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MotivAction[®]
RESULTS THROUGH PEOPLE

MotivAction and Petco Named Motivation Masters by Incentive Magazine

[Minneapolis, MN] (March 4, 2019) – Northstar Meetings Group and Incentive Magazine today announced MotivAction, a Minneapolis-based performance improvement company, and Petco as winners of the [2019 Motivation Masters award](#) in the Recognition Category for development and delivery of the MyPetcoRecognition Program.

“We wanted to build a top-notch program that would rally our corporate, supply chain and retail team members around our core values,” said Melissa Hernandez, Benefits & Rewards Analyst at Petco. “The program continues to evolve and expand. We learned from our early success to focus on the data and to adapt by leveraging the story the data shows. And the results of our enterprise wide program have been phenomenal from an engagement, retention and market share perspective.”

The Motivation Masters were announced at an awards luncheon today at Incentive Live, Northstar Meeting Group’s incentive, loyalty and motivation event taking place at the Fairmont Chicago Millennium Park.

The winners were selected by a team of judges based on each program’s effectiveness, creativity and the tactics employed to reach the goals set for themselves. Each winning program will be profiled in the next print issue of Incentive magazine, out later this month, as well as online at Incentivemag.com and in the Incentive Weekly newsletter.

“MotivAction is thrilled to have the honor of this award,” said Mike McWilliams, MotivAction VP of Client Strategy. “This one is special because it’s for an enterprise engagement strategy – a concept we believe strongly in – and it’s for work with a valued client. We have a great team on board and we could not be more pleased to accept this award alongside a remarkable brand like Petco.”

“Incentive’s Motivation Masters Awards is our chance to spotlight some of the most outstanding programs in the industry – the most creative, effective and impactful reward and recognition campaigns out there,” said David R. Blansfield, executive vice president and group

publisher of Northtstar Meetings Group. “It is a chance to both celebrate those who are doing great things in the business of motivation and to learn for ourselves how they’re generating such impressive results.”

About MotivAction

MotivAction is a certified veteran-owned global performance improvement company with a single purpose – to help clients achieve [MORE](#). Through [meetings and events](#), [sales incentives](#), [employee engagement and recognition](#), [customer loyalty](#), and [training](#), MotivAction helps clients achieve results through people. For more information visit motivaction.com.

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