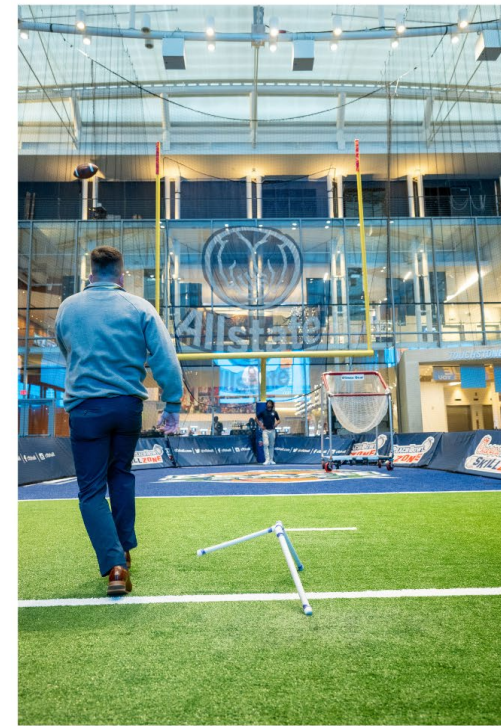
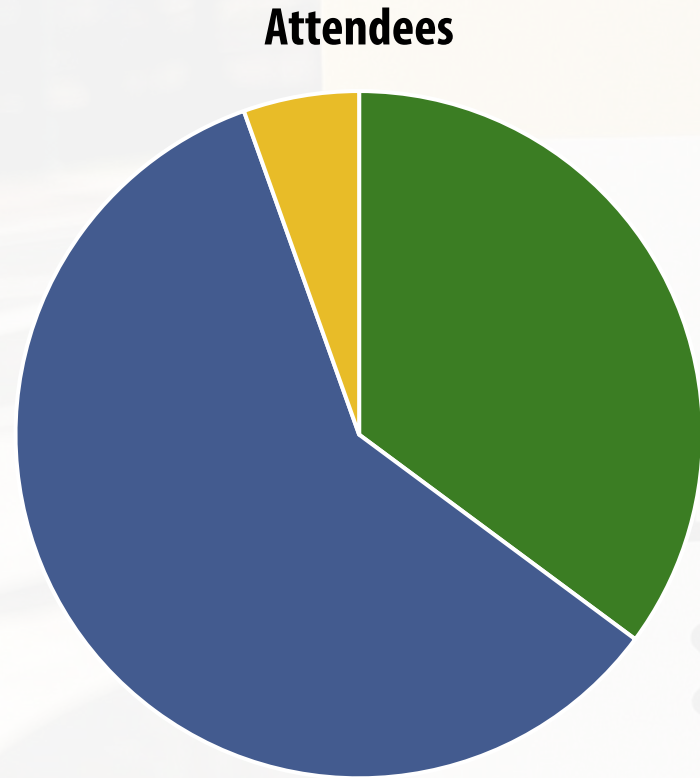




EVENT REFLECTIONS

ATTENDANCE STATS



- Associates
- Distributors
- Industry Non-Members/ Non-Members

202 ATTENDEES

58 COMPANIES REPRESENTED

9 NETWORKING OPPORTUNITIES

5 LEADERSHIP PLAYBOOK STRATEGIES

THANK YOU CORPORATE PARTNERS



COLLEGE FOOTBALL HALL OF FAME

Kicking off LEAD was the Gridiron Quest, a scavenger hunt through the College Football Hall of Fame. Drafted onto teams, attendees were immersed in the museum as they hunted for answers while stepping into the cleats of college football athletes.

Attendees participated in practicing field goals and throws, comparing their skills to college football legends. They explored the stories of iconic teams and players, bringing their game day spirits to LEAD.

The night was rounded off by remarks from a panel on the evolution of the conference alongside shifts in the industry, and what strategies leaders keep in their playbooks.





