

IBDEA Happenings

July 2022



IBDEA Headquarters

14070 Proton Road, Suite 100

Dallas, TX 75244

Phone: 972.233.9107 x 216

Toll-Free: 877.40.IBDEA (42332)

Email: info@ibdea.org

CJ Marchain, Account Executive

Email: cj@madcrouch.com

Phone: 972.233.9107 x 216

Cell: 214.597.9507

Lenette Egan, Executive Director

Email: theIBDEA@gmail.com

Cell: 406.459.8132

Notes from IBDEA Headquarters

Welcome to the second half of 2022! We hope you had a successful first half and wish you an even better second half.

The Management Team is excited to start planning the **2023 Conference** with Conference Chair Molly Arehart of Helget Gas Products. Molly has picked what we feel is the perfect theme for the New Orleans conference. Make sure you save the date February 23-27. Registration will open soon, but you can book your hotel room now.

IBDEA continues to develop new and renewed synergies with our industry partners. Our most recent connection is with the Gases and Welding Distributors Association (**GAWDA**). We are excited to announce that we will have a booth at their Annual Convention in October. Likewise, they will have a booth at our Conference in New Orleans. **Shout out to the Board of Directors, Amy Bruecks** of City Carbonic; she presented on behalf of the IBDEA at BevTech 2022, **ISBT**'s annual meeting. View all **Industry Partners** in the Member Portal.

Thank you to those that participate in our quick impromptu surveys. We appreciate your time and effort in helping us move the association in a direction that best serves its members.

Connect * Network * Succeed

Lenette Egan and CJ Marchain



Hose & Tube
Cutter™

A Square Cut Every Time!

www.hoseandtubecutter.com



P: 888.842.9192

2023 Conference Chair News



Hello IBDEA Family! I am extremely honored to be your 2023 Conference Chair, and I look forward to working behind the scenes with Lenette and CJ to see how all the magic happens.

Get ready to
"UNMASK YOUR POTENTIAL"
in New Orleans, February 23-27.

Molly Arehart
Helget Gas Products

Don't wait... book your room now!

[Hotel Reservations](#)

The Story #7: Do You Choose Hard?

By **Dirk Beveridge**, *UnleashWD*, Dirk@unleashwd.com

What Does It Mean When We Get To Choose Our Hard?

"Don't be seduced by the easy."

For years I have been drawn to this core belief of Joe Nettemeyer, President and CEO of Valin Corp. When Joe was a guest on my Innovate for the Future podcast, Joe explained why this had become a foundational leadership principle he's instilled throughout his organization:

"What we've been seduced by has been a long history of traditional significant growth. We could just ride the wave. It wasn't important to lead, it was just important to service what was rolling through the door. Now, we have to create demand, not just service demand, and that takes a different thought process. It's really challenging, and a lot of people don't want the challenge. They've gotten seduced by the easy."

Now here is the thing, Joe finishes his thought with this gem:

"But there is opportunity in not being seduced by the easy."

I believe there is greatness in overcoming what I call the "healthy struggle."

When you think about it, you accept this struggle every day. Where you are at, wherever you are at in your life at this moment, you have a 100% batting average at getting through the struggle of life.

[read more](#)

The Story.
FROM DIRK BEVERIDGE

Upcoming Events



Join our host
Andy Pincus
for an
IBDEA Members
Virtual Open Forum
August 24, 2022
1:00-2:00 pm CDT

[Register](#) to attend this FREE member benefit.



Carbonation 101

East Coast Class

OCTOBER 13-15, 2022

[Click to Register](#)

Only a few seats remaining for the IBDEA U Carbonation 101 schools. Class sizes are limited so don't wait and [register NOW!](#)

IBDEA Knowledge Center

[Safety Documents](#)

[Compliance Documents](#)

[Technical Guidelines](#)

CANDUIT CONNECTION

Hiring?

Let us help take the guesswork out.

Click this ad for details



Past issues are on our website at

[IBDEA.org | News | IBDEA Happenings](#)

[IBDEA.org | News | Member Reports](#)

[Submit IBDEA Member News](#)

International Beverage Dispensing Equipment Association | [IBDEA.org](#)



[Advertising Opportunities](#)

