



# INDUSTRIAL HEATING EQUIPMENT ASSOCIATION

## 2019 annual meeting marks its 90 year

**T**he Industrial Heating Equipment Association will celebrate its 90th anniversary at the 2019 Annual Meeting, April 29-May 1 at Lido Beach Resort in Sarasota, Florida. 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.

The 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 rather than lowering prices to appease customers. Attendees also will hear from IHEA's economist Chris Kuehl with his lively update on the economy, as well as a report from Omar Nashashibi from The Franklin Partnership, who lobbies in Washington, D.C., on behalf of manufacturing trade associations. Nashashibi will offer insight to the government shutdown and latest developments on critical policies that will help companies plan for the unpredictable future.

IHEA members will gain valuable knowledge on cyber security and how to prolong the inevitability of being hacked. Chris Della Mora of HUB International Risk Services and James Moore of Goyer Management International team up to provide this critical session for anyone who uses the internet. The program also includes a presentation from IHEA member Scott Bishop with 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.

IHEA's committees also will meet in Sarasota as they continue to work on issues of importance to the membership and the industry at large. And, 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 online at [www.ihea.org/event/AM19](http://www.ihea.org/event/AM19).

The beautiful Lido Beach Resort is on one of Florida's best beaches, featuring soft white sand that stretches for more than two miles. The resort is close to world-famous Siesta Key beach, often voted the best beach in the U.S. The resort is two minutes from the popular St. Armand's Circle filled with restaurants and shops. The resort shuttle will transport guests to St. Armand's Circle, although it is a short five-minute walk from the resort. The venue will provide members a scenic beachfront backdrop nestled on the coast of the Gulf of Mexico and surrounded with panoramic ocean views that will complement the annual meeting perfectly.



IHEA's annual meeting presentations address timely topics and thought-provoking information for all members.

## IHEA 2019 Annual Meeting

**APRIL 29-MAY 1**

*Lido Beach Resort, Sarasota, Florida*

Hotel reservations at the Lido Beach Resort can be made at [reservations.lidobeachresort.com](http://reservations.lidobeachresort.com), using code IHE0419.

Our group rate for junior suites is \$209/night. Please book your hotel reservations now to ensure you receive our group rate.

### SCHEDULE OF EVENTS

#### MONDAY, April 29

8 a.m.-4 p.m.	Registration Open
1-4 p.m.	IREG/Induction Meeting
5 p.m.	Blue Dot Welcome
6-7 p.m.	Welcome Reception
7 p.m.	Dinner on Your Own

#### TUESDAY, April 30

7:30 a.m.-5 p.m.	Registration
7:30-8 a.m.	Opening Breakfast Buffet
8-11:15 a.m.	GENERAL SESSION
8:05-9:30 a.m.	The Power of Value

#### **Bob Sherlock, CMO-Chief Outsiders**

All too often today, customers are pressuring our members for lower prices. But Bob Sherlock believes there are better alternatives than simply cutting

your price. He believes in the power of "value." He wants you to be paid for what your products and services are really worth. His presentation will help you uncover strengths so you can value sell.

9:15 a.m.-2 p.m. Spouse/Guest Tour\*  
Selby Garden Guided Tour and Lunch at Marina Jack, \$85

Set along the Sarasota Bayfront, Marie Selby Botanical Gardens is a living museum and world-class center for research & conservation. Our guided tour will include a special Gauguin's Paradise Exhibit. After visiting the gardens, we'll enjoy lunch at Marina Jack restaurant. Fee includes bus transportation, admission, tour guide, gratuities, and lunch.

9:30-10:30 a.m. The Washington Effect

#### **Omar Nashashibi, The Franklin Partnership**

What can we possibly say about what's been going on in Washington? We're all perplexed. Omar S. Nashashibi of The Franklin Partnership returns to try and help us make sense of the craziness that is Washington, D.C., today. Omar lobbies the White House and U.S. Congress on behalf of manufacturing trade associations and other clients seeking a voice before policymakers. He will share insights into the government shutdown & the latest developments on critical policy and share what he believes it means for your business. His presentation will attempt to help you plan for the unpredictable future.

