



2024
2025

IMPACT REPORT




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POWERING THE INDUSTRY TO NEW HORIZONS

In an era of unprecedented technological disruption and economic transformation, the National Association of Electrical Distributors (NAED) has embarked on a strategic journey to redefine our value proposition and catalyze industry-wide progress.

Over the past 15 months, we've executed a deliberate, comprehensive strategy focused on elevating our core value proposition of Conferences and Networking, Education, tED Magazine and Research & Benchmarking. We also introduced four new critical pillars: our Digital Center of Excellence (DCoE), Workforce Development, Electrification and Advocacy. These are not just initiatives—they are strategic imperatives designed to address the most pressing challenges facing electrical distribution.

Our approach is rooted in a simple yet powerful premise: By understanding your challenges, we can create targeted solutions that drive collective growth. We've made significant strides in:

- Building a blueprint to solve one of the industry's biggest challenges of "Where's My Stuff"
- Creating a strategy to bring awareness of our industry to build talent pipelines which will ensure a strong, sustainable workforce.
- Advocating for policies that support the industry
- Generating forward-looking research on electrification's strongest prospects for distributors and what is needed to take advantage of these opportunities.

The pace of change in our industry is relentless. Our commitment is equally unyielding. We remain agile, resilient, and laser-focused on helping our members not just adapt, but lead.

This Impact Report is more than a retrospective—it's a strategic roadmap. It demonstrates how NAED is transforming from a traditional association to a critical strategic partner for you, our members. To our dedicated staff, board members, and industry partners: Your vision and commitment make this progress possible. To our members: Your trust fuels our mission to elevate the electrical distribution industry. I invite you to explore this report and see how we are "Powering the Industry to New Horizons!"

Sincerely,
Wes Smith
President & CEO, NAED

We will serve our members with the tools they need so that they may grow their businesses with confidence and security. We will achieve this with a foundation of TRUST.



MEMBER-CENTRIC

We will work with our members and each other to create solutions that benefit the industry and association as a whole.

Our mission is to foster a culture of collaboration, both internally and externally, that harnesses the collective wisdom and strengths of our members and teammates.



INTEGRITY

We strive to conduct our work with high moral standards while creating products with our members' needs at the forefront.

When faced with ethical dilemmas, we will prioritize doing what is right over what is easy.



FUTURE-THINKING

We will meet current needs while constantly working to solve future needs.

We will plan for the future by considering emerging trends, possibilities, and potential challenges.



TRANSPARENCY

We aim to build lasting trust and positive change with honesty, accountability, and authenticity.

Transparency serves as the foundation of trust, and we are dedicated to building and maintaining that trust through clear communication and ethical conduct.



RESPECT

We value all members and individuals, not only for their knowledge and skills, but for their uniqueness and distinctive talents.

We will encourage active listening when individuals share their thoughts and experiences, allowing them to feel heard and valued, and for the group to benefit from their insight.

WHO WE SERVE



396

Distributors, Manufacturers
and Allied Partner Companies
(Tech & Service Providers)



5,600+

Distributor Member Locations



400,000+

Member Company Employees



\$150B

in total revenue

INDUSTRY COALITION:

STRATEGIC COLLABORATION FOR TRANSFORMATIVE IMPACT



CROSS-INDUSTRY COLLABORATION

In 2024, NAED, NECA, NEMA, and NEMRA signed a groundbreaking Memorandum of Understanding to collectively drive industry transformation.

This collaborative approach of cross-association working teams creates a focus on tangible, member-driven outcomes for industry-wide challenges.



STRATEGIC FOCUS AREAS

I. UNIFIED ADVOCACY

- Joint Legislative Policy Agenda
- Coordinated Congressional lobbying efforts
- Amplifying industry voices through collective representation

2. WORKFORCE DEVELOPMENT

- Holistic Talent Strategy
- Expanding recruitment beyond traditional avenues
- Establishing clear, accessible pathways for new entrants into our industry—including nontraditional talent

3. DIGITAL CAPABILITIES

- Applying tools and insights that drive results
- Addressing “Where’s my stuff?” challenge by developing comprehensive functional requirements

KEY TAKEAWAY: The industry coalition transforms fragmented efforts into a powerful, unified strategy, positioning electrical distribution for unprecedented growth and innovation in the electrification era.

