



The logo features a stylized yellow flame or leaf shape on the left, followed by the letters 'WII' in white and '26' in yellow. Below this, the text 'POWER YOU' is in yellow, 'NAED' is in white with a diamond-shaped logo, and 'POWER THE FUTURE' is in yellow. At the bottom right, 'HOUSTON, TEXAS JUNE 15-17, 2026' is written in white.

POWER YOU **NAED** **POWER THE FUTURE**
HOUSTON, TEXAS JUNE 15-17, 2026

— **EVENT REFLECTIONS** —

POWER YOU, POWER THE FUTURE: WOMEN IN INDUSTRY DRIVING CHANGE

The 2026 NAED Women in Industry Forum brought together 1,000 women within electrical distribution to take steps toward advancing their careers by leveraging educational opportunities and industry networking.

This year's theme, **Power you, Power the Future** focused on emphasizing both personal and professional growth. The forum sought to give women fresh perspectives on the industry and its current and future trends while also narrowing in on ways we can grow in our personal lives. Attendees left with immediate and long term ideas.

Topics were centered around stepping into leadership roles, seizing the moment as women in a male dominated field, personal growth as a professional, how to be effective in your role while keeping up with the fast paced changes of the electrical distribution industry, and more. With a focus on collaboration, sessions were designed to urge connection between attendees.

WII STATS

995

Women in Attendance

107

Companies Represented

26

Speakers

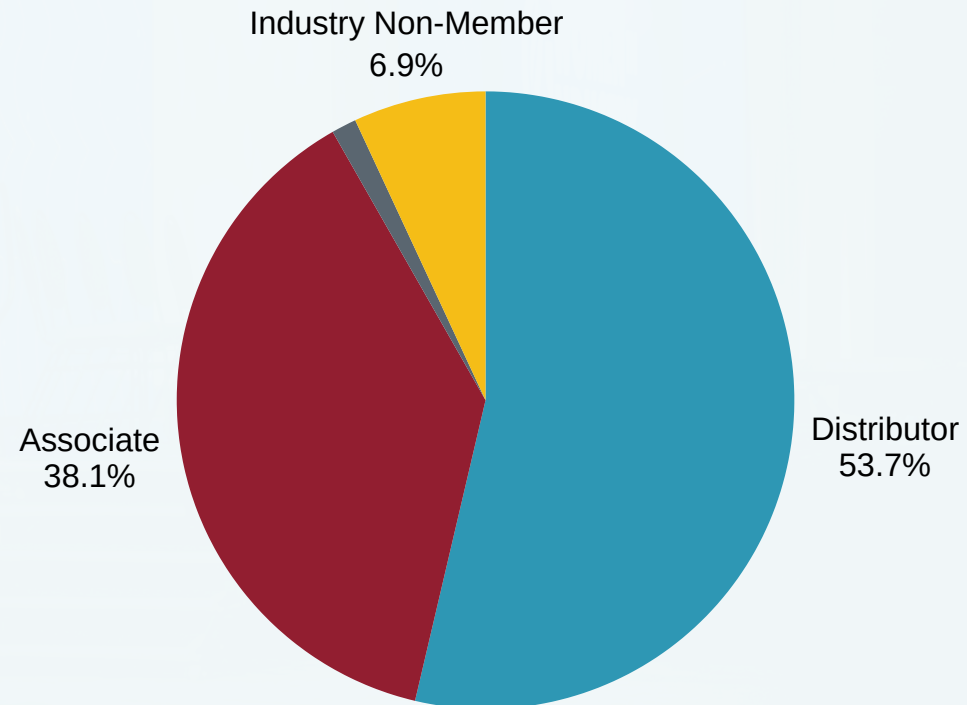
500

First Time Attendees

6

Wellness Activities

Member Type:	# Of Attendees
Distributors	534
Associates	379
Allied Partners	13
Industry Non-Members	69
Total: 995	



