

IHEA to Celebrate 90th Anniversary at Annual Meeting



The Industrial Heating Equipment Association (IHEA) will celebrate its 90th anniversary at the 2019 Annual Meeting April 29-May 1 at Lido Beach Resort in Sarasota, Fla. IHEA members will enjoy the camaraderie created by the ever-popular social events and thought-provoking presentations. The annual meeting provides plenty of opportunity to get involved with important industry-related developments while exploring new business contacts and growing relationships.

This event is filled with pertinent presentations and social activities that allow plenty of time to network with business associates while enjoying the beautiful resort, sandy beach and sunshine.

This year's program will feature a dynamic presentation by Bob Sherlock, CMO of Chief Outsiders. Sherlock's presentation, "The Power of Value," will highlight why members should be paid for the value of their products and services. All too often today, customers are pressuring our members for lower prices. But Sherlock believes there are better alternatives than simply cutting your price. His presentation will help you uncover strengths so you can value sell.

Attendees will also hear IHEA economist Chris Kuehl's lively update on the economy and a report from Omar Nashashibi of The Franklin Partnership. Nashashibi, who lobbies in Washington, D.C. on behalf of manufacturing

trade associations, will share insights into the government shutdown and the latest developments on critical policy and what it all means for your business. His presentation will attempt to help you plan for the unpredictable future.

Chris Della Mora of HUB International Risk Services and James Moore of Goyer Management International team up to provide a critical session for anyone who uses the Internet. IHEA members will gain valuable knowledge on cybersecurity and how to delay the inevitability of being hacked. Della Mora and Moore will share "true stories" and provide ways to make your information less valuable to hackers.

The program also includes a presentation from IHEA member Scott Bishop of Alabama Power on the benefits of partnering with utility companies. Your business and your customers will value the process improvements and cost savings that ultimately affect the bottom line. Learn about the opportunities available to you through this presentation.

IHEA's committees will also meet in Sarasota as they continue to work on issues of importance to the membership and the industry at large. Of course, the annual golf outing and beach games provide the perfect social experience to round out the meeting agenda. Review the complete program and event details at www.ihea.org/event/AM19.

Registration Open for IHEA Online Learning Course

Registration is open for IHEA's Fundamentals of Industrial Process Heating online learning course, which begins on April 15. The course is ideal for students who wish to further their studies at home or work in a flexible web-based, distance-learning format. It's an affordable alternative to campus-based classes and allows students to go at their own pace.

For a complete listing of the topics covered and/or to register, visit www.ihea.org, click the Training and Events tab and then scroll to Online Course.



The presentations at IHEA's annual meeting address timely topics and provide thought-provoking information.