International Housewares Association Member Services provide opportunities and programs to assist members in increasing profits and growing their business.

**Membership**

2021: April 1, 2020 – September 30, 2021  
2022: October 1, 2021 – September 30, 2022

Housewares.org
Dear IHA Member,

Your membership in the International Housewares Association (IHA) offers you many opportunities to expand your business in addition to your participation in our world-class trade event, The Inspired Home Show, IHA’s Global Home + Housewares Market.

Whether you are trying to expand your international business, save on international container freight, gain insight on the industry or leverage a network of peer executives, the Association’s many services provide solutions.

Please review the following pages to make certain that you are maximizing the benefit that your company receives from IHA. And, please let us know how we can be of further service to the industry.

Best Regards,

William Endres
Select Brands
2020-2021 IHA Chairman of the Board

Derek Miller
International Housewares Association
President

For more information, visit: Housewares.org
Providing Meaningful Member Services

The International Housewares Association provides its members with a wide variety of meaningful services to assist in business growth and profitability.

In addition to a world-class trade show that is offered to members at an industry benchmark low cost with exposure to key retailers from around the world, IHA offers other opportunities, including:

- Executive-level member share groups and conferences through CORE and CHESS

- A wide range of international business development tools through the International Business Council, including networking and learning at the annual Global Forum as well as Trade Missions in key global markets

- Access to the consumer through Press Events

- Expert resources and aspirational content to motivate, educate and inspire consumers through TheInspiredHome.com platform

- Information services such as the annual IHA Market Watch Report and industry focused webinars

- Group rates on container freight through the International Housewares Shippers Association (IHSA)

Take advantage of all the services offered to maximize the benefits of your membership in the International Housewares Association!

For more information, visit: Housewares.org/Members
Facilitating Networking and Forging Relationships

Education and Networking - Executive Programs where members develop and share.

CORE

CORE is a unique resource of networking peer groups designed exclusively for industry decision-makers. Since 1998, CEOs in the housewares industry have been using CORE groups as a sounding board and a special resource to help meet professional challenges. In-person meetings are held twice per year in Chicago, Dallas/Ft. Worth, Ft. Lee (NJ), Los Angeles, Seattle, San Francisco, Toronto and Weston (FL). Each group also meets at least four times per year using ZOOM virtual meetings.

Why Join CORE:

■ Learn from peers and share your expertise and experience in non-compete forums intended to foster personal and professional growth.

■ Each CORE group is led by a professional facilitator with industry experience who keeps meetings lively and on-track.

■ Meeting topics are chosen by group members and have included current business trends, new channel developments, personal challenges, new product and business growth ideas.

■ CORE participation is free to paid IHA members.

CHESS

CHESS is IHA’s annual strategic, senior-level conference for industry leaders. Held every fall, CHESS attracts more than 150 chief officers from IHA’s most prominent member companies. The program includes keynotes, panel discussions, general sessions and networking opportunities—the most valuable part of the two-day event according to past participants.

Why Attend CHESS:

■ Learn from high-profile industry experts and have direct access after programs to continue discussions.

■ Share information and ideas with other housewares and home goods decision makers.

■ Receive attendee-only access to presentations.

■ IHA members receive a significantly discounted attendance fee.

Housewares.org/CORE

Housewares.org/CHESS
Building Business Foundations

Housewares Industry Resources – Discounted services for our members.

RepConnect is a resource for housewares suppliers who are seeking U.S.-based sales reps. The list catalogs all reps who attend The Inspired Home Show and is sortable by state, product type and classification of retailer.

The IHSA is a not-for-profit association formed to benefit companies belonging to the International Housewares Association. Through the combined leverage of members, IHSA negotiates freight contracts and partners with other logistics providers to lower supply chain costs.

Benefits include:

■ Negotiated freight contracts.
■ Annual rebate depending on the level of participation.
■ Option to choose preferred carriers from the participating IHSA carriers.
■ Customs house brokerage and marine cargo insurance programs.
■ Enrollment is complimentary for IHA members.

Housewares.org/RepConnect

Housewares.org/Members/Freight
Creating Connections for Buyers and

The International Housewares Association is dedicated to connecting buyers and sellers year-round, whether in-person or online. Through home + housewares Connect, IHA offers a series of platforms and events that bring the industry together around focused content and commerce.

