

## Innovate 2016 Spans Generations with Shared Message of Success and Support for Others

**NARSA**  
The International Heat Transfer Association

**REINVENTING YOUR BUSINESS**

**INNOVATE 2016 CONFERENCE**

**SAN ANTONIO, TX • APRIL 22 & 23**

**INNOVATION • KNOWLEDGE • OPPORTUNITIES**

**Workshops**  
Strategic Planning and Follow Through — Mark Taylor, ERS Cooling  
Industry Talent — Obtaining, Sustaining & Terminating Employees — Barbara Barlow, B Barlow Sales Solutions, LLC  
How to Channel the Power of Social Media — Liz Juchno, NARSA's Digital Media/Marketing Coordinator and Account Manager  
Revive Marketing in Pittsburgh, PA  
Finding, Designing and Building a New Facility — Kyle Rickermann, Alton Radiator & A/C, Fenton, MO  
Plus more.

This is a unique and very special conference for business owners and managers in the business of fixing, building, and selling heat exchangers for transportation and industry. Topics and speakers have been selected for their unique perspectives on this very special niche. Expect real experiences from people who like you have and continue to make their living in the heat exchange, radiator and air conditioning service and product world. Take this opportunity to learn from others in the business. Relax, learn, share, and enjoy at the conference in one of the best conference destinations in the nation.

**Friday, April 22**  
Sessions, Workshops, Table Top Exhibits, Happy Hour  
Educational sessions begin at 1:00 pm.

**Saturday, April 23**  
Sessions, Workshops, Table Top Exhibits  
Educational sessions begin at 8:30 am and end at 4:00 pm

General Sessions and Workshops Focus on Business Management for the Heat Exchanger Service and Parts Industry

Two Great Keynote Speakers:  
Lessons Learned from a Lifetime in the Business (Friday afternoon)  
Retired in a kind of way that spreads summers in the shop, Frank Finger of Finger's Radiator, located in North Brunswick, NJ, shares his story that covers 35 years in the business. He began his journey like many other NARSA members as a child of five who was raised right next door to his father's business. Through the years he built a radiator business that started with more than 300 employees, manufacturing operations, service centers, and 35 warehouses. He sold most of that but still keeps his hand in the original repair business. Frank shares his story and his insights.

Time Management, Responsibilities of Ownership and Communicating the Why (Saturday Morning)  
Jim Butitta is the former owner of Butta Brothers headquartered in Rockford, IL. The business was a multiple location radiator, general auto service and repair business that has its roots in the radiator and a/c parts and service business. Jim was born into the business and he grew it before retiring. He will address time management and goal setting, responsibilities of ownership, and communicating the why. Jim is currently a practicing business consultant.

**SAN ANTONIO, TX –** “Innovate 2016, “the NARSA spring conference, provided an audience of loyal NARSA business leaders with a refreshing outlook as the 2016 season begins.

Two great leaders with proven track records in building successful businesses provided detailed and personal accounts on how they succeeded. Both [Frank Finger](#) and [Jim Butitta](#) acknowledged that lion’s share of their accomplishments came by surrounding themselves with talented people.

They were both inspiring and both shared genuine and emotional messages about the importance of respect for others and sharing.

Workshops gave the conference participants time to learn from experienced facilitators and from their peers in a comfortable setting. Workshops on social media, DPF filters, employee management, constructing facilities and strategic planning were presented by industry insiders who are currently walking the walk.

Said NARSA executive Wayne Juchno, “The conference was designed by business leaders for business leaders. The result was a solid program. It is very important for our members to stay in touch with the past as well as plan for their future. We had three generations of members representing their businesses. It was really exciting to see the generational give and take. I hope we can do this again next year. I would hope those who attended would come again and bring others.”

**NARSA could not have produced this special conference without the support of a group of leading companies and members. Special thanks to Innovator Sponsor: [C, G & J](#); Partner Sponsors:**

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**Thank you to the all-star cast of presenters: Frank Finger, Jim Butitta. Darlene Barlow, Mark Taylor, Joel Christianson, Liz Juchno, and Kyle Rickermann.**

**[Visit our Facebook page for pictures of NARSA Innovate 2016.&nbsp;](#)**