



To: Members of the NAED NERF Board of Directors

From: Beth Donaldson, Mars Electric Company

Subject: Reflections on NAED Visit and the Value of Member Engagement

Dear NERF Board Members,

I'd like to take a moment to reflect on the recent visit from NAED's Banu and Scott. The time spent was filled with meaningful dialogue and actionable insight, and I left with an appreciation for the role NAED plays in connecting distributors and helping us sharpen our operations and strategy.

At Mars Electric, our warehouse and logistics operations teams work in partnership with every department to make customer commitments a reality. To do that well, we must continue to design predictable, sustainable, and efficient processes that support growth and reinforce the strength and reliability of our team's performance. The discussions during the visit challenged us to look deeper into how operational capacity planning, continuous improvement, and technology intersect with that philosophy.

We explored a wide range of topics—from warehouse layout and flow optimization to branch replenishment, wire operations, delivery routing and analytics & AI. The team took away several important insights.

We also appreciated the open conversation about capacity management, AutoStore technology, and peer learning opportunities, areas that will help shape our next phase of operational improvement.

Perhaps the most valuable outcome was the fresh perspective gained from engaging directly with NAED leadership. It's rare to have a conversation that is both strategic and practical, and this one was both. It reminded our team that NAED's role is not only to inform but to inspire and connect, helping each of us see what's possible in a rapidly evolving industry.

Thank you for making visits like this possible through your support of the NERF Foundation. They are tangible examples of how NAED's outreach delivers real value to members and helps strengthen the entire electrical distribution community.

Kind regards,

Beth Donaldson

Mars Electric Company