2026 NAED TRAILBLAZER AWARD WINNER: TERRI DUMAS

Terri Dumas, former Vice President of Strategic Accounts at RAB Lighting, built a remarkable 42-year career that took her from journalism and broadcasting to becoming one of the lighting industry's most respected leaders. After earning her degree from Middlebury College and reporting from the Middle East, she joined RAB and never looked back, earning her MBA from Pace University while working full time. Over her tenure, she excelled across a wide range of roles, from warehouse manager and customer tech support to product development, director of marketing, and ultimately vice president of strategic accounts, a position she held for 15 years. She founded an internship program that launched careers of talented professionals who went on to lead across the industry. A dedicated advocate, Terri served on NAED's Manufacturers Council, the NAED Foundation Board, and chaired NEMRA's Manufacturers Group. Her recognition as NAED's 2026 Trailblazer Award recipient celebrates her achievements and the lasting legacy she created for those who follow.



MASTER THE CHEMISTRY OF CHANGE— EMOTIONAL ALCHEMY THROUGH CHANGE ENTHUSIASM®

Cassandra Worthy, Founder & CEO Change Enthusiasm™, Global Keynote Speaker, Author and Consultant

Change is constant, accelerating, and fundamentally human. Its true cost is emotional, and how people feel about change determines whether organizations succeed or struggle. Emotions are signals, not obstacles, and growth happens at the intersection of change and emotion. Choosing curiosity over resentment leads to better outcomes, and individuals always retain agency because change does not happen to you but for you. Effective change leadership means empowering people rather than controlling them. Leaders should encourage dialogue and ensure communication is two-way where intention matches impact. Understanding what motivates people through performance, image, and exposure helps navigate resistance constructively. Resilience is a muscle built through repeated exposure to change, and teams adapt better when emotions are acknowledged. Reflect often, focus on what you can control, and ask how you want to grow.



UNLEARNING SILENCE—HOW TO FIND AND USE YOUR VOICE

Elaine Lin Hering, Facilitator, Speaker, Writer

Elaine Lin Hering delivered a powerful session on how individuals and organizations can “unlearn silence” to unlock stronger communication, leadership, and collaboration. Drawing from her work in negotiation, leadership development, and communication, she explored how silence is learned through personal experiences, workplace dynamics, and organizational systems. Hering emphasized that effective leadership is not simply about speaking more, but about understanding when and how to use your voice, communicating with the appropriate level of directness, and creating environments where others feel empowered to contribute. She challenged attendees to recognize the unique perspectives they bring, leverage tools such as “From where I sit...” and “I see it differently,” and design team communication practices that reduce barriers to participation. The session reinforced that diverse perspectives strengthen decision-making and that intentionally creating space for every voice leads to better outcomes and stronger teams.



THE SURPRISING SECRETS OF HIGH PERFORMERS

Vanessa Van Edwards, Behavioral Researcher, Bestselling Author, Keynote Speaker

Vanessa Van Edwards explained that charisma is the shared trait of successful people – and that it's learnable. In every interaction, our brains automatically ask two questions: "Can I trust you?" (warmth) and "Can I rely on you?" (competence). When someone signals the right mix of warmth and competence, we experience them as charismatic and we respond with greater openness, confidence, and collaboration. Over time, those repeated signals can reshape relationships, reduce friction, and build influence without sacrificing authenticity. The key is closing the gap between how we think we're coming across and how others actually perceive us. Too much warmth without competence can weaken credibility; too much competence without warmth can feel cold or intimidating. By adjusting cues in our words, tone, body language, and appearance, we can project balanced charisma—and spark it in others. With practice, these small shifts help people relax around you while respecting your capability and leadership.



FEAR LESS, DO MORE

Michelle Poler, Fear Facer, Author, Speaker

Fear is a universal experience that takes many forms, including threats to survival, cultural pressures that limit authenticity, and the personal fear of disappointing yourself. How you respond to fear determines your growth, since true bravery means feeling fear and acting anyway, rather than ignoring it altogether. Comfort zones either expand or shrink based on whether you confront or avoid fear, so reframing it as an opportunity rather than an obstacle is essential. Setting intentional goals rooted in your own values, rather than societal expectations, matters deeply, and committing to one consistent daily action for 100 days can create meaningful transformation. We are rarely judged as harshly as we judge ourselves, and daily affirmations like "I am remarkable because..." build genuine confidence over time. Focusing on what makes you uniquely one of a kind, rather than following the crowd, unlocks your potential and proves that facing fear with courage is the foundation of personal success.



