

› Electric Resistance Heating Section Launches Outreach, Names Leadership

The NEMA Electric Resistance Heating (ERH) Section recently implemented a campaign to educate consumers on the benefits and advantages of electric heat. Based on the podcasts “What is Zone Heating?,” “A History Lesson on Electric Resistance Heating,” and “Electric Resistance Heating Tackles Misconceptions,” the section has reached 500+ people with important consumer and industrial information.

The campaign also includes driving consumers to www.advancedheat.org; submitting feature articles for *ei* magazine, *eiXtra* (NEMA’s bi-weekly e-newsletter),

and industry/trade publication(s); and a social media marketing plan, which includes electric resistance heating facts and trivia.

During a recent section meeting, a white paper entitled “Market Benefits of Electric Resistance Heat,” was approved and will be used to educate consumers, federal and state regulators, and standards developers on the benefits and advantages of electric resistance heat.

Also during the meeting, NEMA recognized Jim Garrigus (Marley Engineered Products) as retiring chairman, Dan Berry (TPI) as new

the chairman, and Hutch Johnson (Cadet Manufacturing) as the vice chairman. The section has also launched a new Market Data Report, which provides participating members with market information. ☎

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For more information on ERH visit
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