



Recognition Professionals
International

Basic Membership Information Webinar

September 2025

[Recognition Professionals International](#)



Recognition Professionals
International

Recognition Professionals International (RPI)

Our Mission

*Recognition Professionals International (RPI) is a **nonprofit association** comprised of business professionals who are **committed** to the **art and science** of employee **recognition**. It is the **mission** of RPI to bring **awareness, credibility** and **accountability** to **employee recognition** through a powerful and passionate **network** of Recognition Professionals. As advocates for **positive employee experiences** that foster engagement, we share **best practices** and provide tools, strategies, thought leadership, **education** and **professional certification**.*



Meet RPI's 2025 Executive Committee



Kimberly Huffman, CRP
VCA
President



Andrew Bishop, CRP
RecognNation
Executive Vice President



Beril McManus, CRP
American Airlines
Vice President



Lauren Gagne, CRP
C.A. Short Company
Treasurer



Janet Skolud, CRP
TD Bank Group
Secretary



Ashlee Green, CRP, CPIM
Past President

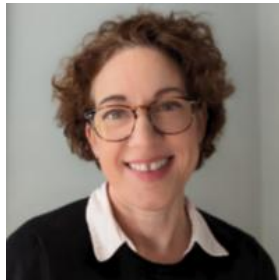
Meet RPI's Board



**Hatim
Abdelhamid, CRP**
Dar Al Riyadh
Consultants



Jim Bittner, CRP
Centricity



**Cori Champagne,
CRP, SHRM-SCP**
MIT



**Alisha Davidson,
CRP**



**Maria Detling,
CRP, CMP**
Hewlett Packard
Enterprise



**Jim Drakakis, CRP,
CAS**
Engaging Rewards



Emily Gatton, CRP
Engage2Excel



**Karen Gray, CRP,
PMP**
O.C. Tanner



**Therasas Harkins-
Schulz, CRP, CCP,
SPHR**
Inspirus, LLC



**Marlene Johnson,
CRP**
Dash Solutions



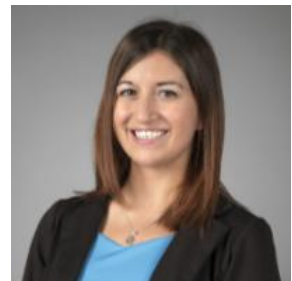
David Klein, CRP
NBCUniversal



**Angela McNichol,
CRP**
Virtua Health



**Matt Neylon, CRP,
SHRM-CP**
The Mount Vernon
School



**Rachel Rump,
CRP**

What To Know: Incentive Marketing Association (IMA)

RPI is a strategic industry group within the IMA organization

- IMA is dedicated to promoting high standards of professionalism in the incentive and recognition field
- IMA is a network to find all the expert resources for recognition and incentive programs
- IMA provides education, conferences and webinars, and research to help businesses use incentive programs to motivate employees and customers



Learn About Our Best Practice Standards

Our Best Practice Standards are integral to our mission

- Structured approach to employee recognition, grounded in extensive research, academic literature, professional conferences, and shared experiences.
- Useful for creating and evaluating recognition programs in various organizations, regardless of their type, size, or location.



Recognition Strategy



Recognition Roles & Responsibilities



Recognition Program Measurement



Recognition Program Communications



Recognition Training



Recognition Events & Celebrations



Recognition Program Change & Flexibility



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Make the Most of Your Membership

Recognition Practitioner Basic (\$0)

- RPI email communications
- Webinars on trending topics
- [NEW] Summary of the results from the 2024 RPI Recognition Research Survey

Recognition Practitioner Premium (\$250)

- RPI email communications
- Webinars on trending topics
- Discounted professional certification and events
- FREE access to resources – On-demand webinars, articles, case studies, white papers & more!
- Discounted CRP Certification workshop
- Peer-to-peer recognition roundtables
- No fee to submit for RPI Best Practice Standards® Award
- [NEW] Access to full results report of the 2025 RPI Recognition Research Survey

*NOTE: *\$125 each additional member in your organization*

Solution Provider (\$250)

- RPI email communications
- Webinars on trending topics
- Discounted online purchases, professional certification, and events
- FREE access to resources – On-demand webinars, articles, case studies, white papers & more!
- Discounted CRP Certification course



Get Involved in RPI

- **Business Development & Membership Marketing:** Drive membership revenue by managing membership renewals, recruiting new members and Business Partners and support the implementation of the IMA global research study.
- **Membership Engagement:** Develop and execute strategies that maximize value for our practitioner members, facilitate member onboarding, and create practitioner community and connection opportunities.
- **Education & Certification:** Dedicated to advancing the field of recognition through certification programs and learning opportunities. Overseeing the Certified Recognition Professional (CRP) certification, and facilitating learning experiences, including webinars, courses, roundtables, and content publications, to foster professional development and drive excellence in recognition practices
- **Events:** Support IMA Summit Committee to drive Summit awareness, attendance and RPI presence; support IMA Summit Education Committee for RPI sessions lead RPI education and networking as part of IMA Summit/Committee .
- **Recognition:** Support RPI Awards and serve as judges for the Best Practice awards administer, recruit award submissions, evaluate nominations, recognize companies/individuals who exemplify recognition best practices.



