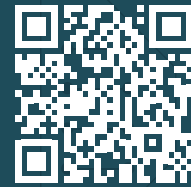


Q2 2026 IMPACT UPDATE

POWERING THE INDUSTRY TO NEW HORIZONS



Scan the QR code or click to watch Wes's Q2 video.



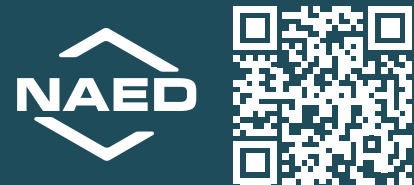
“This quarter, NAED delivered on its commitments; launching ProjectNexus, unveiling a new identity, expanding workforce pipelines, and advancing policy that protects and grows the channel. Every initiative you read about here was made possible by your membership.”

- Wes Smith, President & CEO, NAED

A New Identity For A New Era

This quarter, NAED unveiled a new association logo at the National Meeting in Orlando. A visible commitment to the evolution underway across our industry. The rebrand reflects where the association is headed: more strategic, more connected, and more essential to every company in the channel.

Scan the QR code or click to watch the logo launch video.



DIGITAL CENTER OF EXCELLENCE

FROM INDUSTRY PROBLEM TO INDUSTRY SOLUTION



Supply chain visibility has been one of the industry's most persistent friction points—costing distributors time, eroding customer trust, and straining manufacturer relationships. This quarter, NAED moved from naming the problem to building the solution.

NAED announced the “Where’s My Stuff?” solution partnership with IDEA and Pull Logic through their joint venture, ProjectNexus. This is an industry-owned initiative—not a vendor pitch—designed to give distributors a clear, reliable answer to the most basic customer question.

What this means for your business:

- Reduced time and labor spent chasing order status across the supply chain
- Improved customer experience through real-time order visibility
- Stronger manufacturer-distributor alignment around a shared operational standard

Learn more at projectnexus.com

Supporting Resources

[NAED Press Release](#)



[ProjectNexus Overview Video](#)



KEY TAKEAWAY: ProjectNexus is in development. This is the industry-owned answer to a problem that has cost distributors time and credibility for decades.

NAED POWERSHIFT®

TURNING AI CURIOSITY INTO BUSINESS ACTION

NAED PowerShift® continued to build momentum this quarter through forum sessions at the Regional and National conferences, and two standalone member events: the Frisco Group session and the Parrish-Hare workshop. The pattern emerging across every session is consistent: members are not asking what AI can do; they are asking how to prioritize, align their leadership and frontline teams, manage risk, and turn concepts into measurable results.

NAED PowerShift® gives members a structured starting point for that work, grounded in the realities of electrical distribution rather than generic technology promises.

New DCoE Member Resources

Members are navigating constant noise around AI, automation, and technology providers. This quarter, the DCoE published two practical resources designed to cut through that noise:

- **[The AI Use Case Opportunity Planning Guide](#)** helps distributors identify business pain points and prioritize technology opportunities—starting with the problem, not the product.
- **[The Allied Partner Company Profiles Guide](#)** gives members a structured way to evaluate and compare solution providers against their specific business needs.

“The strongest signal from members is that they want practical help turning AI and transformation from broad concepts into business-specific action.”

- Scott Wagner, Director of Industry Transformation



Read the full [Parrish-Hare Post-Event Letter](#)

KEY TAKEAWAY: Both resources are available now at naed.org/dcoe. If your team is sorting through technology options, start here.

WORKFORCE DEVELOPMENT

AWARENESS, ATTRACTION, & RETENTION AT SCALE

Building the Pipeline

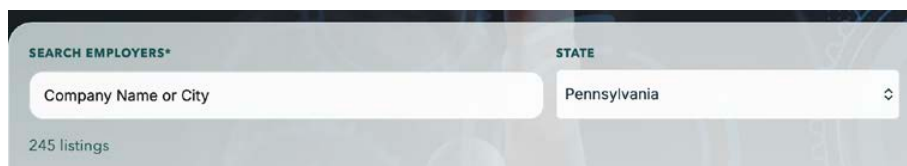
Workforce pressure is one of the most consistent concerns heard from member leadership across the channel. This quarter, NAED expanded its workforce development efforts across three dimensions: career growth for current employees, talent attraction from new audiences, and practical tools members can use immediately.

Developing Your Current Team

The Workforce Development Series continued with The Secret to Career Growth, delivered in partnership with Dale Carnegie. The session drew 188 registrants from 39 member organizations and earned a 4.5/5 satisfaction rating.



Careers with Power launched this quarter—a new industry awareness platform designed to introduce electrical distribution to students, transitioning military professionals, and women. The platform features authentic stories from professionals already thriving across the channel.



“The ongoing internally facilitated table-talk conversations create meaningful opportunities for learning, reflection, and connection across our teams—helping build confidence, strengthen relationships, and support long-term success.”

- Jessica Pardieck, TCO Manager, Rexel USA

Learn more at
naed.org/wfd-awareness

Access the New
Recruitment Toolkit at
naed.org/wfd-resources

KEY TAKEAWAY: Careers with Power is live. The talent pipeline your business needs is being built now—use these resources to connect with it.

