



NATIONAL ASSOCIATION OF
ELECTRICAL DISTRIBUTORS

Smart Tools for Smart Distribution®

81st Annual Lake Michigan Club Conference



June 17 - 20, 2010
Grand Geneva Resort & Spa
Lake Geneva, WI

CONFERENCE HIGHLIGHTS

- Friday's session will include a look at "What's NEW at NAED?" Get a behind-the-scenes look into Washington's political landscape to understand today's political trends and developments, and learn how these changes could impact your business.
- Saturday's session "Risk, Originality and Virtuosity," learn the requirements for a perfect 10 in business and in life.
- Build lasting industry relationships by attending the networking opportunities throughout the conference

HOUSING REGISTRATION DEADLINE

Thursday, June 3, 2010

NAED STAFF LIAISON

Brian Peters, Regional Manager
bpeters@naed.org

Rhonda Parkinson, Meeting Planner
rparkinson@naed.org

REGISTRATION FEE FOR YOU AND YOUR SPOUSE/GUEST INCLUDES:

- Thursday Welcome Reception
- Friday and Saturday Family Continental Breakfasts
- The Hospitality Suite
- Friday Evening Reception, Dinner and Entertainment
- Friday and Saturday Business Sessions

DRESS CODE

Golf/resort casual



THE FEATURED SPEAKERS



Gregory S. Casey
President and CEO BIPAC
www.bipac.net
Greg Casey became President & CEO of the Business-Industry Political Action Committee (BIPAC) in 1999.

Armed with the ultimate insider's understanding of Washington's political machinery, tempered with real-world business experience, he has been a principal behind-the-scenes operative in a multitude of campaigns at the local, state and federal level as well as contests for Congressional leadership for over thirty years.

Greg also possesses extensive experience in both business and association management, including three years as the Executive Vice President of the Homebuilders Association of Southwest Idaho, two years as a Vice President of Pioneer Title Corporation and four years as the President & CEO of the Idaho Association of Commerce and Industry. Greg has been a principal in several private ventures and remains a senior partner in the Idaho based consulting company, Veritas Advisors, LLP.

Greg has served or is serving as an officer or member of the board of several organizations including the Idaho Council on Economic Education, Foundation for Free Enterprise, Boise Futures Foundations, The Executive Committee of the National Council of State Manufacturing Associations, University of Idaho Foundation and The George Washington University School of Political Management.

A fifth generation Idaho native, Greg graduated from The University of Idaho with a degree in Political Science and History, and has completed graduate programs in Legislative Affairs through the Library of Congress.

Greg regularly provides political commentary on national radio and television and is often quoted in such publications as The Wall Street Journal. The Washington Post once referred to him as a "Washington All Star."

Peter Vidmar: Converting Olympic Gold into Corporate Wisdom www.petervidmar.com

Peter Vidmar is a powerful and entertaining speaker who has helped people throughout the country realize and fulfill their own potential. He does much more than just speak about his experiences. In his inspiring, humorous, and entertaining presentation, he also performs portions of his Olympic routine on the pommel horse to drive home his message. He demonstrates the three components of a perfect score in gymnastics - Risk, Originality and Virtuosity (ROV) - and discusses how these principles apply to success in business and life. His message brings something unique and refreshing to the corporate arena.



Peter Vidmar is the highest scoring American gymnast in Olympic history. The winner of numerous national and international titles, Peter finished his successful career at the 1984 Olympic Games. As the USA men's gymnastics team captain, he led his teammates to America's first ever team gold medal with their stunning upset victory over the defending world champions, the People's Republic of China. He went on to win the silver medal in the individual all-around competition (the first American to have won an Olympic All-Around medal), and with a perfect score of 10, he captured the gold medal on the pommel horse.

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THURSDAY, JUNE 17, 2010

LMC OPEN GOLF

Interested players must book their own tee times by calling Garrett Mack (262) 248-2556x5467 at the Grand Geneva pro shop.

4:00 - 7:00 PM
CONFERENCE REGISTRATION

Grand Geneva Lobby
Please note check in time is 4 PM. If you need early check-in, please call the resort to request it prior to arrival.

DINNER ON YOUR OWN

The concierge at the Grand Geneva (262) 248-8811 can assist you with reservations. Check out www.OpenTable.com to make your dinner reservations online.

8:00 PM - 11:00 PM
WELCOME RECEPTION...FAMILIES WELCOME

Linwood Ballroom
Come and welcome our first time attendees to the Lake Michigan Club Annual Conference. Join us for an after dinner drink and dessert. The ice cream sundae bar is back by popular demand. It's a great time to rekindle old friendships and make new acquaintances.