Opening Panel: Turning Change Into an Advantage

Ken Callham led a panel discussion featuring Laurie Gross, Jason Seger, and Brock Klein where they explored the history of the LEAD Conference, what it means to be a leader, and how to adapt situationally as the electrical industry evolves. They dove into how to build a playbook of leadership strategies while sharing plays from their personal books. Reflecting on their experiences as leaders, the panelists described how they've guided their teams in different circumstances.



“Building and Executing your Leadership Playbook”

Liz Haberberger kicked off LEAD's first full day with the Scouting Report, guiding leaders to pinpoint which of the five key plays they most needed to strengthen and to write declaration statements that link a positive trait to a clear result. After skills work in the breakouts, she closed by showing how lasting change comes from aligning attitude, behavior, and environment. As Dale Carnegie reminds us, “Knowledge isn't power until it's applied.”



“Cultivate Your Leadership & Build a Movement ”

“Leadership is the attempt to leave people and the world around us better than we found it.” With that lens, Stephen Shedletzky closed LEAD with a practical framework for lasting change. He outlined three workplace mindsets: partners, tourists, and prisoners. Invest in partners, convert tourists through clarity and trust, and don't devote time to the squeakiest wheels. To sustain momentum, he urged attendees to practice leadership attributes in low-risk settings to build consistency.



The Resilient Leader's Playbook: Navigating Conflict with Confidence

Saying yes to leadership means showing up with resilience and readiness, even when it's hard. In this breakout, Liz Haberberger challenged attendees to replace limiting beliefs with launching beliefs. With a reframed mindset, attendees can manage tough moments to drive useful outcomes and preserve trust. The ultimate goals for moving through conflict are:

1. Be productive, make positive change.
2. Maintain the relationship.



Accountability without Micromanagement

Sarah Fiehler outlined the risks of micromanagement- rooted in control, insecurity, and perfectionism- which lead to burnout, low moral and turnover. The session emphasized clear expectations, effective delegation, autonomy with monitoring and open communication as tools to maintain accountability. A key concept introduced was Hyper Care, a structured approach for underperformance that uses frequent, question-driven check-ins to guide outcomes without taking over tasks. The session concluded with an OKR workshop, demonstrating how measurable objectives and key activities can drive results while preserving empowerment.



Influence and Coaching (Including Using AI to Make it Easier)

Ashley Herd detailed how to approach everyday management moments with greater clarity and impact. She noted that "You influence by the way you show up, and you coach by the words you choose." Ashley introduced a 3-step framework for managing in the moment: pause, consider, and act. By emphasizing an appreciation for their team's skills, leaders can drive employee satisfaction. With the right prompts, AI can be applied as a supporting tool to help managers get the best out of employee interactions.

30 UNDER 35 AWARDS

The tED Magazine 30 Under 35 Awards recognized the top emerging leaders who have made notable impact while helping drive the electrical industry forward. Congratulations to this year's winners!

Laura Alarcon, Capital Electric
David Alonzo Jr., Wesco
Genevieve Burgmayer, Sonepar USA
Carley Camp, Elliott Electric Supply
Anna Cenciarelli, Siemens
Samantha Childress, Schneider Electric
Mason Coudron, DSG
Lauren Cox, Elliott Electric Supply
Kyle Currie, Interstate Electrical Supply
Michael Daake, Elliott Electric Supply
Eric Dennison, DSG
James Girouard, Electric Supply Center
Andrew Goodyear, Service Wire Company
Zaid Hernandez, Siemens
Tate Hunton, Border States

Robyn Joyner, Sonepar USA
Abby Leisure, Atkore
Trevor Lewis, Summit Electric Supply
Andrew Mani, NorthEast Electrical
Nickyle Milton, Siemens
Nikita Mishra, ABB
Alex Palmer, Schneider Electric-Square D
Tyler Penrod, Crescent Electric Supply
Emma Peterson, nVent
Shelby Petty, Capital Electric, a Sonepar Company
Tyler Petty, Elliott Electric Supply
Michael Gordon Potter, Gordon Electric Supply
Matthew Slobodianuk, Atkore
Mitchell Stewart, Minerallac
Ross Tiedemann, Van Meter Inc.