NAED STRATEGIC PLANNING PROCESS: A STRATEGIC VISION FOR GROWTH

In May 2024, NAED embarked on a transformative strategic planning journey, developing a bottom-up approach to drive industry leadership by securing core value propositions and introducing innovative initiatives.

SECURE AND ELEVATE THE CORE

Our strategic foundation rests on four critical pillars that define NAED's fundamental value to the electrical distribution industry.

1. Collaboration through Conferences: Creating dynamic networking platforms, facilitating knowledge exchange, and providing strategic connections.

2. Industry Education: Developing and delivering learning resources, supporting professional development, and ensuring industry-wide skill advancement.

3. Knowledge Sharing via tED Magazine: Providing cutting-edge insights, delivering timely content, and serving as the industry's premier information source.

4. Research & Benchmarking: Conducting in-depth analysis, providing market intelligence, and offering comparative performance metrics.

To elevate our core, we will continue to initiate a strong communication strategy, connect NAED staff to the industry, and define clear success metrics.

NEW STRATEGIC IMPERATIVES

To keep pace with our industry's changing landscape, we identified four strategic initiatives to elevate NAED:

- 1. Digital Transformation:** Assisting our members in understanding and leveraging relevant technological innovations through the Digital Center of Excellence (DCoE) and providing solutions where NAED is best positioned to work on behalf of the entire industry.
- 2. Workforce Development:** Providing thought leadership and tools to help our members attract, develop, and retain the people necessary for our industry to thrive.
- 3. Electrification Leadership:** Collaborating on policy development, conducting comprehensive research, and launching electrified.com to position NAED at the forefront of industry transformation.
- 4. Advocacy:** Establishing a full-time Washington presence to proactively advocate for the industry and influence policy and regulatory landscapes.

NAED is collaborating with our industry peers, NECA, NEMA, and NEMRA across each of these elements. Our members work daily with their manufacturer and manufacturer representative partners on behalf of their customers and NAED is doing the same through the industry coalition formalized in the memorandum of understanding signed at the May 2024 NAED National Meeting.

KEY TAKEAWAYS: NAED's strategic plan represents a comprehensive approach balancing core strengths with innovative initiatives. Our commitment is to deliver exceptional value through adaptive strategies that address emerging challenges and boldly embrace our industry's future.

MEMBER ENGAGEMENT:

ADVANCING ELECTRICAL DISTRIBUTION EXCELLENCE

NAED's commitment to addressing the most critical issues facing our industry has been strongly validated by our members. Our most recent Net Promoter Score (NPS) member survey revealed that nearly 80% of respondents agree or strongly agree that NAED's priorities directly align with the key issues and opportunities confronting the electrical distribution sector today. This high level of alignment is reflected in our growing member engagement metrics and confirms that our resources are focused on the areas that matter most to our membership community.

IMPACT BY THE NUMBERS | June 2024 - March 2025

GROWTH IN MEMBERSHIP



- 7 DISTRIBUTORS
- 9 ASSOCIATE MANUFACTURERS
- 13 ALLIED PARTNERS

GROWTH IN EVENT ENGAGEMENT

4,000
ATTENDEES



350
COMPANIES



FASTEST GROWING EVENTS

29%
INCREASE



WOMEN IN INDUSTRY FORUM

177%
INCREASE



MARKETING SUMMIT

17%
INCREASE



LEAD CONFERENCE



STRATEGIC ENGAGEMENT HIGHLIGHTS: More details on how our members are utilizing these resources can be found throughout this report

- **BENCHMARKING PARTICIPATION:** 40% of distributor members participate annually in the NAED Performance Analysis Report (PAR) study
- **RESEARCH ACCESS:** 532 members downloaded industry reports in 2024
- **CORPORATE PARTNERSHIPS:** 33 companies engaged in supporting NAED events and initiatives this year
- **EDUCATIONAL ENGAGEMENT:** Growing commitment to professional development.
 - 46% of our distributor members engage in at least one education product
 - EPEC Bronze: 500+ enrollments
 - Leadership Development Program: 14 companies enrolled 19 students who graduated in March 2025

KEY TAKEAWAY: NAED's growing member engagement demonstrates the value members receive from targeted resources, collaborative opportunities, and industry-specific solutions that directly address their most pressing business challenges; providing targeted resources that drive innovation, learning, and strategic growth across the electrical distribution ecosystem.