Industry Wide Virtual Events

IHA’s industry-wide virtual events feature keynotes, general education, product demonstrations and meeting facilitation. The first of these, Connect SPRING, held March 16-26, included topics on consumer trends post-pandemic, the new normal, post-COVID retailing, diversity and inclusion, driving retail sales through experience, the future of the smart home and seasonal and holiday trends for 2021. A video series on IHA’s Market Watch Report provided an overview of four key consumer trends to consider in the next year and presented products that fulfill those needs: Space, Time, Comfort and Safety & Security. Virtual product demonstrations each day allowed retailers to see new product offerings from IHA’s exhibiting members.

All sessions are posted on TheInspiredHomeShow.com/Connect/Connect-Spring for viewing throughout the year. Similar events are in development for Q3.

Channel/Retailer-Specific Virtual Events

To bring buyers and sellers together, IHA is partnering with retailers to provide virtual match-making meetings. In partnership with GMCD|Retail Tomorrow, IHA held Connect GROCERY, a virtual event that brought IHA member companies together with grocery retailers for one-on-one strategic meetings. IHA has also collaborated with QVC and HSN on Connect QVC+HSN to provide members an opportunity to pitch their new products to the two retailers, who together comprise one of the world’s largest video commerce platforms. IHA will create other retail match-making meetings throughout the year based on retailer and member interest.

For more information, visit: TheInspiredHomeShow.com/Connect
IHA's exhibiting members receive a free, year-round listing that includes:

- Layered, in-depth postings for brands and products, including company contacts, catalogs and videos.
- An area to post media coverage, press releases or links to videos.

IHA has partnered with Brandwise to offer Connect COMMERCE, a robust, year-round e-commerce platform for members and buyers. Connect COMMERCE integrates with Connect 365 to help meet the desire of retailers to both discover new products and purchase directly online.

Through Connect COMMERCE, retailers can place orders for many of the products found on Connect 365 and have access to manufacturer-trained salespeople who have local knowledge of retailers’ regions and possibly their stores. The Brandwise ecosystem, which powers Connect COMMERCE, processes over three million wholesale orders every year and includes access to more than 290,000 retailers.
Building Global Trade

IHA Global Opportunities – Helping members succeed in international markets.

International Business Council

The International Business Council is a special interest group of IHA members, dedicated to helping its membership market and sell their products internationally by sharing information, providing networking opportunities and offering programs to assist, support and educate.

Join the International Business Council to:

- Discover new markets through membership activities: Trade Missions to global markets and table-top trade shows.
- Understand the international business environment using IBC members-only resources: Key Retailer and Key Distributor Reports and the monthly IBC Global Connect Newsletter.
- Stay on top of developments in global trade by accessing the IBC members-only website and attending the annual IBC Global Forum and member webinars.
- Benefit from tools at The Inspired Home Show: Pre-and post-Show international attendee list, Networking After Dark Reception and booth sign designating your company as an exporter.

Participation in the International Business Council is complimentary to IHA Members.

Housewares.org/Members/IBC

IBC Global Forum

The IBC Global Forum is the annual meeting of the International Business Council. Sessions offer strategic planning and pragmatic international sales presentations to help members facilitate sales and business development in key export markets. The 2021 Connect GLOBAL, a virtual Global Forum, will include key non-U.S. retailers, distributors and market experts who will give attendees insights on working within their markets as well as working directly with their companies. Speakers at the 2020 Global Forum included Amazon India, Canadian Tire, Danesco (Canada), EPA (Central America), Sodimac and Yestis (Spain). Market overviews were provided on Australia, Brazil, Canada, Colombia, Costa Rica, France, Germany, India, Italy, Mexico, Spain, Taiwan and the U.K.

Participants:

- Learn from global home and housewares retailer and distributor presenters.
- Learn about market opportunities from IHA’s Global Offices and Representatives.
- Gain strategic insights from veteran IBC members who are experienced in global markets.
- Refine and sharpen global strategy.
Trade Missions

IHA-IBC Trade Missions offer a solid introduction to global markets, allowing attendees to focus on their strategic business goals while IHA manages meetings, travel, housing and logistics.

Sourcing Trade Missions

**Attendees will:**

- Visit a pre-determined number of vetted factories.
- Learn about and assess standards and capabilities of each factory and meet with principals to discuss product specifications and requirements.
- Gain competitive advantage by diversifying country of origin.

Selling Trade Missions

**Attendees will:**

- Visit home and housewares stores during retail tours to learn about the competitive and complementary products offered by key retailers in the targeted markets.
- Meet one-on-one with key retailer and distributor buyers to establish contacts and determine sales opportunities within the targeted markets.
- Learn from networking with other housewares suppliers.

Housewares.org/Members/IBC
Establishing Media Relationships

IHA’s Press Events provide opportunities to promote new products to top consumer and trade journalists and bloggers.

