



FOR IMMEDIATE RELEASE

Rincon elected IMRA Board President

New officers and directors announced for 2018-2019 IMRA board

MINNEAPOLIS – May 2, 2018 – The Incentive Manufacturers Representatives Alliance (IMRA), a Strategic Industry Group (SIG) within the Incentive Marketing Association (IMA), has elected new officers for 2018-2019.

Lore Rincon, sales manager, Continental Premium Corporation, is the 2018-2019 IMRA board president. Rincon has been involved in the incentive industry for over 16 years. During that time she has been active in IMRA and the IMA. She has held numerous volunteer positions, including serving on the IMRA board. Rincon says it is “an honor to lead our Alliance with a dedicated and focused group of people on serving on our IMRA board this year. With several new and veteran board members we will continue the steadfast work of promoting our membership and the incentive marketplace which has been our driving force. The increased collaboration between all of the IMA SIGs will keep our necessary partnership engrossed in continuing to advocate the importance of incentives”.



IMRA also elected Jeffrey Brenner, vice president, sales & customer development, Pelucida Glass LLC, as vice president; Randy Renz, vice president, Target Marketing Associates Inc., as treasurer; and Scott Whitehead, director of b-to-b sales, Samsonite LLC, as secretary. Chris Harrison, national sales manager, KleerWest, serves as past IMRA president.

David Boodey, CPIM, president, RepLink/The DataDirect Group; Sara Dattolo, CPIM, sales professional, Pilgrim Promotions, Ltd.; Brett Hauch, executive vice president, B.C. Incentives; Mike Landry, CPIM, vice president of special markets, Tumi; Scott Plybon, president, The Plybon Company; Melissa Rains, special markets manager, Replogle Globes, Inc.; David Rosenstock, vice president of business development north, Incentivesource, Inc.; Becky Sawicki, director of special markets, Jura Inc.; Tasha Sharp, president, Sharp Incentives; and Sarah Swenson, president, Cassidy & Company will serve as directors.

About the Incentive Manufacturers & Representatives Alliance (IMRA) www.imraonline.org

The Incentive Manufacturers & Representatives Alliance (IMRA) advances the relationship between manufacturers, representatives and customers. IMRA promotes merchandise as an incentive to reward and recognize employees, partners and customers. IMRA members can help businesses improve performance and conserve budgets with effective programs using top brand products at factory-direct pricing. ###