GOVERNMENT ADVOCACY:

ADVANCING ELECTRICAL DISTRIBUTION'S INTERESTS

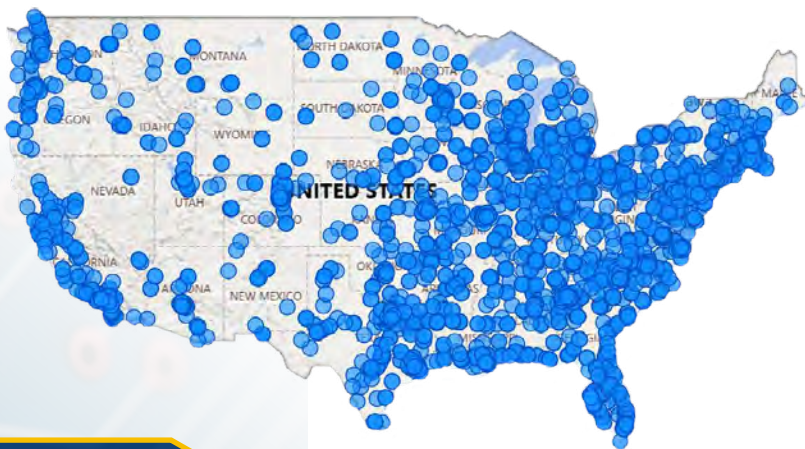
NAED has made government advocacy a strategic priority. Our goal is to increase our influence in Washington to provide greater value to our members and to augment efforts already underway from our channel partner associations.

STRATEGIC FOOTPRINT:

5,600+ locations across the US, including every Congressional

District which allows us to leverage our comprehensive

national representation to amplify industry voice.



STRATEGIC POLICY PRIORITIES

PRO-GROWTH TAX POLICY

WORKFORCE ADVOCACY

IMPROVING CRITICAL INFRASTRUCTURE

COMMUNICATION AND OUTREACH

- In February, NAED member DSG hosted Representative Dusty Johnson (R-SD) to their distribution warehouse in Sioux Falls.
- Washington Wire: Ongoing membership updates.
- Direct engagement with key industry stakeholders



ADVOCACY ENGAGEMENT HIGHLIGHTS



STRATEGIC PARTNERSHIPS

- NEMA, NECA, NEMRA, IEC, NAW
- S-Corp Association
- I79D Coalition
- LIFO Coalition
- Small Business Legislative Council
- Family Business Coalition
- Tomorrow's Workforce Coalition

100+ CONGRESSIONAL
MEETINGS SINCE
SEPTEMBER 2024

KEY TAKEAWAY: NAED's government advocacy transforms local industry insights into national policy influence, creating strategic opportunities that drive electrical distribution innovation, growth, and resilience.

RESEARCH AND INDUSTRY INTELLIGENCE

The power of research to uncover new ideas and share knowledge is vital as the business landscape continues to evolve. Thanks to member input and support, research is exclusive to the electrical distribution industry to enable success and emphasize the value of distributors, manufacturers, and allied partners in shaping the future.

EXPLORING INDUSTRY-CHANGING ISSUES

The NAED Foundation's research has largely focused on major trends related to **ELECTRIFICATION** and their impact on distributors over the next few years. In 2024, an initial resource and literature review targeted three key areas:

• INFRASTRUCTURE, TECHNOLOGY, AND CONNECTIVITY

• FILLING WORKFORCE GAPS

• MARKET OPPORTUNITIES

This foundational research set the stage for the NAED Foundation's latest study with the following objectives:

- Identifying major electrification trends and their expected impact over the next 3-5 years.
- Examining potential disruptors that could impact industry growth.
- Assessing the evolving role of distributors and their impact on business models and sales strategies.
- Exploring market opportunities across customer segments, with a special focus on data centers.
- Estimating financial opportunities and distributor strategies for scaling business.
- Showcasing best practices and success stories from NAED members.