FROM EXPERT TO EXECUTIVE—A LEADERSHIP PANEL CONVERSATION

Leslie Malloy(*Utility Wesco*), **Cora Walker**(*OmniCable*), **Kaylee Cymbal**(*ABB*), **Toni Killebrew**(*Rexel USA*), **Chastity DeVito**(*Crawford Electric*), & **Beth Donaldson**(*Mars Electric*)

Moderated by Leslie Malloy, this panel of accomplished women leaders in the electrical industry shared candid perspectives on evolving from subject matter experts to executives. Panelists emphasized that advancement requires shifting from tactical execution to strategic influence, including navigating ambiguity, managing complex people issues, and making high-stakes decisions with limited information. Early surprises included the volume of decisions, handling employee crises, and communicating change across diverse audiences. A recurring theme was building executive presence through intentional communication, emotional intelligence, and trust rather than conforming to stereotypes. Mentorship and sponsorship were critical differentiators, with sponsors actively advocating behind closed doors. Common pitfalls included over-relying on technical expertise and waiting for opportunities rather than pursuing them. The discussion ultimately highlighted how women leaders are reshaping the electrical industry by leading with confidence, resilience, and authenticity.



NAED TODAY—FORWARD FOCUSED

John Eggleton, *President & CEO Kirby Risk Electrical Supply*; *NAED Board Chairman*

John Eggleton, President & CEO of Kirby Risk and NAED's Board Chairman welcomed attendees on our first night. He was a first time attendee and excited to get to experience WII firsthand and witness the energy. He opened by naming the industry's talent challenge directly: finding, attracting, and retaining people who understand electrical distribution and want to build real careers here. He introduced NAED's new initiative; Careers with Power. This new initiative strengthens your recruiting efforts by serving as a front-end awareness and discovery tool for potential candidates. It introduces talent to the electrical distribution industry, helping them understand career opportunities, explore potential pathways, and see themselves in the field—before connecting them directly to you.



THE POWER OF PARTNERSHIP—LEADING THE ELECTROINDUSTRY FORWARD

Debra Phillips, President & CEO, NEMA

Debra Phillips of NEMA delivered an inspiring message about bold leadership during a transformative time for the electrical industry. She highlighted the significant opportunities ahead, noting that U.S. electricity demand is projected to increase by 55% by 2050, data center electricity consumption is expected to rise by 300% by 2035, and the electrical industry has accounted for 50% of U.S. manufacturing growth over the past four years. These trends underscored her call for attendees to step forward and lead with confidence. Phillips encouraged participants to say yes to opportunities, even before feeling fully ready, while also recognizing the importance of saying no when appropriate by knowing their worth and setting boundaries. She further challenged attendees to speak their truth, trust their instincts, and have the courage to share perspectives that can drive meaningful change. Her message was a powerful reminder that authentic leadership and strong partnerships will be critical to meeting the demands and opportunities shaping the future of our industry.



A MOMENT OF MOMENTUM—SEIZING OPPORTUNITY ACROSS THE ELECTRICAL INDUSTRY

Beth Wozniak, Chair and CEO, nVent

Beth Wozniak opened with a clear message: the electrical industry is having its moment. Driven by AI infrastructure, electrification, industrialization and sustainability, global electricity demand is projected to double by 2050—and the sector has decoupled from GDP, becoming a dynamic space for investment and careers today. Wozniak traced her own path from Aerospace Engineer to 8 years as nVent's CEO, noting how each role- even unplanned ones- built capability for the next. Her leadership philosophy: communicate constantly, know success depends on great people, and learn from mistakes rather than fear from them. Her closing challenge to the room: go where the growth is, take on new assignments, and embrace changing technology. As she put it, "It doesn't matter where you started. What matters is where you want to go". Now is the moment to seize the opportunity!



