

# Women in Industry Forum

## Anita Bauer Presentation - 6/15/2010

**Women In Industry Forum**

**How Getting Involved in NAED Can Advance Your Career**

**Anita Bauer, NAED**  
*Senior Director of Membership Services*  
 June 15, 2010  
 Santa Fe, NM

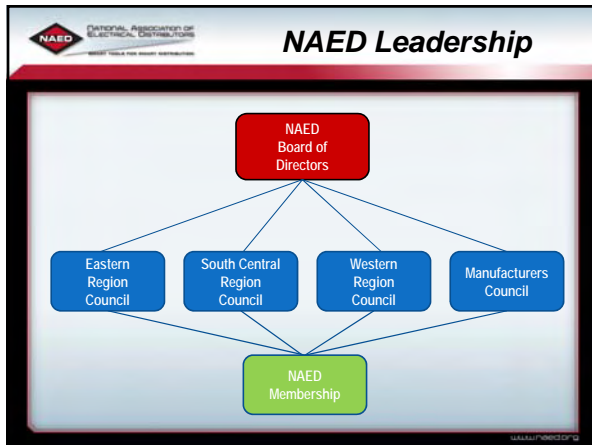
**Our Mission**

**National Association of Electrical Distributors**

NAED is the voice of electrical distribution, providing members with the best tools, information and assistance to help you thrive financially and improve the electrical distribution channel. This is accomplished through the promotion of *networking, advocacy, education and defined standards.*

**NAED Education & Research Foundation**

Your Foundation provides information and training products that create the most effective channel to the market for distributors, manufacturers and their customers.



**NAED Board of Directors**

John Henderson, Hunzicker Brothers, Inc.	Chairman
Robert A. Reynolds, Jr., Graybar	Chairman Elect
Burt Schraga, Bell Electric Supply	Past Chairman

**Board Members**

<ul style="list-style-type: none"> <li>• Fil Cerminara, F &amp; M Electric Supply Company, Inc.</li> <li>• Ray T. Womack, Womack Electric Supply Co., Inc.</li> <li>• Rocklan E. Lawrence, National Electric Supply Co. Inc.</li> <li>• Dan Nitowsky, Mars Electric Co.</li> <li>• <b>Maureen Barsema, B J Electric Supply, Inc.</b></li> <li>• Andy Akers, D &amp; S Electrical Supply Co.</li> <li>• August A Sadora, Jr., Swift Electrical Supply Co., Inc.</li> <li>• Peter T. Bellwar, Colonial Electric Supply Co., Inc.</li> <li>• Daniel Dungan, Springfield Electric Supply Company</li> <li>• Charles Lamb, The Loeb Electric Co.</li> <li>• Christopher P. Hartmann, IESC Rexel/Gexpro</li> <li>• Peter R. Lemman, North Coast Electric Co.</li> <li>• <b>Sandra Rosecrans, City Electric Company, Inc.</b></li> <li>• Lawrence Stern, Standard Electric Supply Co.</li> <li>• Vito DiMalo, North Coast Electric Co.</li> <li>• Joe Huffman, Consolidated Electrical Distributors, Inc.</li> <li>• Stuart Thorn, Southwire Company</li> </ul>	<ul style="list-style-type: none"> <li>Eastern Region Vice President</li> <li>South Central Region Vice President</li> <li>Western Region Vice President</li> <li>Eastern Region Vice President Elect</li> <li><b>South Central Region Vice President Elect</b></li> <li>Western Region Vice President Elect</li> <li>Member-At-Large</li> <li>Member-At-Large</li> <li>Finance Committee Chair</li> <li>Member-At-Large</li> <li>Member-At-Large</li> <li><b>Foundation Chair</b></li> <li>IDEA</li> <li>LEAD Committee Chair</li> <li>Foundation Chair Elect</li> <li>Manufacturers Representative</li> </ul>
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**Foundation Board of Directors**

