

# Q1 2026 IMPACT UPDATE

## POWERING THE INDUSTRY TO NEW HORIZONS



*"This quarter, NAED advanced legislation, accelerated digital innovation, delivered market-defining research, expanded workforce development, and strengthened member engagement across the channel."*

Wes Smith, President & CEO, NAED

**SEE WHAT YOUR MEMBERSHIP MADE POSSIBLE:**

Scan the QR code or click to watch.



# GOVERNMENT RELATIONS: EXPANDING OUR SEAT AT THE TABLE

NAED strengthened its presence in Washington this quarter — advancing workforce legislation, elevating member visibility with congressional leadership, and building long-term political influence to protect and grow the channel.



- **19 bipartisan co-sponsors** secured for the VET Act, legislation creating new workforce pathways for veterans into electrical distribution.
- **National advocacy visibility** as member Tom Click joined House GOP leadership at a press conference highlighting pro-business provisions impacting our industry.
- **\$18,000 raised** for NAEDPAC, establishing the foundation for a sustained industry advocacy in Washington. Get involved at [www.naed.org/naedpac](http://www.naed.org/naedpac).

*“Thanks to NAED and their government relations work, companies like Patriot Industries have an opportunity to interact with policymakers in a meaningful way to not only share our stories but also impact the legislative process in a way that helps our businesses continue to grow.”*

-Tom Click, Patriot Industries



**QUARTER MILESTONE:** The VET Act gains bipartisan momentum, strengthening the industry’s workforce pipeline.

# DIGITAL CENTER OF EXCELLENCE: FROM INDUSTRY FRUSTRATION TO EXECUTION

This quarter marked a pivotal milestone for “Where’s My Stuff?” — NAED’s initiative to solve one of the industry’s most persistent supply chain challenges. After structured cross-channel research and Board review, a technology partner was approved, moving the initiative from concept to execution.



## WHERE'S MY STUFF?

### Vendor Announcement Coming Soon!

Mars Electric CEO Beth Donaldson captured it well: *“It’s rare to have a conversation that is both strategic and practical, and this one was both.”*

[Read her full remarks](#)



- **Board-approved technology partner selected** for “Where’s My Stuff?” initiative for a cross-industry solution that reduces the time distributors, manufacturers, and contractors lose chasing order status.
- **Two NAED PowerShift™ AI Forums completed**, delivering practical, peer-driven insights.
- **On-site strategic session with Mars Electric** focused on AI readiness, warehouse operations, analytics, and supply chain strategy.
- **Cross-channel visit with Siemens** at their Grand Prairie facility brought manufacturer, distributor, and contractor perspectives together around supply chain visibility; reinforcing the urgency and cross-channel alignment behind the “Where’s My Stuff?” initiative.

**KEY TAKEAWAY:** “Where’s My Stuff?” moves from strategy to execution this quarter. This is a significant win for every distributor and manufacturer working to give customers real-time visibility into their orders.

# RESEARCH & INDUSTRY INTELLIGENCE TURNING UNCERTAINTY INTO STRATEGIC ADVANTAGE

Amid tariff uncertainty and accelerating electrification, NAED delivered research that goes beyond trend reporting, it gave them a strategic roadmap.



- **The NAED Foundation published two research studies** to help members prioritize investments, refine strategies, and adapt their capabilities to remain competitive and customer-focused in a rapidly changing market.
  - **Construction Management Platforms: Strategic Implications For Distributors** which examines how these platforms are reshaping procurement workflows, competitive dynamics, and customer expectations.
  - **Electrification Drivers, Disruptors, and Scaling Your Business**, delivered a comprehensive assessment of five high-growth market opportunities for distributors: Data Centers, Commercial & Industrial Building Energy Management, EVs, Renewables, and Grid Modernization.
- **Annual NAED PAR Report™ delivered**, providing peer-level operational and financial benchmarking; one of the few resources in the industry that lets companies measure themselves against true peers.
- **Expanded Economic & Industry Sector Outlook**, including video and podcast analysis from Armada for faster insight.

*“We already have it in our strategy sessions for second half of '25 and planning for 2026.”*

- NAED Distributor Member

*“Shows where we can work with our channel partners to grow.”*

- NAED Manufacturer Member



**KEY TAKEAWAY:** Members gain a forward-looking electrification roadmap to guide future planning.

# WORKFORCE DEVELOPMENT: EMPOWERING GROWTH ACROSS THE CHANNEL

NAED advanced efforts to support career growth and retention while laying the foundation for increasing industry awareness, facilitating talent attraction, and building stronger pipelines.



- **The debut session of the new Workforce Development Series:** *Craft Your Personal Brand Vision*, delivered in partnership with Dale Carnegie, drew 158 registrants and 112 live participants from 23 member organizations, earning a **4.16/5 satisfaction** rating with 100% of attendees recommending it. The next session is scheduled for April 23rd: [naed.org/wfd-series-webinars](https://naed.org/wfd-series-webinars).
- **\$5,000 scholarship opportunity introduced** in partnership with Texas A&M University's Master of Industrial Distribution (MID) program. The Dr. Daniel F. Jennings Memorial Scholarship supports advanced education and employee development, helping reduce financial barriers and strengthen long-term talent retention..
- **100+ industry professionals captured on video** to power a new talent attraction microsite launching May 2026.



**158**  
Registrants



**112**  
Live Participants



**23**  
Companies Represented

**COMING  
SOON**

*Authentic employee stories from Industry professionals will power a new industry awareness microsite and talent attraction video series, both launching by May 2026.*

**KEY TAKEAWAY:** Workforce development evolves into a scalable, multi-year industry strategy.

# MEMBER ENGAGEMENT: DEEPENING VALUE ACROSS THE NETWORK

Membership continued to grow this quarter while our team deepened engagement with existing members to ensure they're getting full value from their investment.



- **34 new members** adding distributors, manufacturers, and allied partners to the network.
- **More than 165 member consultations conducted** helping companies activate the benefits most relevant to their business.
- **7% increase** in EPEC enrollments reflecting a renewed member commitment to workforce training and product education.

*"I have truly enjoyed my EPEC training so far, and I'm genuinely excited for the opportunity to move forward with EPEC silver and eventually EPEC Gold. Each module has given me a deeper understanding of the industry and has helped me feel more confident and capable in my role. . . ."*

-NAED Distributor Member

**KEY TAKEAWAY:** Get more from your membership. Book a consultation to focus on what benefits your business right now.

**tED** the ELECTRICAL DISTRIBUTOR /  
**magazine**

## RECOGNIZED AS BEST IN CLASS

tED Magazine was named B2B Magazine of the Year in May 2025 by the American Society of Business Publication Editors (ASBPE) — the second time in three years NAED's publication has earned the industry's top honor. This recognition, combined with 180 national and regional awards since 2014, reflects the consistent quality and relevance members experience in every issue.



- **B2B Magazine of the Year Award**
- Nominations now open for 2026 Best of the Best Marketing Awards
- Nominations now open for 30 Under 35 Awards

Questions about any of these initiatives? Reach out to us at [memberengagement@naed.org](mailto:memberengagement@naed.org) or visit [naed.org](http://naed.org).

**KEY TAKEAWAY:** NAED's publication continues to set the standard for industry journalism.