

IBDEA Happenings

June 2022



IBDEA Headquarters

14070 Proton Road, Suite 100
Dallas, TX 75244
Phone: 972.233.9107 x 216
Toll-Free: 877.40.IBDEA (42332)
Email: info@ibdea.org

CJ Marchain, Account Executive

Email: cj@madcrouch.com
Phone: 972.233.9107 x 216
Cell: 214.597.9507

Lenette Egan, Executive Director

Email: theIBDEA@gmail.com
Cell: 406.459.8132

Notes from IBDEA Headquarters

Hello, June, the official start of **Summer!** Congratulations to those that have a high school or college graduate. Job well done!!

Shout out to **Andy Pincus** of Carbonator Rental for moderating the **Virtual Open Forum** last month. Did you know that Andy moderated his first Conference Open Forum in 1996 when he presided as the IBDEA President? Yes, there will be two Open Forums at the 2023 Conference! In the meantime, join us on Wednesday, **August 24**, at 1:00 pm CDT for our next Virtual Open Forum. IBDEA members can [register online](#).

Registration is open for the IBDEAU **Draught Beverage Academy** and **Carbonation 101** schools. Both schools must reach a minimum number of students for the class to be held. To be respectful of everyone's expenses, each school must reach its minimum number of attendees by six (6) weeks before the start date, or it is canceled. This gives attendees time to book their rooms, flights, etc. Visit [IBDEAU](#) for school curriculum and registration.

Help us, help you! The Social Media + Website Committee and the Management Team are looking for ways to enhance our **online member directory**. You can help us out by updating your member profile. If you need help, please email info@ibdea.com.

Connect * Network * Succeed

Lenette Egan and CJ Marchain

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Sales Incentives

By **Donald P. St. Clair, Ph.D.**, Master Pneumatic, dstclair@masterpneumatic.com

While companies and managers devote massive resources to sales force controlling, monitoring, and compensating, sales leaders continue to be puzzled over how to motivate their sales personnel to drive desired outcomes. The economics and shifting contexts related to motivating B2B salespeople are staggering. U.S. companies spend more than **\$900 Billion** each year on B2B sales force compensation, representing the single largest marketing expense.

Customers are better informed than ever and expect salespeople to be consultants – which is consistent with recent research findings that incentives distract from the creative problem-solving required for such consultative sales roles. Yet, extrinsic rewards continued to be pushed leading to suboptimal outcomes.

While salespeople face an array of obstacles in meeting customer and organization needs – and as the center of gravity shifts in buyer-seller relationships – it is imperative that sales leaders reexamine how motivation affects sales performance. A recent review on sales force drivers reveals U.S. spending on sales force incentives – traditionally utilized as the primary sales motivator – exceeded \$200 billion in 2010. Certainty concerning how best to use sales force drivers remains elusive, with nearly 80 percent of U.S. companies making significant changes to their sales force programs every two years or less. In fact, a recent **survey** of over 700 firms revealed that 20% found that their compensation plans moved the sales needle, 12% had no idea if the plan was working and less than 9% were able to link their plans to improved selling behaviors. That's simply a massive amount of wasted resources!

Yet, countless researchers and sales managers propose that monetary rewards are the primary motivators of sales efforts. Perhaps not surprisingly, many U.S. corporations employ programs to motivate employees by linking compensation to one or more aspects of performance. Meanwhile, some companies have abandoned such sales incentives, favoring salary compensation plans while citing the detrimental effects of such short-term economic incentives on the long-term relationship-building goals of the sales organizations.

Here are **two key findings** about how to really motivate salespeople, based on decades of successful sales leadership and scholarship relevant to successful sales forces in business markets: [read more](#)

New Member

Associate Member

Hart + Price

Member News

B&R Compliance Associates LLC., an EquipNet Company, appoints Salvatore Calandra as New President.



