



GERMAN AMERICAN BUSINESS CHAMBER  
OF SOUTH FLORIDA



Dear GABC members and friends,  
we are pleased to invite you to our

## **German American Award of Excellence 2019**

on May 21, 2019, at 6.00 pm  
at Ironside Kitchen Pizza & Coffee Co.

[\*\*Register\*\*](#)

The Award will be honored to



**Jan Heck**

## President at Miele USA

Miele, founded in 1899 and is now in its 4th generation of family ownership and one of the world's leading manufacturers of premium domestic appliances. Since August 2016 Jan Heck has been the President of Miele USA. He is responsible for leading the US Division for Miele & Cie GMBH. Drive topline sales, engaging new and strengthening existing channels.

He is not only a member of the Board of Directors of the GABC, he is also a Board member of the German Chamber of Industry, New York and Vice-Chairman of the Canadian German Chamber of Industry & Commerce since 2012. He is also a member of the St. Josephs Health Centre Foundation.

Before he came to the US, he worked 17 years as President for Miele Limited Canada. Responsible for managing growing sales in Canada after industry-wide market declines revealed the need to redefine the entire business model including customer engagement and sales strategy.

In an effort to build brand awareness, he designed a new strategy, engaged sales and marketing team, advertising, and PR agencies. Built a national sponsorship network including agreements with Tennis Canada, Alpine skiing, supporting philanthropic events and the top TV Canadian cooking show, Master Chef. This branding effort contributed to the growth and legacy of Miele. As a result of this effort, voted second best small/medium size company to work for in Canada by Hewitt & Associates.

From July 1996 to March 1999 he was President of Bizerba Canada, a German company who is specialised in industrial weighing and labeling technologies for industry and trade.

Recruited by the Board of Directors, to transform the organization. Achieved a 13,000-basis point improvement to profitability, and one of the highest EBITA contributors in the organization. Grew market share significantly to become industry leading company in Canada amongst all major retailers.

Previously he worked two years as the Managing Director of Bizerba United Kingdom. Jan Heck restructured all operations, renegotiated vendors, and minimized excessive costs while revamping sales and customer engagement strategies. Within two years, was asked by the Board to duplicate that achievement for Bizerba.

[LinkedIn](#)

### **Ironside Kitchen Pizza & Coffee Co.**

7580 NE 4th Ct, Miami, FL 33138

Parking area -  
available next to the restaurant

[Driving Directions](#)



Member	\$65
Non-Member	\$75
Dresscode	Cocktail Attire

Your reservation includes wine, beer and hors d'oeuvre.

[Register](#)

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## Sponsorship Opportunities

### Advertisement in the invitation and program

You have the opportunity to place your logo as well as a business card sized advertisement in our invitation and program

\$100 card size advertisement (5x9 cm / 2x3.5 inch)

[Contact for advertisement opportunities](#)

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### Auction items

During the Award we will have a silent and a live auction.

This is a rewarding opportunity to advertise your company by donating a service or product which will be presented and offered for auction.

giving your company unique  
opportunity to reach the local  
international business and  
diplomatic community

promote your company before  
and at the event and show  
promotional material



Your business name and  
logo will be attached

- on the item
- on the invitation
- on social media
- in the program

**Contact to provide an auction item**

## Sponsorship Packages

- **Logo Exposure** in the event communications as following: Company logo and link to website on all invitations sent out via **email** to up to **5,000+ contacts**
- Logo and link to social media website in the dedicated **post** of the event on **GABC' social media platforms**
- Company logo on event's invitation on the **GABC website**
- **Display table for networking** activity during the event
- **Display of marketing materials:** possibility to bring your own visual support (free standing banner, brochures etc.) + distribution of marketing tools

**Each Sponsorship package includes the above and then according sponsorship level as chosen below:**



- 6 tickets (total) to GABC flagship events (e.g. Award of Excellence)
- Integration of Platinum Sponsor's brand name and logo in all GABC correspondence: emails, letters, mailings and website
- One year free Trustee membership



- 4 tickets (total) to GABC flagship events (e.g. Award of Excellence)
- One year free Trustee membership



- 2 tickets (total) to GABC flagship events (e.g. Award of Excellence)
- One year free Trustee membership

For advertisement opportunities,  
donate an auction item  
or become a sponsor  
email [miami@gabc.us](mailto:miami@gabc.us)  
or call 305-371-4282

As always, thank you for your  
loyalty and support.

Sincerely,  
The GABC Team

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