FRIDAY, JUNE 18, 2010

7:30 - 9:00 AM
CONFERENCE REGISTRATION

Linwood Ballroom

7:30 - 10:00 AM
CONTINENTAL BREAKFAST...FAMILIES WELCOME

Linwood Ballroom

9:00 - 11:00 AM
BUSINESS PROGRAM...Spouses are welcome to attend

Maple Lawn C

WELCOME REMARKS
Brad Selby, CED, LMC Chair

WHAT'S NEW AT NAED?, Brian Peters, NAED Regional Manager

KEYNOTE
"Bursting Washington's Bubble", The Hon. Gregory S. Casey, BIPAC President and CEO

"Washington Insider" according to the Washington Post, Mr. Casey will share his insights on how things work (or don't) in Washington reflects his decades as a businessman in real America. In this presentation, Greg will talk about what we think we know about how to advocate our positions and affect political outcomes may not necessarily be correct. Greg will help uncover strategies and identify ways businesses can be more effective in this process. He will discuss why the 2010 elections offer business interests an unprecedented opportunity to reshape the nation's political landscape. With major policy issues facing the business community, these issues may well be won or lost based on grassroots support. It's critical that all of us who care about those policies are engaged in the discussion! To learn more about BIPAC visit www.bipac.org.



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FRIDAY, JUNE 18, 2010 (cont.)

12:30 PM
LMC OPEN GOLF

Call Garrett Mack (262) 248-2556x5467 at the Grand Geneva pro shop to book your foursome. NAED has tee times for seven foursomes reserved this year for a 12:30 PM start on the Highlands. The tee times will be held until May 18th and then they will be released for sale to the public. Don't be disappointed...book early!

6:30 - 10:30 PM
KID'S PROGRAM

Entertainment is included. See the "Kid's Program" flyer for more details. Snacks ONLY...dinner is **NOT** included.

Pre-Registration is required—see registration form for fees.

6:30 - 10:30 PM
"WIGGED OUT" COCKTAIL & DINNER
Salon BC



Lake Michigan Club's annual Friday evening theme this year is...**"WIGGED OUT"**. Cover your heads! Think WIGS, think HATS, think FLOWERS, FANS, FEATHERS and FEDORAS; whatever your style...come ready to party! The hair you have always dreamed of starts here!

Get dressed down! Get dressed up! Enjoy an evening of food, fun and more with Chicago's "funny man" Ken Barnard. His approach to comedy involves creating an unconventional, engaging experience with jokes, music, skits and bits.

New this year...if you are golfing on Saturday...we will have a lottery drawing going on throughout the evening to determine the West Kinander, Jr. Memorial Golf Tournament foursomes.

SATURDAY, JUNE 19, 2010

7:30 - 10:00 AM
CONTINENTAL BREAKFAST...FAMILIES WELCOME
Linwood Ballroom

9:00 - 11:00 AM
BUSINESS PROGRAM...Spouses are welcome to attend
Maple Lawn C

INTRODUCTORY REMARKS
Brad Selby, CED, LMC Chair

KEYNOTE
"ROV...Risk, Originality and Virtuosity: The Keys to a Perfect 10", Peter Vidmar, Olympian Champion and Author

In this powerful presentation, Peter converts Olympic Gold into corporate wisdom. Come see a live demonstration on the pommel horse, artfully blended into his speech, Peter uses the ROV principles to vividly describe requirements for a perfect 10 in business and in life. Audiences gain fresh perspectives on reaching higher levels of performance, using their creativity to separate them from the competition, and perfecting their needed skills on a daily basis. As Peter says, "If you want to be at

SATURDAY, JUNE 19, 2010 (cont.)

your best when it really matters, you've got to be at your best every time." Humor, relevance to his audience, high energy, drama and standing ovations are all characteristic of this presentation.

12 NOON
GOLFERS' LUNCH

Boxed lunches will be on your golf cart.

12:30 PM
WEST KINANDER, JR.
MEMORIAL ALL-INDUSTRY
GOLF TOURNAMENT

The Brute Course
All industry members are invited to play in this traditional 18-hole tournament, regardless of playing ability. The tournament will be a scramble shotgun start. **To participate, pre-register on the registration form with your handicap.**



LADIES 9-HOLE GOLF EVENT

Not an avid golfer? The 9 hole ladies scramble is for you! Get out with other Lake Michigan Club gals for a perfect afternoon of fun with old friends or come out and meet new friends.

Pre-Registration is required—see registration form for fees.

6:30 - 7:00 PM
HOSPITALITY AT THE PAVILION



Gather at the Pavilion while waiting for the annual Electri-flex "hole-in-one" contest drawing to take place when the last foursome rolls in. (You must be present for the drawing to participate.)

6:30 - 10:30 PM
KID'S PROGRAM

Entertainment and Snacks ONLY...dinner is **NOT** included. See the "Kid's Program" flyer for more details.

Pre-Registration is required—see registration form for fees.

7:00 - 10:30 PM
ALL-INDUSTRY CASUAL DINNER AND DANCE...ADULTS ONLY
The Pavilion

Come as you are...no need to change after golf. Come casual, relax and relive your afternoon round of golf. After dinner, plan to dance 'til the bitter end with DJ Joseph Alexander. What a finale to another great weekend of networking.

Dinner Ticket required—see registration form.

