6001 Broken Sound Parkway, Suite 416
Boca Raton, FL 33487
www.smartclixx.com
Gary Dinkin
Phone: 561-998-8515
Fax: 561-998-3285
Email: gdinkin@smartclixx.com

SMITH & HAWKEN

4 Hamilton Landing, Suite 100
Novato, CA 94949
www.smithandhawken.com
Kristi Taffee
Phone: 415-506-3838
Fax: 415-506-3906
Email: kristi.taffee@smithandhawken.com

SPAFINDER

257 Park Avenue South, Floor 10
New York, NY 10010
www.spafinder.com
Laura Campbell
Phone: 212-716-1209
Fax: 775-305-0995
Email: laura.campbell@spafinder.com

SPEEDWAY SUPERAMERICA

500 Speedway Drive
Enon, OH 45323
www.speedway.com
Roy McCrae
Phone: 937-864-3000, x6065
Fax: 937-863-6720
Email: remccrae@ssallc.com

STAPLES CORPORATE INCENTIVES – Sapphire Sponsor

4775 Trail Ridge Road
Omaha, NE 68008
www.staples.com/incentives
Cindy Mielke
Phone: 402-533-2315 -or- 877-755-9938
Fax: 402-533-2316
Email: cindy.mielke@staples.com

STARBUCKS COFFEE COMPANY

2401 Utah Avenue South, S-NV1
Seattle, WA 98134
www.starbucks.com/business
Thomas Prather
Phone: 800-611-1669
Fax: 800-611-7790
Email: b2bgroup@starbucks.com

www.salesforcexp.com

STORED VALUE SYSTEMS

101 Bullit Lane, Suite 305
Louisville, KY 40222
www.storedvalue.com
Bill Baustien
Phone: 502-326-4602
Fax: 502-326-4682
Email: wbaustien@storedvalue.com

SVM

999 E. Touhy Avenue, Suite 250
Des Plaines, IL 60018
www.svmcards.com
Pam Gerhardt
Phone: 847-553-9100 -or- 800-972-7481
Fax: 847-553-9222
Email: pam.gerhardt@svmcards.com

T.J. MAXX / MARSHALLS / HOMEGOODS – Diamond Sponsor

TJX Companies, 770 Cochituate Road
Framingham, MA 01701
www.tjx.com/biz/rewards.asp
Mary Manor
Phone: 800-333-1387 -or- 508-390-3714
Fax: 508-390-5739
Email: mary_manor@tjx.com

TARGET GIFTCARDS – Platinum Sponsor

3701 Wayzata Blvd, MS 2B-H
Minneapolis, MN 55416
www.target.com/corporategiftcards
Token Oakman
Phone: 612-307-8624
800-5GIFTS5 (800-544-3875)
Fax: 800-440-4510 -or- 612-307-5582
Email: token.oakman@target.com

TIMBERLAND COMPANY, THE

200 Domain Drive
Stratham, NH 03885
www.timberland.com/businessdirect
William R. Adler
Phone: 603-773-1439
Fax: 603-773-1635
Email: badler@timberland.com

Run Away From Retail

It's bad business sense to buy gift cards in bulk from a local retail outlet. Use these listings to reach someone in special markets and you will receive a lot more than a smile from the cashier.

Bargain Hunt – Most name-brand suppliers offer volume discounts of 10 percent or more. If you're using some cards now and more in a program that's a year away, it may be cheaper to plan ahead and buy in bulk.

Brand It – Inquire about customization capabilities. You'll get twice the impact if you can personalize the gift card with your company's name and logo.

The Card That Keeps On Giving – Consider using reloadable gift cards for incentive programs that will run six months to a year. In these situations, you can reward early and often, which is an effective way to keep interest levels high.

Include Everyone – Gift cards provide an excellent means of including distributors and channel partners in a more extensive sales incentive program.

UNITEDSCRIP

304 Deer Trail
Seneca, SC 29672
www.unitedscrip.com
Carol Rampey
Phone: 864-653-7300
Fax: 864-653-4900
Email: cmrampey@unitedscrip.com

UNIVERSAL CERTIFICATE GROUP, LLC

38 East 29th St. - 8th Floor
New York, NY 10016
www.corporaterewards.com
Edward Brookshire
Phone: 212-252-8891, x209
Fax: 212-252-8918
Email: ebrookshire@ucgroupllc.com

VIRTUAL INCENTIVES GROUP, INC.

16326 Chuckwagon
San Antonio, TX 78247
www.virtualincentivesgroup.com
Anita J. Hall
Phone: 210-490-0470
Fax: 210-370-3816
Email: ahall@virtualincentivesgroup.com

WALGREENS

200 Wilmot Road, MS#2209
Deerfield, IL 60015
www.walgreens.com
Leslie Demourelle
Phone: 847-914-3895
Fax: 847-405-9552
Email: leslie.demourelle@walgreens.com

About the IMA

The Incentive Gift Card Council is a strategic industry group of the Incentive Marketing Association (IMA), which is the leading voice of suppliers in the incentive marketplace. IMA provides businesses with information and research to help them effectively use incentive programs to motivate employees and customers. More information about IMA and the incentive marketplace is available at www.incentivemarketing.org.