The study's results will be released this summer to help the industry capitalize on the electrification movement and drive sustainable growth.

NAED'S PERFORMANCE ANALYSIS REPORT (PAR)

"[The PAR Report] has been especially useful for us in identifying proper staffing levels, and improving our overall organizational structure compared to others of our size and compared to highest performing companies."
- NAED Distributor

WORKFORCE DYNAMICS:

Recognizing the critical role of workforce development, NAED offers two key reports to guide members in recruitment and retention strategies, **The Industry Compensation & Benefits Benchmarking Report** and the **HR & Training Benchmarking Report**. Recent findings include:

- The industry's turnover rate increased to 18% (up 3% from 2019)
- Workforce composition: 21% women
- 58% have formal onboarding programs
- Average of four full-time training professionals



MONITORING ECONOMIC TRENDS FOR INDUSTRY INSIGHTS

Every quarter, NAED releases the **Economic & Industry Sector Outlook** to keep members informed about key economic trends and sector performance that impact electrical distributors.

The report covers vital sectors for the industry, including Automotive, Education, Medical, Data Center, Single- and Multi-Family Housing, and Oil and Gas. Additionally, it provides exclusive insights tailored to the electrical distribution industry, including the Construction Growth Index spanning 105 metropolitan areas and findings from the quarterly State of Your Industry survey. In Q4 2024, 87% of distributor respondents reported stable or increased revenue, while 81% indicated a steady or growing sales backlog.

Thanks to the **Generous Support** of



Schneider
Electric

the Economic & Industry Sector Outlook is **available at no cost** to all distributor members.

Economic & Industry Sector Outlook

January 2025



20%

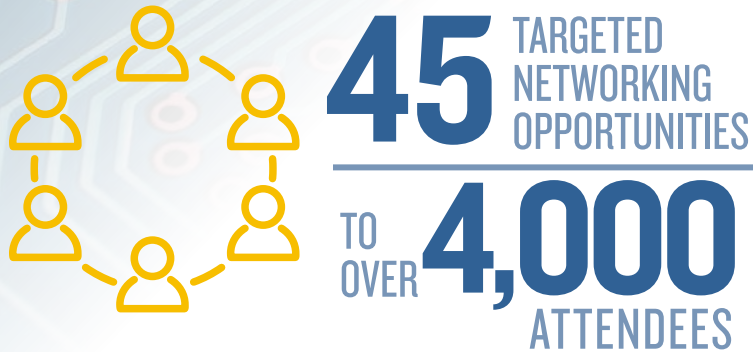
The NAED Economic Outlook estimates that the U.S. Data Center market will have an annual growth rate of over 20% in the next decade.

KEY TAKEAWAY: NAED's research transforms complex industry data into strategic insights, empowering members to anticipate trends, optimize performance, and drive sustainable growth in an evolving electrical distribution landscape.

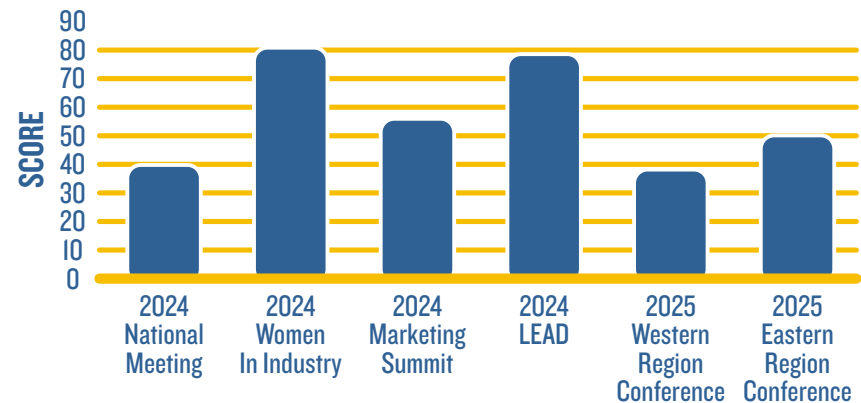
NETWORKING:

DRIVING INDUSTRY CONNECTIVITY AND STRATEGIC ADVANTAGE

NAED delivered 45 targeted networking opportunities to over 4,000 attendees across core and special interest conferences; creating deliberate spaces for meaningful industry connections.