10:30-11:15 a.m. Utility Partnership Opportunities

#### **Scott Bishop, Alabama Power**

Companies are constantly looking for ways to improve their processes and bottom line. Learning about ways you can partner with your utility, for both your operations and your customers can lead to process improvements and saving money. Learn about the opportunities available to you through this presentation.

11:15 a.m. GENERAL SESSION Break

11:30 a.m.-12:15 p.m. IHEA Committee Meetings (Safety, Government Relations, Education, Marketing Communications & Membership)

12:15-1 p.m. LUNCH

1-2:15 p.m. IHEA Committee Meetings Continue

2:30-5 p.m. Committee Reports – JIFMA Report – CECOF Report

6:30-10 p.m. Lido Beach BBQ Dinner

### **WEDNESDAY, May 1**

7:30-11 a.m. Registration Open

7:30-8 a.m. Continental Breakfast

8-11 a.m. IHEA General Session

8-9:15 a.m. Economic Update

#### **Chris Kuehl, Armada Corporate Intelligence**

The roller coaster ride that has been the story of the economy recently will be reviewed by IHEA's economist Chris Kuehl. It's hard to know what information Chris may have to share by April but it's sure to be both informative and entertaining. Chris is continuously rated one of IHEA's best speakers!

9:15-9:30 a.m. Break

9:30-10:45 a.m. Cyber Security – We're All at Risk

#### **Chris Della Mora, HUB International Risk Services and James Moore, Goyer Management International**

It's inevitable. You're going to get hacked. Your information is already available to hackers. Find out what you can do to delay the unavoidable. We'll share "true stories" and provide you with ways to make your information less valuable to hackers and the immediate steps you need to take if you find yourself hacked.

11:15 a.m. Depart for Golf Tournament

Noon Golf Tournament\*

1:30-3:30 p.m. Beach Games\*

7-7:30 p.m. President's Reception

7:30-10 p.m. President's Reception & 90th Anniversary Gala Banquet

10 p.m. Annual Meeting Concludes

\*Additional fee applies for optional activities.

**REGISTER NOW:** [www.ihea.org](http://www.ihea.org) (click on the annual meeting button on the right).

## **GENERAL INFORMATION**

### **Hotel Information**

Room rate: \$209 – single/double plus tax; all rooms are Junior Suites

Resort Fee: WAIVED Parking: WAIVED

### **Registration Fees**

Member Fee: \$995 Non-Member Fee: \$1,500

Includes: Welcome reception, all meetings and presentations, Tuesday buffet breakfast, Tuesday lunch, Tuesday beach BBQ dinner, Wednesday continental breakfast, President's 90th Anniversary Reception & Gala, all refreshment breaks, all entertainment.

Committee Meetings Only Fee: \$495

Includes: Welcome reception, all meetings and presentations on Tuesday, Tuesday buffet breakfast, Tuesday lunch & refreshment breaks, Tuesday beach BBQ dinner.

Spouse/Guest Fee: \$499

Includes: Welcome reception, Tuesday buffet breakfast, Tuesday beach BBQ dinner, President's 90th Anniversary Reception & Gala

### **Annual Meeting Attire**

Attire for the Annual Meeting is resort casual, including the 90th Anniversary Gala.

## **TO REGISTER**

Go to [www.ihea.org](http://www.ihea.org). You *must* log in to receive the member rate. You may also use two member vouchers for one Annual Meeting Registration. Contact Leslie Muck at [leslie@goyermgt.com](mailto:leslie@goyermgt.com) for information on using the vouchers included with your membership.

You will be able to make your hotel reservations through the link provided on the registration confirmation page.

Questions: Call Leslie Muck at 1-859-356-1575.

## **MORE INFORMATION**

For more information about the IHEA 2019 Annual Meeting, including details about social activities and costs, go to [www.ihea.org](http://www.ihea.org).

## **INDUSTRIAL HEATING EQUIPMENT ASSOCIATION**

P.O. Box 679 | Independence, KY 41051

859-356-1575 | [www.ihea.org](http://www.ihea.org)