Become a Certified Recognition Professional®

WHY CRP?

Achieving RPI's CRP designation positions you as a strategic advocate for recognition, capable of transforming organizational culture and delivering measurable results. With a focus on best practices, actionable insights, and continuous improvement, CRP graduates are equipped to lead recognition programs that inspire and empower.

WHAT YOU'LL GAIN

-  **Strategic Alignment**
-  **Practical Skills**
-  **Leadership Expertise**
-  **Global Network**

Upcoming Workshops

- **October 7** – 8:00 AM – 2:00 PM CT
- **November 18** – 10:00 AM – 4:00 PM CT



Pricing

- Practitioner Premium – **\$1,500**
- Solution Provider Premium – \$1,500
- Business Partner – \$1,500
- IMA Member – \$1,500
- Practitioner Basic – **\$2,500**
- Nonmember – \$2,500



Showcase Your Recognition Programs



Practitioner Opportunity!

Submissions Due Annually in April!

- These awards recognize organizations' successful recognition programs and honor business professionals who are committed to the art and science of employee recognition.
- Judges provide feedback on each submission.
- Winners are honored at the IMA Summit and prominently featured on our website and social media channels, offering your organization the opportunity to showcase its achievements.

Award Categories:

- Achieve excellence in all seven of the RPI Best Practice Standards® to be eligible for the **RPI Pinnacle Award**.
- Submit one or more standards at a time to win a **Best Practice Standards® Award**.
- Receive the **RPI Achievement Award** by earning awards for all seven RPI Best Practice Standards® within a three-year period.

Premium Member: No Fee

Nonmember/Basic Membership: \$100 per submission



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This Could Be You!

2025

- Achievement Awards Group (Pinnacle Award)
- American Airlines (Standards 1, 2, 7)
- Banfield Pet Hospital (Standard 7)
- General Dynamics Information Technology (GDIT) (Standards 1, 2, 4)
- Liberty Mutual Insurance - USRM Claims & Service (Standard 1)
- North American Partners in Anesthesia (Standard 1)

2024

- Virtua Health (Standards 1, 4, 5, 6)

2023

- Liquor Control Board of Ontario (LCBO) (Standard 1)
- Virtua Health (Standard 4)

2022

- Achievement Awards Group (Pinnacle Award)
- TD Bank Group (Pinnacle Award)
- Cone Health (Standards 1, 4, 6, 7)
- Vancouver Coastal Health (Standard 2)



Join RPI at the IMA Summit 2026!

Baltimore, MD • July 20-22

- Networking Opportunities
- Expert Insights
- Cutting-Edge Research
- Diverse Sessions
- Actionable Takeaways
- Professional Development
- Discounted registration rate for RPI Practitioner Premium Members



Learn more at www.recognition.org/IMA-Summit-2026



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Mark Your Calendar



- **October 7:** Certified Recognition Professional® Workshop
- **October 23:** Webinar - The Power of Recognition in Restoring Hope in the Workplace
- **November 3:** Practitioner Premium Round Table – Effective RFP Strategies
- **November 13:** Webinar
- **November 18:** Certified Recognition Professional® Workshop
- **July 20 – 22, 2026:** IMA Summit in Baltimore, MD

Click [here](#) for other events including webinars and certification dates.



What's Ahead for rest of 2025 and 2026

- Continuing with new Certified Recognition Professional® (CRP) curriculum, aligned with the seven RPI Best Practice Standards®
- Offering practitioner-focused content through CRP Workshops, Webinars and the annual IMA Summit in Baltimore July 20-22, 2026
- Expanding membership and strengthening partnerships with Business Partners
- Implement additional education opportunities
- Continue sharing results from the Recognition Best Practice Survey
- And much more!

Stay Connected

Business Development and Membership Marketing Committee

Janet Skolud – janet.Skolud@tdsecurities.com

Jim Drakakis – jim@engagingrewards.com

Cori Champagne – corich@mit.edu

Brian Smith – brian@swiftllc.com

Luke Torborg – ltorborg@incentivemarketing.org (Primary Contact)