[Become A Member](#)



[Submit IBDEA Member News](#)

IBDEA Committees

Want to become more involved and help guide the future direction of the IBDEA? Join a Committee!

Communications

Chair Max Spread

The purpose of this Committee is to assist with communications among the IBDEA's members as well as the larger beverage dispense community. The Committee's responsibility will include contributions to the ongoing publication of the monthly and quarterly newsletters in addition to social media posts. Industry content, interviews with current members, original content articles, announcements, and other items of interest to IBDEA members.

Committee meets – TBD

Draught Beverage Dispense

Co-Chairs David Lincicome & Bill Pobiner

The purpose of this Committee is to educate members on draught beverage dispensing.

Committee meets on the 3rd Tuesday of each month at 2:00 p.m. Central Time.

Education

Co-Chairs Brian Kint & Russ Prickett

This committee aims to help educate members in all aspects of installing, maintaining, and repairing beverage dispense equipment.

Committee meets as needed.

Membership

Chair Michael Stenson

The purpose of this committee is to focus on 1) communicating and educating both current and prospective members on the programs and benefits that IBDEA has to offer, 2) enhancing

Safety and Compliance

Co-Chairs Amy Bruecks & Sherri Iskra

This committee is to build and maintain the IBDEA's Knowledge Center safety and compliance library, providing our members with a valuable repository of industry-relevant safety and compliance information.

Committee meets quarterly on the 2nd Tuesday of the month at 1:00 p.m. Central Time.

Social Media + Website

Chair Brad Irish-Jones

The purpose of this Committee is to inform, educate, and recruit new/existing members while having fun.

Committee meets on the 3rd Thursday of each month at 1:00 p.m. Central Time.

Soda Committee

Chair TBD

The purpose of this committee is to work closely with its Regular members to strengthen relationships with all national Soft Drink brands. Our committee goal is to ensure all synergies and opportunities among parties are maximized for growth, innovation, and distribution savings.

Committee meets as needed.

Strategic Planning

Chair Brett Rosenbloom

This Committee aims to establish the direction of the IBDEA, where it is currently, and where it

current offerings, 3) creating new programs that are in line with the needs of members, 4) recruiting new members, and 5) retaining existing members.

Committee meets on the 2nd Tuesday of odd-numbered months at 11:00 a.m. Central Time.

Next-Gen of Family Business

Chair Josh Sanders

This committee provides a means for members to communicate about meaningful topics that relate to those in the next generation of a family business.

Committee meets on the last Wednesday of each month at 12:00 p.m. Central Time.

should be in the next 3-5 years.

Committee meets on the 2nd Thursday of each month at 2:00 p.m. Central Time.

Other Committees

- Associate Member
- Awards
- Finance
- Goodwill
- Management Review
- Site Selection
- Policy Advisory Council

Committees meet as needed.

If you are interested in joining a Committee, please email info@ibdea.org your request.



IBDEAU Education & Training Opportunities

REGISTRATION IS OPEN for both the IBDEA U Carbonation 101 and Draught Beer Academy schools. **Class sizes are limited** so don't wait and **register NOW!**



Draught Beer Academy

- August 16-19

Carbonation 101

- October 13-15 - East Coast

[Curriculum & Registration](#)



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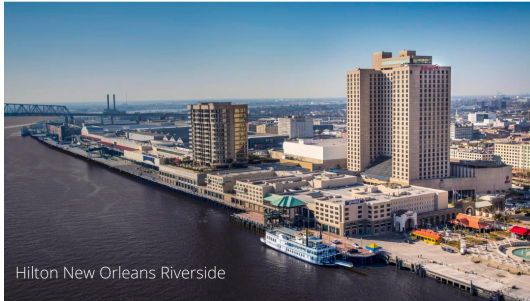


P: 888.842.9192

Save the Date

February 23-27, 2023

IBDEA Conference 2023



Hilton New Orleans Riverside



Past issues are on our website at

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International Beverage Dispensing Equipment Association | IBDEA.org



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