Each four-hour event showcases housewares-focused product introductions, sneak previews and demonstrations, giving participants time to establish connections with key media and generate news coverage for their brands and products. The Inspired Home Show Preview is held two months before the Show in New York City and features 60 exhibitors from all Show categories. Attending media include Good Housekeeping, Better Homes & Gardens, The Wall Street Journal, The Kitchn and HGTV Magazine.

Exhibiting companies receive:

- One-on-one opportunity to demonstrate and explain your products to 50-60 consumer and trade editors and bloggers.
- 6-foot table and electricity to demonstrate your products; no booth set-up needed.
- Complete list of media who attended/RSVP’d along with contact information for follow-up.

The Inspired Home Show Preview
Press Event
January 2022 • New York City
Open exclusively to Show exhibitors

Housewares.org/Members/Consumers-Press-Events
Educating the Industry

Providing resources to facilitate industry planning and growth.

### IHA Market Watch

IHA, in collaboration with The NPD Group, Springboard Futures and Cadent Consulting, identifies five key consumer lifestyle trends that are shaping how, what and where home + housewares products are being purchased. **IHA Market Watch** provides a forecast of consumer priorities and the effects those priorities have on the types of products and retail experiences that are best positioned to align with consumers’ needs.

**Benefits include:**
- Understanding macro consumer lifestyle needs helps members strategize their product development plans and helps retailers consider how to populate their inventory.
- Keynote at The Inspired Home Show will provide update to trends and their effects on categories and retail.
- Display at the Show will showcase products illustrating the trends.

### Housewares SmartBrief

This free newsletter delivers a snapshot of the housewares industry with news from Industry and other leading sources to more than 20,000 opt-in subscribers.

**Benefits include:**
- Summaries of industry relevant news, written by expert editors to save you time and keep you informed and prepared.
- Reach retailers and other industry professionals through advertising at reasonable rates.

**Housewares.org/Education/Reports**

### Webinars

IHA curates presentations on critical issues to educate members on the latest industry developments. All webinars are free of charge and cover a variety of industry topics to help you increase your ROI at The Inspired Home Show, market globally or stay on top of current industry trends.

**Benefits include:**
- Webinars are recorded live and posted on IHA's website for access anytime.
- Presenters are industry experts or IHA's business solutions partners.
- Topics covered include trends in cook and bakeware, trend licensing, integrating traditional and online marketing, global homewares trends and opportunities, making the most of your Connect 365 listing, marketing opportunities for The Inspired Home Show and booth design and booth etiquette.

**Housewares.org/Education/Webinars**
Bringing Buyers and Sellers Together

The Inspired Home Show is your opportunity to join the world’s largest audience of home goods and housewares professionals.

Annually, the world’s most important home + housewares professionals gather to do business at Chicago’s state-of-the-art McCormick Place Exposition Center. As the industry’s not-for-profit trade association, IHA is charged by its membership with creating a singular event that brings together buyers and sellers in the most efficient and cost-effective manner. The Inspired Home Show, formerly known as the International Home + Housewares Show, is owned by the housewares industry, directed by a Board of IHA-member chief executives and operated as a benefit to the industry. IHA Regular Members receive a discount on booth space at The Inspired Home Show.

To help exhibitors tap the global market, the Show brings together retailers from around the world and from many diverse retail channels. On the U.S. side, attendees include buyers and senior-level executives from the key domestic retailers and internationally, the Show attracts attendees from more than 125 countries.

Why exhibit:

- Access to key U.S. retailers and buyers from more than 125 countries.
- Free list of pre-registered news media before the Show.
- Free list of all registered buyers and news media after the Show.
- Free value-added services including online directory listing, badges, meeting rooms, educational webinars, Exhibitor Services Kit and Exhibitor Marketing Kit.
- More than 500 million consumer impressions generated by news media coverage of the Show.

TheInspiredHomeShow.com
in Person

Value-Added Seminars, Displays & Events

The Show includes a full schedule of educational seminars including keynote sessions on color, consumers and hot industry trends; presentations on innovation, design and relevant business issues in the Innovation Theater; and programs on product development and marketing in the Inventors Revue. Special displays feature Pantone Color Trends and the IHA Global Innovation Awards (gia) honoring excellence in product design, global retailing and student design. Network with colleagues and buyers at the Networking After Dark Reception, “HYPE” Housewares Young Professionals Event and the Housewares Cares gala.