NET PROMOTER SCORE CONTINUES TO CLIMB FOR EVERY EVENT.



NETWORKING EFFECTIVENESS METRICS

CUSTOMER SATISFACTION SCORE: **90%+**
across all regional conferences and national meetings

VALUE BEYOND CONNECTION:

Knowledge Exchange

EDUCATION AS A NETWORKING CATALYST

STRATEGIC COMMITTEE ENGAGEMENT

Volunteer committee members are the backbone of our networking strategy, building networks and driving industry-leading experiences across three events:

- WOMEN IN INDUSTRY FORUM
- MARKETING SUMMIT
- LEAD CONFERENCE

PROFESSIONAL GROWTH PERSPECTIVES

“There is nowhere else we can access and be accessed by so many leaders in such a short time.”

- Distributor Member, 2025 Eastern Region Conference



“This is an excellent event...it’s a great opportunity to learn from great leaders around the industry and beyond. It’s always a pleasure to compare notes with peers and exchange ideas with other developing leaders.” Distributor Member, LEAD Conference 2024





LOOKING FORWARD: NETWORKING EVOLUTION

NAED continues to innovate
networking approaches, ensuring
targeted connection opportunities,
meaningful professional development
and strategic industry collaboration.





"This experience was a once in a lifetime one for me. Being able to network with powerful, like-minded women as well as be in the presence of powerful women was incredible. All the speakers/presenters were wonderful, and I will highly recommend anyone go if they get the chance."

-Distributor Member, WII24

KEY TAKEAWAY: Networking is not just about meeting people—it's about creating actionable, strategic connections that drive our industry forward.

THOUGHT LEADERSHIP

DIGITAL CENTER OF EXCELLENCE



The NAED DCoE is helping our members turn industry challenges into opportunities by applying practical digital tools and insights that drive real business results.

At the NAED DCoE, our mission is to help members navigate complexity with clarity — leveraging technology to improve efficiency, accuracy, and effectiveness across every part of the business.

The NAED DCoE is more than just a resource — it's a collaborative partner, helping distributors apply digital strategies that improve operations today while building a foundation for future growth.

The NAED DCoE equips electrical distributors with the knowledge and tools they need to turn digital transformation from an abstract concept into a competitive advantage.

One of the most impactful parts of the DCoE's work is visiting our members, listening firsthand to the challenges they face, and learning the unique dynamics of their business. These conversations allow us to offer tailored guidance on how technology can help solve problems and unlock new levels of performance.





WHERE'S MY STUFF?

DIGITAL TRANSFORMATION:

“WHERE'S MY STUFF ?” SUPPLY CHAIN VISIBILITY INITIATIVE

Our goal is to help shift the industry from a manual, 'bucket brigade' approach to a more automated and efficient flow of information — moving from a world where teams have to pull data, to one where actionable, prescriptive insights are pushed directly to them. It's about delivering the needles from the haystack, so teams can focus their energy where it's needed most.

The 'Where's my stuff?' project tackles one of the most common questions in our industry — providing a clearer path for improving supply chain transparency and strengthening customer confidence.

At its core, the 'Where's my stuff?' project is about reducing friction between distributors, suppliers, and customers — using better data and streamlined communication to improve the experience for everyone involved.

The 'Where's my stuff?' project seeks to help our members translate order status data into clear answers for their customers — saving time, reducing frustration, and building stronger relationships.



tED

the ELECTRICAL DISTRIBUTOR /
magazine

ABOUT US

tED magazine is the primary source of information for the electrical distribution channel across North America. tED is distributed to NAED members and affiliates. While tED's targeted audience is salespeople, it is also read by top executives in the electrical distribution channel.