INNOVATION THINK TANKS



GENERATIONS AT WORK: BRIDGING PERSPECTIVES IN TODAY'S WORKPLACE

Allison Techmanski, One Solar Program Director at *Prysmian*, delivered an engaging, audience-driven session on leading across four generations in one workplace. Her core message: people don't always promote who's most qualified; they promote who they like and relate to.

Likability, relatability, and executive presence intersect differently across generations, from Boomers who respect experience to Gen Z who value authenticity over polish. Techmanski shared five practical moves that work across every generation: adapt your communication style without changing your message, ask more questions than you answer, find the shared story, show up consistently, and own the room by owning your point of view. The session closed with a lively generational trivia game.

Takeaway: likability and relatability are the most underrated tools in your executive toolkit.



SUPPLY CHAIN & EFFICIENCY

Richelle Bishoff, Vice President Industrial Solutions, *Border States*, led an engaging discussion on supply chain resiliency, highlighting four major areas of risk: demand and capacity, labor shortages, raw materials and critical minerals, and geopolitical uncertainty. The session emphasized that resilient supply chains are built through strong supplier relationships, forecast visibility, cross-functional communication, and operational agility. Participants discussed challenges including accelerating demand from data centers and infrastructure projects, loss of experienced talent, commodity and lead-time volatility, and the impacts of tariffs and trade policy. Key themes included the importance of cross-training, documentation, automation, and succession planning to address labor and knowledge gaps. A recurring takeaway was that trusted partnerships and transparent forecasting are often more valuable than inventory alone, enabling organizations to better navigate disruptions, manage risk, and serve customers effectively.



CYBER SECURITY, DIGITIZATION & AI

Maddy Taylor, Director–Product Executive, *Wesco*, presented that AI is here and the electrical distribution industry must modernize quickly. Taylor highlighted where AI is showing up today, including quoting and pricing, product lookup, demand planning, inventory optimization, anomaly detection, and customer insights. Safe adoption is the bigger challenge, as cyberattacks have increased 300% since 2020 and risk continues to rise as data moves through an interconnected digital ecosystem across suppliers, customers, and software integrations with varying security protections. Organizations need clear internal governance, including cybersecurity guardrails and a secure AI environment, paired with human checkpoints to catch mistakes before they trigger real-world consequences. Use trusted enterprise tools, protect sensitive data including PII and contracts, take training seriously, and keep humans accountable for validating outputs.

INNOVATION THINK TANKS



LEADERSHIP VS MANAGEMENT

Devon Huhn, Sales Development Leader at *Schneider Electric*, led an engaging breakout session on balancing leadership and management. Drawing on 25 years in electrical distribution, she emphasized that both are complementary practices, not personality traits, essential for high-performing teams. Leadership centers on vision, trust, and inspiration, while management ensures execution through structure and accountability. Through interactive exercises and small-group discussions, participants explored real-world scenarios and reflected on their natural tendencies. Key themes included clear communication, psychological safety, and empowering teams through autonomy and recognition. Avoiding extremes matters, since too much management creates rigidity while too much leadership lacks clarity. Attendees concluded by identifying one skill to develop over the next 30 days.



CUSTOMER EXPERIENCE & PROCESS IMPROVEMENT

Michelle Morrissey, Regional Sales Director, *Rockwell Automation*, noted great leadership is not about being the smartest in the room but about fostering collaboration and bringing people together. Internal culture directly shapes customer experience, since happy, engaged employees create happy customers. Kindness, courtesy, and respect form the foundation of great service. Over-communicating prevents confusion and builds trust, while breaking down silos encourages stronger teamwork. Ensuring customers feel acknowledged and heard is essential in every interaction. Effective leaders empower their teams by delegating responsibility rather than controlling every detail. Practicing Gemba walks, observing work where it happens, uncovers real challenges and opportunities. Continuously asking what the ideal customer experience should look like drives innovation and shared ownership, ultimately building a culture of accountability, transparency, and lasting connection.