EDUCATION

ONE PROVEN STANDARD—AND WHAT COMES NEXT

40 Years. 16,000 Graduates

NAED celebrated a landmark milestone at the National Meeting: the 40th Anniversary of EPEC, the industry's gold standard in electrical distribution education. Sixteen thousand graduates over four decades is not a statistic; it is a testament to the professionals who committed to building expertise, and the companies that invested in their development.

EPEC is not standing still. NAED has engaged LearningMate, a specialized education consulting firm, to help reimagine what EPEC can be for the next generation of industry leaders, including the development of an EPEC Coach system. The goal is to evolve the program's delivery and accessibility while protecting the rigorous standards that have made the credential meaningful for 40 years.

“EPEC was a great starting point for me, especially coming into the industry with no prior knowledge. It helped me feel more confident asking questions and connecting what I learned to real-world situations.”

- Julia Motyl, Graybar



**BE THE EXPERT
THEY NEED**



Learn How to Become the Technical Expert
Your Customers Need

QUARTER MILESTONE: EPEC marks 40 years and 16,000 graduates and begins its next evolution with a new education partner.

RESEARCH & BUSINESS INTELLIGENCE

INTELLIGENCE THAT DRIVES STRATEGY

Cutting Through Uncertainty

In a quarter defined by economic volatility, tariff uncertainty, and accelerating electrification demands, NAED continued delivering the market intelligence that helps member leadership make confident decisions.

Economic & Industry Sector Outlook

The April edition of the Economic Outlook and an exclusive market spotlight brief were released this quarter. For subscribers, a bonus executive brief—“The Data Center Effect”—examines the industry’s economics if data center construction were removed from the equation, providing a clear view of performance across medical, education, public infrastructure, and industrial sectors.

The Outlook is free to Distributor members. Become a subscriber to ensure you never miss an edition—and to receive exclusive bonus content like this quarter’s Data Center Effect brief.

“At DSG, the Outlook is an essential part of enabling our strategy—we pull key insights for our board meetings every quarter. Being able to get this incredible amount of essential information in one place, at no cost, is a huge benefit of your membership.”

- Paul Kennedy, President & CEO,
DSG and 2026 NAED
Board Chair



KEY TAKEAWAY: If you are not yet a subscriber to the Economic & Industry Sector Outlook, this is the quarter to start. Enroll at naed.org/outlook.

GOVERNMENT RELATIONS

POLICY THAT PROTECTS THE CHANNEL

Workforce Legislation

The VET Act, which creates new workforce pathways for transitioning military professionals into electrical distribution, now has 21 bipartisan co-sponsors in the House—growing from 19 last quarter. In March, NAED and channel partners met with congressional leadership on workforce and permitting reform, including meetings with Senator John Barrasso, Senator Todd Young, Senator Peter Welch, and Veterans Affairs Committee Chairman Mike Bost.

Government Relations Advisory Council

A newly formed **Government Relations Advisory Council** held its first meeting in March. This group will help ensure NAED's advocacy agenda is focused on the policies that matter most to the channel—and that member voices are shaping that agenda from the start.



DSG's Bud and Julianne Turk also conducted a separate Capitol Hill visit later in the month, reinforcing the depth of member engagement behind these priorities.

QUARTER MILESTONE: Bipartisan support for the VET Act is growing. The channel's seat at the policy table is getting stronger every quarter.

Wes in D.C. with Congress

MEMBER ENGAGEMENT

MEMBERSHIP THAT DELIVERS FOR YOUR BUSINESS

Growing the Network

From February through May, NAED welcomed **19 new members** across the channel, reflecting steady momentum as distributors, manufacturers, and allied partners continue to recognize the value of a connected, strategically engaged association.

Allied Partners and Associate Manufacturers drove the majority of this quarter's growth; a signal of how central these partnerships have become to the channel.

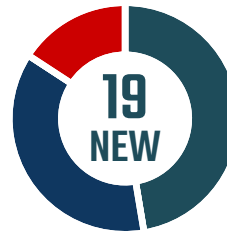
NAED maintains a thorough vetting process for every applicant. Not every company that applies ultimately qualifies, a deliberate standard that protects the strength and alignment of the membership you belong to.

Membership in NAED is most valuable when it is activated—when you and your team are connected to the right resources at the right time. This quarter, our member engagement team expanded its outreach to ensure every member organization is getting full value from its investment.

Personalized member visits are how the NAED team learns what your business needs and ensures you are up to date on everything NAED is doing on your behalf.

Schedule your visit today:
memberengagement@naed.org

GROWTH IN MEMBERSHIP



- **9 New Allied Partners**
- **7 New Associate Manufacturers**
- **3 Other New Members**

"Other New Members" reflects new Prospective Distributor, Prospective Manufacturer, and Affiliate additions this quarter.



Member Engagement Team visits Frost Electric Supply



KEY TAKEAWAY: Not sure which NAED benefits matter most for your business right now? Book a member consultation and find out.