DRESS CODE

Golf/resort casual for all events



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What attendees had to say about the 2009 Lake Michigan Club Conference

"The Lake Michigan Club has allowed me to get closer to the owners and management of customers who attend."

BILL CASEY

Bill Casey Electric Sales

"I am glad that Gexpro made the commitment to attend this year's event, even though the economy would have made it an easy decision not to. Had we not attended, we would have missed out on some very relevant presentations/discussions on how to manage through these difficult times."

BRIAN LIZOTTE

Gexpro

"The Best Electrical Networking function in the Midwest."

BOB PORTER

Hubbell Wiring Device



Grand Geneva Resort & Spa
7036 Grand Geneva Way
@ Hwys 50 E and 12
Lake Geneva, WI 53147

Room Rate: \$189.00 per night

[Click here](#) for Grand Geneva reservations
Toll Free: (800) 558-3417

Housing Reservation Deadline: **June 3, 2010**

LMC PLANNING COMMITTEE

CED

Brad & Kiersten Selby - Chair

Active Electrical Supply Co.
Linda Fox & Jim Meister

IDEAL Industries, Inc.
Terry & Terry Stevens

Advance Electrical Supply
Steve & Janet Anixter

McDonald Associates, Inc.
Kevin & Susan McDonald

Agents Midwest Ltd.
Steve & Joyce Gigac

Panduit Corp.
Patrick & Michele Schragner

Allied Tube & Conduit
Mike & Erin Mahoney

Paramont Electrical Supply
Ken & Erica Gallagher

Bill Casey Electric Sales
Bill & Darlene Casey
Jeff & Jill Casey
Chuck & Donna Currie

Revere Electric Supply Co.
Eric & Jaime Eiseman
Tom & Syndy Eiseman

Brook Electrical Distribution
Mike & Marlene Wall

Steiner Electric Company
Rick & Carol Kerman

Callas/Kingsley Electrical Sales
George Callas

Emeritus Members
Archibald & Meek
Joe & Claire Archibald

CED

Leo & Mary Ellen Magrini

Active Electrical Supply Co.
Raymond & Christel Fox

Eaton Corporation
Ron & Pat Papini

Remke Industries Inc.
Tom O'Gara

Electri-Flex Co.
Ed & Lynn Marinelli

Steiner Electric Company
Harold & Joan Kerman

Gexpro
Brian & Maria Lizotte

Werner Electric Supply
Lynn & Lindalee MacDonald

Gordon Electric Supply, Inc.
Dan & Sharon Korthauer

Hubbell Wiring Devices
Bob & Dee Dee Porter

National Association of Electrical Distributors

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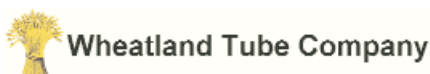


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2010 Lake Michigan Club Conference

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2010 LAKE MICHIGAN CLUB ANNUAL MEETING REGISTRATION FORM

Please complete registration form. Type or print clearly. Badges will appear as printed below.

Name _____ Badge name _____

Title _____ First Time Attendee yes

Company _____

Business Address _____

City, State, Zip _____

Business Phone _____ Cell _____

Company Email Address _____

Spouse/Guest _____ Badge name _____

Home Email _____

Table with 6 columns: Children attending, AGE, NAME, AGE, NAME, AGE. Two rows for child information.

Registration Fee for you and your spouse/guest includes: Welcome Reception, Hospitality Suite, Continental breakfasts, Friday "Wigged Out" Dinner, Business Sessions and Materials.

Member Type: Distributor

Manufacturer Value-Added Reseller Manufacturer Rep Tech/Service Partner

Table with 5 columns: Registration Fee, 1 - 3 registrants, 4 or more registrants, After May 17, Total. Includes a highlighted note about multi-discount.

Distributor \$360.00 \$310.00 \$460

Mfg, VAR, REP, All Other Member types \$415.00 \$360.00 \$515

Activity (per person) Registration Fee

Friday Night Kid's Program (1st child in family) \$ 45.00

Friday Night Kid's Program (each add'l child) X \$ 40.00

All-Industry Golf Tournament Handicap \$135.00

Ladies 9-hole Golf Outing \$ 65.00

Saturday Night Kid's Program (1st child in family) \$ 45.00

Saturday Night Kid's Program (each add'l child) X \$ 40.00

Saturday Night Dinner Ticket (per person) X \$ 59.00

TOTAL Enclosed

FAX first and then MAIL this registration form with check payable to: NAED-LMC10, PO Box 843703, Kansas City, MO 64184-3703

Receipt request

If paying with credit card, include your card information below and FAX to 314-991-3060.

AMEX Disc MC Visa Account# _____ Exp _____ CVV# _____

Name _____ Signature _____

CANCELLATION POLICY: Cancellations received in writing at NAED on or before MAY 17, 2010, will be charged a processing fee of \$100 per registrant cancelled. No refunds will be made for cancellations received after MAY 17, 2010.

Email cancellation notice to rparkinson@naed.org.