BUILDING EFFECTIVE STRATEGIC PLANS

Sara Stephens, National Account Manager, *NSI*, delivered a session on strategic planning focused on turning vision into measurable business results. She emphasized the distinction between strategy (where you're going) and planning (how you'll get there), while outlining key growth drivers including trust, competency, collaboration, responsiveness, and understanding customer needs. The session explored major industry shifts such as AI, consolidation, changing customer behavior, and the growing shortage of subject matter experts. Through an engaging real-world case study, Stephens demonstrated how cross-functional collaboration, clear KPIs, accountability, and consistent communication can help organizations win strategic opportunities. Interactive discussions highlighted culture, accountability, relationship-building, and differentiation as critical factors for executing strategy and sustaining long-term growth.

BREAKOUT SESSIONS



THE 6 TYPES OF WORKING GENIUS: UNDERSTANDING HOW YOU WORK BEST

Lindsey Cernik, Manager of Employee-Owner Experience at *Border States*, brought Patrick Lencioni's Working Genius framework to life in one of the conference's most interactive sessions. The premise: we each have two areas of Genius (energizing work), two Competencies (neutral), and two Frustrations (draining work), spanning six types: Wonder, Invention, Discernment, Galvanizing, Enablement, and Tenacity (WIDGET). Participants stood to self-identify their energy sources, then combined their two Geniuses into a unique pairing revealing how they work best. The session closed with a team mapping exercise plotting collective Geniuses and Frustrations to spot real gaps and strengths. The key takeaway was permission: stop forcing yourself into draining work and build teams where others' strengths complement your gaps.



FAIR PLAY - RECLAIMING SUCCESS: EMPOWERING CAREGIVERS TO ACHIEVE THEIR PROFESSIONAL GOALS

Eve Rodsky presented an empowering session on helping caregivers reclaim success by applying organizational thinking to home life. Her core insight: visibility drives value, and if you cannot see something, you are less likely to prioritize it. Rodsky challenged participants to treat their homes like their most important organization, requiring clear boundaries, defined systems, and consistent communication. Strong systems reduce stress by creating shared understanding and setting expectations in advance, while unclear ownership erodes trust over time. Accountability is built when responsibilities are visible and consistent, and every contribution matters. She also urged attendees to treat their time as extraordinarily valuable, staying intentional rather than reactive and building habits that reflect their deepest priorities and values.



THE ART OF STORYTELLING

Jacqueline Wilson, Vice President of Client Engagement, *Dale Carnegie—Missouri* detailed how the human brain makes sense of the world through meaning, emotion, and context. When presented with incomplete information, our minds automatically fill gaps to construct a narrative. When we feel an emotional connection, we don't just hear facts – we see, feel, and experience the moment. According to research, this makes us 22 times more likely to remember what was said and convey that message to others. If we want to be understood and remembered as we intend, we can't leave others to make assumptions or lose the point in a fog of details. Instead, we can start our stories by "taking them there" using this simple formula: Where were you? What was said? What were you feeling? What changed? Try it with a real moment from your life. The result should be a short story that provides clarity, builds connection, and has staying power that people can transfer to others.

BREAKOUT SESSIONS



EMPOWER HOUR: NEGOTIATING SUCCESSFULLY AS A WOMAN

Kathryn Valentine, Executive Coach and Speaker, led a compelling session on negotiating successfully as a woman.

Drawing on research and personal experience, she highlighted how negotiation is often gendered. Women are frequently promoted on performance rather than potential, complete roughly 200 hours of non-promotable work annually, and face disparities in pay (20%), stock options (80%), and bonuses (72%). Traditional negotiation advice can trigger backlash, making tailored approaches essential. Valentine introduced three key strategies: thinking holistically about role impact, asking relationally by connecting past performance to future goals, and discussing collaboratively to reduce resistance. She encouraged reframing negotiation as a tool for impact rather than conflict, closing with practical tips including building a paper trail and practicing small negotiations to build confidence.



