



Dear NAED Board of Directors,

On behalf of the entire Parrish-Hare team, we would like to extend our sincere thanks for the time and expertise Scott Wagner invested with us during our recent on-site AI workshop.

Over the course of several days, Scott facilitated meaningful, high-impact discussions with our management team and department leaders, helping us take a critical step forward in how we think about and approach AI across our organization. What made this engagement especially valuable was its practical, grounded approach that helped to shift our mindset from scattered experimentation to a more aligned, company-wide strategy.

A particularly impactful component of the workshop was the time Scott spent in one-on-one conversations with our managers. By taking the time to understand the unique challenges, workflows, and pain points within each department, he was able to ground the broader strategy in real, day-to-day operational realities. These discussions gave our team a voice, uncovered insights that might not surface in group settings, and ensured that our path forward is built on actual business needs, not assumptions.

Through these conversations, our team gained several key insights. We recognized the importance of starting with real business friction rather than chasing tools, identifying areas where our teams are losing time or where customers experience inefficiencies. We also left with a clearer understanding that **AI does not solve broken processes, it exposes them and reinforces the need to address data quality, ownership, and workflows as foundational elements.**



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Perhaps most importantly, **the workshop helped us focus on momentum.** Instead of attempting large, complex transformations, we are now aligned around identifying practical, near-term use cases that can deliver measurable value and build confidence across the organization. This “start small, scale with purpose” approach has given our team clarity and direction moving forward.

This level of engagement was incredibly worthwhile for Parrish-Hare. It created alignment across departments, encouraged candid conversations about our challenges, and provided a structured path toward meaningful progress. It also reinforced the value of NAED’s role in helping distributors navigate emerging technologies in a way that is both strategic and actionable.

As our General Manager, Greg Johnson, shared:

“Scott brought a level of transparency and practicality to AI that our team needed. This wasn’t about hype, it was about understanding where we can create real value, aligning our people around it, and taking the right first steps together.”

We are grateful for Scott’s leadership and for NAED’s continued investment in supporting its members. **This experience has positioned us to move forward with confidence,** and we believe it serves as a strong example of the impact this kind of member outreach can have across the industry.

Thank you again for your support and partnership.

Sincerely,

Parrish-Hare Team