<b>Sandra Rosecrans, City Electric Company, Inc.</b>	<b>Chairman</b>
Joe Huffman, Consolidated Electrical Distributors, Inc.	Chairman Elect
James R. Etheridge, Crescent Electric Supply Company	Past Chairman

**BOARD MEMBERS**

<ul style="list-style-type: none"> <li>• Bruce Bittner, Hubbell Lighting, Inc.</li> <li>• Kelly Boyd, Electroprep, Inc.</li> <li>• <b>Beth Brown, Shealy Electrical Wholesalers, Inc.</b></li> <li>• Shaker Brock, Electric Supply Inc.</li> <li>• John R. Burke, Kirby Risk Electrical Supply</li> <li>• Daniel Dungan, Springfield Electric Supply Company</li> <li>• Zia Eftekhari, Phillips Professional Luminaries, North America</li> <li>• Todd Kumm, Dakota Supply Group</li> <li>• <b>Tammy Miller, Border States Electric</b></li> <li>• Jack Phelan, Independent Electric Supply, Inc.</li> <li>• David R. Oldfather, Affiliated Distributors</li> <li>• Robert A. Reynolds, Jr., Graybar</li> </ul>	<ul style="list-style-type: none"> <li>Member-At-Large</li> <li>Manufacturers Rep Member</li> <li><b>EDC Chair</b></li> <li>Past LEAD Chair</li> <li>Member -At-Large</li> <li>Finance Chair</li> <li>Member-At-Large</li> <li>Member-At-Large</li> <li><b>Member-At-Large</b></li> <li>Member-At-Large</li> <li>Member-At-Large</li> <li>NAED Chair Elect</li> </ul>
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**Eastern Region**

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**Eastern Region Council**

Fil Cerminara, F & M Supply Company Inc.      Region Vice President  
 Dan Nitowsky, Mars Electric Co.                  Region Vice President Elect  
 Douglas Borchers, Dickman Supply, Inc.      Past Region Vice President

**COUNCIL MEMBERS**

- Peter T. Bellwoar, Colonial Electric Supply Co., Inc.
- **Laura Cameron, Laconia Electric Supply**
- Julian Corsetto, City Electric Company, Inc.
- Scott Earsling, L. A. Hazard & Sons, Inc.
- Richard Gallo, WESCO Distribution
- Bradley A. Jarvis, J & M Electrical Supply Company
- Gregg Laber, Green Mountain Electric Supply, Inc.
- Jonathon, Lifton, L.B. Electric Supply Co., Inc.
- Marc Malvizi, Eastern Penn Supply Co./EPSCO
- Scott Munro, Munro Distributing Co., Inc.
- Scott R. O'Day, Controllor Service & Sales Co, Inc.
- Richard Oglesby, Geopros
- **Lenore Schwartz, Schechtel Total Electrical Distributors**
- August A. Sodora, Jr., Swift Electrical Supply Co., Inc.
- Jeff Van Zandt, Tri-State Supply Co, Inc.
- George Vorwick, United Electric Supply Co., Inc.
- Kevin Lane, United Electric Supply,                  LEAD Committee
- Rob Eberhart, The Hite Company                  LEAD Committee

**South Central Region**




**South Central Region Council**

Ray Womack, Womack Electrical Supply Co., Inc.      Region Vice President  
**Maureen Barsema, BJ Electric Supply, Inc.**      Region Vice President Elect  
 Steve Anixter, Advance Electrical Supply Co., Inc.      Past Region Vice President

**COUNCIL MEMBERS**

- Brian Bell, Shealy Electrical Distributors
- Jeffrey Brittain, McNaughton-McKay Electric Company
- Shaker Brock, Electric Supply, Inc.
- Bruce Brockenborough, Hamman Supply Company
- Daniel Dungan, Springfield Electric Supply Company
- **Nancy Goedecke, Mayer Electric Supply Co., Inc.**
- William Hoyt, Geopros
- Michael Lakin, Stokes Electric Company
- Paul McCool, Revere Electric Supply Co.
- Gary Root, Atlanta Light Bulbs, Inc.
- Dana Smith, Jr., Electric Supply & Equipment
- Kelly Vliet, Medler Electric Company
- Douglas Walo, Stuart C. Irbey Company, Div. Sonepar
- Shane Williams, Tradeway Electric Company
- Mick Foster, Electrical Engineering & Equipment Co.      LEAD Committee
- Ed Walker, Jr., Frost Electric Supply Co.      LEAD Committee