Exhibiting in The Inspired Home Show includes a year-round listing of a company’s brands, products and contacts on Connect 365, IHA’s digital marketplace – and an ecommerce opportunity through Connect COMMERCE. With nearly 1 million pageviews, Connect 365 can help exhibitors stay in front of retailers, media and consumers... throughout the year!

For more information, visit: TheInspiredHomeShow.com
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* Executive Committee Member
IHA COMMITTEES

The committees and councils listed here provide valuable services to IHA members and act as advisory resources to IHA’s Board of Directors and the housewares industry.

RETAILER ADVISORY COUNCIL
The Council provides customers’ perspectives on trade show issues and input on trade show and product planning, execution and measurement.

Board Liaison
• Yvette Laugier, Peugeot Saveurs North America, LLC

Council Members
• Taren Bachmann, Target
• Sheri Best, HEB
• Tom Hayes, HomeGoods
• Paige Kelly, Wayfair
• Sunipa Kreuzer, Crate & Barrel
• Robert LeBrun, Big Lots Stores, Inc.
• Eva Lorenz, Amazon.com
• Alex Ogof, Bed Bath & Beyond
• Mark Russell, Dollar Tree Stores
• Russell Winters, Walmart Stores, Inc.

SPECIALTY RETAILER ADVISORY COUNCIL
The Council provides specialty retailers’ perspectives on trade show issues and input on trade show and product planning, execution and measurement.

Board Liaison
• Jacob Maurer, The Cookware Company, LLC.

Council Members
• Micheile Catafo-Crowley, Wegmans
• Mary Liz Curtin, Leon & Lulu
• Jill Foure, Marcel’s Culinary Inc.
• Michael Higdon, National Building Museum
• Doug Huemoeller, Kitchen Window
• Janis Johnson, Gourmet Catalog & Buying Group
• Bob Kratchman, Kitchen Kapers
• KC Lapiana, In The Kitchen
• Howard Thornton, San Francisco Museum of Modern Art
• Dave West, Rolling Pin Kitchen Emporium
• Chris Wiedemer, Cook’s World

GLOBAL RETAILER ADVISORY COUNCIL
The Council provides global buyers’ perspectives on trade show issues and input on trade show and product planning, execution and measurement.

Board Liaison
• Steve Greenspon, Honey-Can-Do International LLC

Council Members
• Maximo Bach, MercadoLibre, Argentina
• Michelle Dickinson, Burton Mcail, UK
• Sandra Dobbins, Master Distributors, Australia
• James Ge, Euroidea Corporation, China
• Leonella Gomez, Kado, El Salvador
• David Nourse, Koola World, South Africa
• James Karani, Yuwa, Japan
• Jackson Liang, Genesis, China
• Jonathan Lim, Katrin BJ, Malaysia
• Meir Maryena, Tendencias y Conceptos, Mexico
• Liz Oldfield, Milly’s, New Zealand
• Ben Phillips, Divertimenti, UK
• Chris Shipton, Jascor Housewares Inc.
• Pavel Stanek, Potten & Pannen, Czech Republic
• Susan San Miguel, Gourdo’s, Philippines
• Helen Widjaja, PT ACE Hardware, Indonesia

GOVERNMENT AFFAIRS COMMITTEE
The Committee plays an integral role in policy development and implementation by providing recommendations and direction on federal legislative and regulatory issues and on initiatives that could impact the business interests of the housewares industry. It also provides guidance on long and short-term grassroots action plans.

Board Liaison
• Thomas Nichols, Pretika Corporation

INTERNATIONAL BUSINESS COUNCIL (IBC)
The International Business Council is a special interest group of IHA members, dedicated to helping its membership market and sell their products internationally by sharing information, providing networking opportunities and offering programs to assist, support and educate.

Board Liaison
• Mike Otterman, Lodge Cast Iron

President
• Henrique Boscolo, Winix Inc.

YOUNG PROFESSIONALS ADVISORY COUNCIL
Assists IHA in making the Show more meaningful for a younger audience and offers advice on how to bring more young people into the industry.

Board Liaison
• Kim Cole, Gleener Inc.

EXHIBITOR TRADE SHOW ADVISORY COMMITTEE
The Committee provides customers’ perspectives on trade show issues and input on trade show and product planning, execution and measurement.

Board Liaison
• Paul Cosaro, Picnic Time Inc.

Committee Chairperson
• TBD

CONSUMER ENGAGEMENT COMMITTEE
The committee is focused on creating meaningful opportunities for IHA members to engage consumers with the ultimate goal of increasing housewares sales.

Board Liaison
• Kris Malkoski, Newell Brands

For a complete list of committee members, go to Housewares.org/IHA/Committees