CAPACITY UNDER PRESSURE: NAVIGATING THE DATA CENTER STAGE

Holly Garcia, Chief Commercial Officer, *Panduit*, Rapid data center expansion is creating major opportunity and strain for the electrical industry. Constant connectivity and growing digital activity produce massive volumes of data requiring storage, processing, and movement. Roughly 11,000 data centers exist globally today, with projections reaching 15,000 to 20,000 by 2030, colliding with real power, equipment, and labor constraints. Stronger industry collaboration is essential to meet urgent demands. AI can fast-track innovation, but companies must build strong foundations and avoid excitement-driven pilots disconnected from measurable value. As the industry shifts from generative AI, which answers like a GPS, toward agentic AI, which acts like a self-driving car, clean data, tight governance, and outcome measurement become non-negotiable. The main takeaway: treat AI like any strategic initiative by assessing impact, executing, measuring, and scaling what works.



CLEAR, CALM & COURAGEOUS: HAVING CONVERSATIONS THAT MATTER

Diandra Marquez, Master Trainer, Vice President of Training & Development, *Dale Carnegie* delivered an interactive session on building the confidence to navigate difficult conversations effectively. Drawing on Dale Carnegie principles, she introduced practical frameworks for communicating with clarity, empathy, and accountability while maintaining relationships. Key strategies included shifting from a "Yes, But" mindset to a collaborative "Yes, And" approach, using evidence rather than emotion when addressing concerns, and applying the CALM framework: Cushion, Ask, Listen, and Move Forward. Participants explored common reasons people avoid difficult conversations, including fear of conflict and uncertainty, and practiced real-world scenarios involving performance issues and sensitive employee situations. The takeaway: challenging conversations become more productive when leaders lead with facts, listen actively, and create space for collaboration.



WELLNESS ACTIVITIES

Prioritizing wellness is a huge component of the Women in Industry Forum. At this year's WII, a number of activities were planned to help relieve stress of a large event while connecting with other attendees. Attendees were able to take beginning or advanced yoga classes, a HIIT class, and a 90's nostalgia choreography class. The annual 3k/5k run/walk was also a big hit.

In addition to the wellness activities throughout the forum, a wellness lounge and a quiet room were provided for attendees to have a moment of peace amongst the chaos of a busy event. These wellness areas had aroma therapy scents, hand massagers, puzzles, conversation cards, and more, in order for attendees to take a breather with low-stimulation activities.

KEYNOTE HIGHLIGHTS BROUGHT TO YOU BY:

NAED'S WOMEN IN INDUSTRY 2026 ONGOING ENGAGEMENT COMMITTEE



MADELINE HENDRY | ELA + Synergy

WII 2026 Board | OEC Co-Chair



ALI GRIGGS | Signify

OEC Co-Chair



ASHLEY BUZBEE | Border States



EMILY SPAULDING | Hubbell



ELIZABETH SEIFKAS | Hubbell



MARY BROWN | Service Wire Co.



SAUMYA BHATT | OmniCable

WII GIVES BACK

This year, the 2026 WII Gives Back committee led the charge in stepping away from the typical bag packing events at conferences to challenge themselves and the attendees to give back to the community in new ways. Led by Lisa Henry and Shaunda Cohen, the WII Gives Back Committee raised \$49, 298.73 for three charities. The committee hosted a Kendra Scott jewelry pop up shop and held a trivia night benefiting the National Breast Cancer Foundation.

A necklace sale at the trivia night and a raffle throughout the conference benefited the Houston Electrical League. Additionally, purses were collected for the Dress for Success Foundation, helping give old purses new life while helping women achieve economic mobility.



Source	Charity	Amount
Direct Donations	National Breast Cancer Foundation	\$139.00
Kendra Scott Pop Up Shop	National Breast Cancer Foundation	\$2,512.54
Trivia Night Tickets	National Breast Cancer Foundation	\$33,122.19
Trivia Night Necklaces	Houston Electrical League	\$6,875.00
Raffle Tickets	Houston Electrical League	\$6,650.00
Purses	Dress for Success	122
Total:		\$49,298.73

Thank You Corporate Partners

POWER YOU  POWER THE FUTURE

