NAHAD 365

April 2025

2025 NAHAD Annual Convention Recap



41th Annual

NAHAD

Meeting & Convention

APRIL 12-15, 2025

Tampa, Florida, JW Marriott Water Street

#NAHAD2025







Thank you to everyone who the 2025 NAHAD Annual Convention. **This year's event** marked our largest gathering since 2018, a powerful reflection of our industry's continued momentum and vitality. With over 120 exhibitors featured in the Showcase

for Hose Solutions, attendees had ample opportunities to explore the latest innovations and forge valuable connections.

The convention featured compelling keynote sessions from industry thought leaders, including Sam Richter who spoke on the transformative power of generative AI and smart networking strategies. Jeff Bush provided an insightful, nonpartisan look at the political and economic landscape following the 2024 elections. Lauren Saidel-Baker delivered an economic outlook that highlighted challenges and opportunities ahead in 2025, 2026, and 2027.

NAHAD also celebrated the exceptional contributions of its members. Congratulations to Harry McGill, recipient of the prestigious Carver Award, and to Brian Pellegrin, honored with the Eagle Award for his outstanding leadership as NAHAD President. We proudly recognized Andrew Christmas for his dedicated service as HSI Committee liaison, as well as outgoing Board members Tripp Batey, Scott Nelson, and Mike Braucher for their years of commitment.

During the Annual Convention, **Mike Mortensen** was announced as NAHAD's new President. We look forward to his leadership as we continue to strengthen our community and advance our industry.

From the unforgettable opening reception at the Tampa Aquarium to the engaging Manufacturer and Associate Hospitality Suites and the lively closing party, this convention was filled with meaningful connections and lasting memories. Thank you for making it a truly remarkable event. We look forward to building on this momentum together.







Take a Look at the Highlights

View Speaker Presentations

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Meet NAHAD's Newest President



We are proud to welcome **Mike Mortensen as NAHAD's new President**. As President and CEO of ARG Industrial, Mike brings deep industry knowledge and a long history of nvolvement with NAHAD. From serving on key committees to his impactful tenure on the 3oard, his dedication to the association and our members makes him exceptionally well positioned to lead NAHAD into the future. We had the opportunity to sit down with Mike to hear about his vision for the year ahead and what NAHAD means to him.



Please Note: The video will open it in a new tab.

Industry News



Advertising with NAHAD

Looking to reach key decision-makers in the hose and hose accessories industry? NAHAD offers a variety of advertising opportunities designed to maximize your visibility and connect you with a targeted audience. To explore available options and make a purchase, please contact NAHAD's Sales Director, Bethany Garcia, at bgarcia@nahad.org.

View 2025 Prospectus



Enhance Your Training with HSI

With NAHAD Academy, members, regardless of size or budget, can provide their teams with anytime, anywhere access to interactive coursework designed to improve knowledge retention and skill development. For members with their own Learning Management System, enrolling in a HSI course is a great way to seamlessly integrate high-quality, industry-specific content into your existing training programs. Contact education@nahad.org to request a license subscription or to receive more detail about Academy offerings.

Member News

Hanna Rubber Celebrates 100 Years of Excellence in the Rubber and Plastics Industry





Hanna Rubber Company, a leader in the rubber and plastics industry, proudly marks its 100th year in business this April. Established in 1925 by brothers J.C. and R.J. Hanna in downtown Kansas City, Missouri, Hanna Rubber has grown into a premier provider of standard and specialized rubber products serving the construction, automotive, military, industrial, and manufacturing industries.

Read More.



New Member: Resato High Pressure Technology

Resato High Pressure Technology is excited to join NAHAD and connect

with key players in the hose and accessories sector. With over 30 years of experience, they have built a strong reputation as a trusted expert in high-pressure technology. Specializing in solution-focused equipment for gas and hydraulic pressure tests, they provide cutting-edge hose testing units to ensure quality, safety and durability. As a new

NAHAD member, they look forward to expanding their network, collaborating, and sharing expertise in hose testing and high-pressure applications. They are excited to attend the NAHAD Annual Convention this year and connect with fellow members.

Leads Tab - Report Improvements



We're excited to share an improvement to our reporting for Sales Lead Management systems, designed to enhance the experience for both manufacturers and distributors.

When you open your reports, you'll now see a new tab called "Leads." Previously labeled 'Companies," this tab has been updated to provide a clearer, more intuitive view of the eads assigned to you.

Read More.

More NAHAD News & Happenings



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