OFFERINGS



ONLINE WITH TODAY'S NEWS FIRST



DAILY REMINDERS WITH
E-NEWSLETTERS



MONTHLY WITH INSIGHTS AND
BEST PRACTICES



A PODCAST FOR A DEEPER LOOK AT
CRITICAL ISSUES

ASBPE AWARDS WON SINCE 2014

National Digital Magazine of the Year 2023

National Magazine of the Year 2019

Honorable Mention 2021, 2022

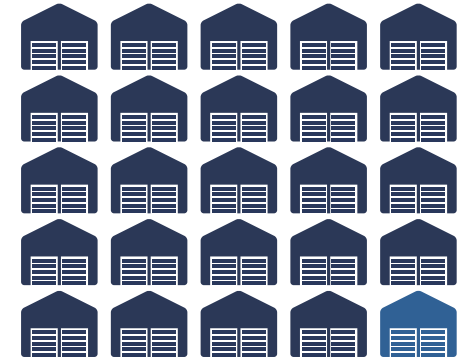
National Website of the Year 2022



40
NATIONAL
AWARDS



136
REGIONAL
AWARDS



24
out of
25

of the country's largest electrical distributors are members of NAED and receive tED magazine.

KEY VALUE TO MEMBERS



TIMELY



CONSISTENT



QUALITY



FREE



EASY ACCESS

"It does help me in planning for the short-term as well as long-term."

"tED brings me up to date on current happenings, future trends and interesting approaches to common issues and opportunities."

"Without tED, I would be hard-pressed to find a more concise place to learn about the broad areas that impact our industry."

STRATEGIC INDUSTRY FORESIGHT: NAED FUTURES GROUP

FORWARD-LOOKING INDUSTRY LEADERSHIP

The NAED Futures Group delivers critical strategic foresight, helping members anticipate transformative industry trends and position their organizations for long-term success. Led by industry executives, the group has established itself as the electrical distribution industry's premier thought leadership platform.

ELECTRIFICATION: STRATEGIC MARKET IMPERATIVE

In 2024, the Futures Group delivered a comprehensive exploration of electrification's impact on the electrical distribution landscape, revealing unprecedented growth potential.

MEASURABLE MEMBER ENGAGEMENT

340+ members engaged in Futures Group webinars or Regional roundtable discussions.

KNOWLEDGE DELIVERY FRAMEWORK

The Futures Group's strategic knowledge delivery includes:

1. Quarterly Expert Webinar Series covering the U.S. journey to electrification, industrial customer impacts, energy-efficient buildings, and renewable energy technologies
2. Regional Conference Integration with executive-led roundtable discussions and collaborative sessions
3. Research-Driven Market Intelligence featuring expert insights from ACEEE, EPRI and industry analysts

THOUGHT LEADERSHIP KEY TAKEAWAY: By gathering the best minds and ideas throughout the industry and beyond, NAED is your trusted, insightful authority to lead your decision-making and our supply chain into a strategic and successful future.

WORKFORCE DEVELOPMENT: STRATEGIC TALENT ECOSYSTEM

STRATEGIC LEADERSHIP AND COLLABORATIVE APPROACH

The electrical distribution industry faces unprecedented workforce shortages. In response, NAED has implemented a data-driven talent strategy led by a dedicated Senior Manager of Workforce Development Strategy, signaling a targeted approach to addressing industry talent challenges through comprehensive, innovative solutions.

Building upon the collaborative MOU established with NECA, NEMA, and NEMRA, our workforce development strategy continues to emphasize the interconnected nature of our industry's talent ecosystem.

RESEARCH-DRIVEN STRATEGIC INSIGHTS

- Rigorous SWOT analysis to inform strategic direction including 25 member interviews and roundtable discussions at Regional Conferences.
- Targeted research identifying key workforce challenges and opportunities

Through targeted research, we identified critical workforce challenges including recruitment barriers, skills gaps, and talent retention obstacles that demand strategic, proactive solutions.

