

# Where is the welding industry headed?

The CEO of Lincoln knows. Economist Alan Beaulieu knows.

# Head to WEMCO's annual meeting or be left behind.

Non-member executives are encouraged to participate.



**2015 Annual Meeting**  
**Feb. 25-27**  
**Vinoy Renaissance Resort & Golf Club**  
**St. Petersburg, Fla.**

**Theme: Welding Industry Consolidation and Globalization**



The WEMCO Annual Meeting is filled with unparalleled networking opportunities and enlightening presentations. Renowned economist Alan Beaulieu of the Institute for Trend Research will again be our keynote speaker. Network with additional speakers such as Lincoln Electric CEO Chris Mapes and *Industrial Distribution Magazine's* Jack Keough.

**Non-members are welcome to attend and experience the full benefits of networking with your industry peers!**



Register at [www.wemco.org](http://www.wemco.org). For more information, please contact Keila DeMoraes at [kdemoraes@aws.org](mailto:kdemoraes@aws.org) or 800-443-9353, ext. 444

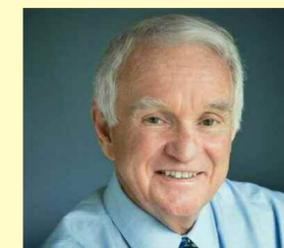


## MEET THE SPEAKERS



**Chris Mapes**  
Chairman, President, and CEO  
Lincoln Electric

Chris Mapes was appointed chairman of Lincoln Electric in December 2013, and president and chief executive officer in 2012. Previously, Chris was Lincoln's chief operating officer, the position he was appointed to when he joined the company in 2011. He was elected to the Lincoln Board in 2010 while serving as executive vice president of A.O. Smith Corporation and president of its electrical products unit. Prior to his career at A.O. Smith, Chris was president, motor sales and marketing of Regal Beloit Corporation and had also served as president of the Global OEM Business Group of Superior Essex, Inc.



**Jack Keough**  
Contributing Editor and Associate Publisher  
*Industrial Distribution Magazine*

Jack Keough has been researching and writing about the distribution/manufacturing sector for 30 years. He has served as contributing editor and associate publisher for *Industrial Distribution Magazine* of Madison, Wis. for 26 of those years. Jack is also the president of his marketing and consulting firm, Keough Business Communications, and contributing editor for *Electrical Distributor* magazine and its website. He has written extensively about distribution management, sales and technology issues that have changed industrial distribution in the past three decades.



**Dave Marquard**  
Director of Product Management  
Integral Ad Science

Dave Marquard is director of product management for an NYC-based advertising technology startup. For 15 years, he has held leadership roles in product management, engineering, and marketing at internet technology and enterprise software firms such as Google, IBM, and Lombardi Software. Dave was an endowed scholar in engineering at Duke University, earning degrees in electrical engineering and computer science. As an undergrad, he was a teaching assistant in the Department of Computer Science at Duke for three years. Later, he returned to Duke's Fuqua School of Business for an MBA.



**KEYNOTE SPEAKER: Alan Beaulieu**  
Economist and President  
Institute for Trend Research

One of the country's most informed economists, Alan Beaulieu is a principal of ITR Economics, where he serves as president. He is co-author of *Make Your Move*, a book on how to increase profits through business cycle changes. He is senior economic advisor to the NSW, chief forecaster for the European Power Train Distributors Association, and chief economist for HARDI. Pronouncements from the Institute for Trend Research and/or Mr. Beaulieu have appeared in/on the *Wall Street Journal*, *New York Times*, *USA Today*, Knight Ridder News Services, *Business Week*, Associated Press, *Washington Times*, CBS Radio, CNN Radio, Sirius talk radio, KABC, NPR affiliate WLRN, and other outlets.