**Western Region**



**Western Region Council**

Rocklan E. Lawrence, National Electrical Supply Co., Inc.      Region Vice President  
 Andy Akers, D & S Electrical Supply Co.      Region Vice President Elect  
 Bill Squires, SMC      Past Region Vice President

**COUNCIL MEMBERS**

- Wes Butler, Parrish-Hare Electrical Supply Corp.
- Dave M. Crum, Crum Electric Supply Co., Inc.
- Robert L. Fields, Wholesale Electric Supply Co. of Houston
- Doug Maassen, ECHO Group, Inc.
- John A. Mallby, Mallby Electric Supply Co., Inc.
- Dave Maxwell, Graybar
- Jeffrey P. Stroin, WESCO Distribution
- Mike Thierien, SAF-T-CD Supply, Inc.
- Stuart Bulbas, OneSource Distribution
- Vito DiMajo, North Coast Electric Company      LEAD Committee Chair
- Jason Webb, Border States Electric      LEAD Committee
- Chris Phillippe, Eoff Electric Co., Div. Sonepar      LEAD Committee

**Manufacturers Council**

John Hoffman, Legrand/Wiremold      Chair  
**Liz O'Grady, Thomas & Betts Corporation**      Chair-Elect  
 Roger Vaught, Allied Electrical Group      Past Chair

**COUNCIL MEMBERS**

- Bruce Bittner, Hubbell Lighting, Inc.
- Keven Duggan, Cooper Bussmann
- **Teri Dumas, RAB Lighting**
- Dave Goedeking, 3M Electrical Products Div.
- James Kosciolok, FERRAZ SHAWMUT, Inc.
- Gary B. Norris, ILSCO Corp.
- Robert A. Reynolds, Jr., Graybar
- Louis Weisberg, Service Wire Company
- Winn Wise, Southwire Company

# Women in Industry Forum Anita Bauer Presentation - 6/15/2010

**Women In Industry Committee**

**2010 Women In Industry Forum**  
June 13-16, 2010  
La Fonda on the Plaza, Santa Fe, NM

**DISTRIBUTOR COMMITTEE MEMBERS**

- Diane Becker, Becker Electric Supply, Past Chair
- Katriona Hartin, Mayer Electric Supply Co., Inc.
- Deb Ricci, Werner Electric Supply, Incoming Chair
- Amanda Witham, Crescent Electric Supply Co.,

**ASSOCIATE COMMITTEE MEMBERS**

- Chera Ellis, Greenlee Textron Inc., Chair
- Katrina Henke, Milbank Manufacturing Co.
- Melinda Walega, Schneider Electric

**NAED Volunteers**

Men Volunteers 80%  
Women Volunteers 20%

2005-2010 Volunteers  
360 Female/1408 Male

**Volunteers by Position**

Director 6% (23)  
Council 38% (136)  
Committee 20% (72)  
Task Force 36% (129)

2005-2010 Volunteers

**New Web Face of NAED**

**EPEC just got better!**

- Bronze, Silver, & Gold workbook & online options!
- Streamlined modules
- Capstone added to each level
- 8,000 + total graduates since 1986
- Completion rates up 35% since 2006

**What's new?**

- Developed by industry experts for an industry sales force.
- Over 750 people from over 140 companies helped develop.
- 106 total CEP's since inception
- CEP Prep Course- Coming Soon!
- Upcoming exam dates:  
July 2010 (75+ Candidates!)  
January 2011  
July 2011

