

# MEET THE BOARD



**Ben DeGiulio**  
HIRA Board Treasurer  
2018 - 2019

President  
DeGiulio Associates

*With so many members, it's not easy to get to know every rep, manufacturer and service provider.*

*"Meet the Board" is a new addition to the HIRA website that gives readers the chance to learn a little bit about our elected board, including how their time is spent in and out of the office.*

*For this profile, meet Ben DeGiulio. He has been in the rep business for 25 years and has been active in HIRA since 1999. He now serves on the board as Treasurer.*

*Board Secretary – Bailey Cobbs asked Ben a few questions, here's what he had to say.*

**How long have you been a member of HIRA?**

I believe since 1999

**What is it about HIRA that makes you continue your membership?**

For me, it's about education. Learning what you need to do to be successful and about networking. Over the years I have met many fine people from all over the country who are now my friends.

**How long have you been in rep the business?**

I started in 1993

**Briefly describe your rep Firm?**

We are a medium size firm, with 5 people devoted to sales, and three service teams to install the products we sell.

Our firm's focus is equipment and furnishings. We do space planning and offer white glove service to the end users or dealers.

My team includes my son Joseph who's focus is long term care and technology. My daughters Christina and Diana who focus is furnishings and acute care along with a new hospitality division.

**What Innovations, best practices and/or changes has your firm made recently?**

We are initiating a company calendar that has been helpful... in spite of me.

**How has your product sector and/or market place changed in the last two years?**

We are now selling technology products that has been more successful than I had expected. We also have a furniture division that doubled in size the last two years.

**What have you learned and/or what contacts have you made through HIRA that have had the greatest positive impact on your business?**

I take something back from every meeting.

**What is one interesting fact that people may not know about you?**

I would like to live in Italy for 6 months. I keep threatening to do a semester abroad.

**Tell us a little about yourself, outside of your work as a rep.**

Most of us in sales are competitive, no surprise. I love sports. Season ticket holder to the NY Giants, crazy about the Yankees and if there were two snails having a race I would watch. Eating great food, especially Italian, takes up much of my planning along with fine wines. My wife Lisa of 35 years is a great cook and companion.

Relaxing for me is 'a work in progress' but a day at the beach allows me to unwind.