



New Strategic Plan for IHA

GDA Staff -- Gifts and Dec, 1/23/2014 4:20:30 PM

ROSEMONT, IL—The [International Housewares Association](#) (IHA) has completed the development of a new strategic plan-Vision 2020-that will guide the association in the future.

"The focus of the plan is on IHA's core competency, the facilitation of trade between buyers and sellers primarily through delivery of a world-class trade event, the International Home + Housewares Show...The plan has added a new component recognizing the importance of engaging with the consumer to enhance their exposure to housewares products and trends," explained Keith Jaffee, chairman of O2 Cool and IHA's 2013-2014 chairman of the board.

Some of the member services in the plan include trade missions to key foreign markets and industry educational and networking opportunities.

Other changes include staff resources which have been re-aligned to support the execution of the plan according to Phil Brandle, IHA's president and CEO. Derek Miller, formerly vice president international, is now vice president global marketing and will head show marketing efforts. Perry Reynolds, formerly vice president marketing and trade development, is now vice president of global trade development and will head up member services and trade development efforts.

"These changes allow IHA to unify the domestic and international efforts that formerly had been split between the two managers and their departments," said Brandle.

In other news, the International Housewares Shippers Association (IHSA) has issued a refund to participants for 2013 totaling \$126,233.32. The refund, which has become a staple of IHSA, is awarded by the IHSA Board of Directors at the conclusion of the association's fiscal year. Each participant's share depends on their level of participation and is based on every 40-foot equivalent unit (FEU) shipped. For the 2013, the refund per FEU was \$36.25 with individual member refund checks ranging from a few hundred dollars to more than \$36,000. This is a significant refund over 2012, when the total amount of refunds was \$75,544.48, with \$30.90 being refunded for every 40 FEU shipped.

The association has direct contracts with major steamship lines servicing East-West trades. IHSA also partners with Laufer Group International to provide members with full container load options outside the direct carrier contract program while still remaining under the IHSA umbrella.

The IHSA is comprised of logistics executives who work closely with an extensive portfolio of global and regional service providers. Their focus is on the balance of low price while maintain reputable service levels.