### What's new?

- Eastern Region Council collaboration with Texas A & M Industrial Distribution Program.
- "Thank You: for those that participated in our survey."
- Series of TED articles throughout 2010 with "Key Findings."
- For future research topics and ideas, please e-mail: [bpeters@naed.org](mailto:bpeters@naed.org)



### What's new?

[www.tedgreenroom.com](http://www.tedgreenroom.com)



### 2010 PAR Study

Critical Profit Variables	Typical NAED Dist.	High Profit NAED Dist.
Sales per Employee Measures employee productivity	\$450,991	\$562,569
Gross Margin Percentage Reflects the ability to manage COGS effectively	21.7%	21.9%
Operating Expense Focuses on expense control	21.0%	17.7%
Inventory Turnover (times) Reflects how well inventory is managed	3.8	4.4
Average Collection Period Reflects accounts receivable collection practices	53.8	50.6

### 2010 PAR Study

#### Other Findings

- 22.4% decrease in sales dollars, 2009 vs. 2008
- Net Profit dropped from 2.6% in 2008 to 1.1% in 2009
- Gross Margins remained fairly stable
- Significantly higher operating expenses was the major contributing factor to the drop in Net Profits

### What's New?




**NAED GOVERNMENT AFFAIRS**

AWARENESS | ADVOCACY | ACTION

### What's New?

#### NAED.org/TellCongress

- Created processes for building relationships with elected officials
- Assisting with inviting Members of Congress to distributorships
- Sending e-mail issue alerts to membership



**What's new?**

**Government Affairs Policy Committee**

- Committee Chair, Jack Henderson, Executive Vice President, Hunzicker Brothers
- Committee Chair-Elect, Clarence Martin, CEO & CFO, State Electric Supply
- **Nancy Goedecke, Chairman of the Board, Mayer Electric Supply**
- Chris Hartmann, Executive VP & CEO, IESC
- Robert Reynolds, Chairman, President & CEO, Graybar
- James Risk, III, CEO, Kirby Risk Electrical Supply
- **Sandra Rosecrans, President/CEO, City Electric Company, Inc.**

**New Focus!**

**Branch Manager University**

- Financial knowledge to run a more profitable branch
- Market planning to be the distributor of choice in their territory
- Operations best practices to run lean and efficient
- Strategies for a more productive and stronger workforce



**Theft & Fraud Study**

**Purpose**

- Sponsored by the Channel Advantage Partnership, NAED's current research initiative investigates theft and fraud incidents within the electrical distribution industry.
- The study also provides a platform to share experiences and current practices to detect and prevent such acts among NAED member companies.

**Current Status**

- Research portion of the study is near complete and consisted of an online survey and interviews with members and other subject matter experts.
- Findings will be published in fall of 2010.

To participate - email [eteneyck@naed.org](mailto:eteneyck@naed.org)

**Upcoming Conferences**



**LEAD Conference**  
 July 15-18, 2010  
 Great Wolf Lodge  
 Grapevine, TX



**Upcoming Conferences**

**AdVenture Electrical Marketing Conference**  
 August 16-18, 2010  
 InterContinental Chicago  
 Chicago, IL



**Upcoming Conferences**

**NAED Eastern Region Conference**  
 November 8-10, 2010  
 Omni Orlando Resort at ChampionsGate  
 Orlando, FL



**Upcoming Conferences**

**NAED Western Region Conference**  
January 10-12, 2011  
JW Marriott Desert Springs Resort & Spa  
Palm Desert, CA



www.naed.org

**Upcoming Conferences**

**NAED South Central Region Conference**  
February 23-25, 2011  
JW Marriott San Antonio Hill Country Resort & Spa  
San Antonio, TX



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**Leadership Summit**

**NATIONAL ELECTRICAL LEADERSHIP SUMMIT**  
April 30-May 3, 2011  
Hilton San Diego Bayfront  
San Diego, CA



www.naed.org

**Smart Tools for Smart People**

**Get Involved in NAED**  
*If you're not part of the solution,  
you're part of the problem!*

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