NAED'S WORKFORCE DEVELOPMENT STRATEGY aims to help you meet both current and future workforce demands.

THE STRATEGY IS CENTERED ON THESE KEY AREAS:

Elevate Industry Awareness and Career Opportunities

Strengthen and Broaden Talent Pipelines

Support Employee Career Growth and Retention

Leverage Technology for Workforce Advancement

Champion Workforce Policy and Investments

CONFERENCE INSIGHTS AND THOUGHT LEADERSHIP

To kick-off our commitment to Workforce Development, NAED hosted dedicated workforce development sessions at the 2025 NAED Region Conferences featuring academic perspectives and leadership inspiration.

WRC SESSION: Featured a keynote by Donnie Campbell, the real-life inspiration for Ted Lasso focused on:

- Discovering organizational MVP (Mission, Values, Principles)
- Creating engaging workplace cultures
- Employee empowerment strategies

ERC SESSION: Featured Dr. Colleen McClure, University of Alabama-Birmingham and Evan Vestal, Texas A&M the session explored:

- Graduate alignment with industry needs
- Employment preferences
- Generational workplace expectations





iBelongHere

NAED iBELONGHERE COMMUNITY

The iBelongHere Community is an industry tool designed to foster inclusivity and meaningful connections among member employees, helping to attract and retain diverse talent.

The Voices Series encourages meaningful dialogue and provides learning opportunities. By showcasing a wide range of personal and professional experiences, the series helps build understanding and a stronger sense of belonging throughout the industry.





2024 VOICES SERIES TOPICS SPANNING:

- Women's History Month
- Mental Health Awareness
- Inclusion & Team Safety
- Military Service Members in Electrical Distribution

MEASURABLE IMPACT

- Engagement with 60+ different member companies
- 93% recommendation rate for future webinars

IBELONGHERE WEBINAR ATTENDEES



KEY TAKEAWAYS: NAED's workforce development strategy transforms traditional HR challenges into strategic business advantages. By leveraging our research-driven approach, collaborative industry partnerships, and innovative talent initiatives, your organization gains the critical competitive edge needed in today's challenging labor market. These initiatives directly strengthen your bottom line by reducing costs, enhancing operational efficiency and securing the talent pipeline needed for member success and industry growth.

EDUCATIONAL EXCELLENCE: EMPOWERING INDUSTRY GROWTH

STRATEGIC KNOWLEDGE LEADERSHIP

Education is a cornerstone initiative of NAED, providing essential value to our members by developing their most important asset—their people. The NAED Education team delivers comprehensive educational content, courses, and programs that equip member companies with the knowledge and skills needed to drive business success in today's complex distribution environment.

INDUSTRY-SPECIFIC EDUCATION PORTFOLIO

**30**

industry-specific courses that
have achieved significant adoption

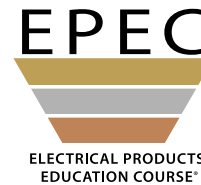
**82,763**

total enrollments since 2022

**TOP 5**

courses by enrollment

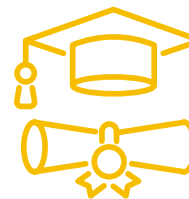
**BOTTOM LINE BASICS | WAREHOUSE PRO
COUNTER PRO | EDGE | INSIDE SALES PRO**



NAED's landmark EPEC program celebrated
two significant milestones in 2024:

**38 Years**

of industry education excellence

**15,000**

graduate milestone achieved

Thaddeus Spendlove, inside sales associate at Summit Electric Supply, became the 15,000th **EPEC** graduate on September 29th, completing Bronze, Silver and Gold certifications in just 6 months. “I’ve been given great opportunities with Summit, and EPEC has been a huge part of that,” noted Spendlove, who was featured in the February edition of tED Magazine.



“I came to Summit knowing nothing about electrical products or the distribution industry. EPEC has had a pretty significant effect on my attitude at work. Now, I’m better able to help customers and grow myself and the company every day.”

-Thaddeus Spendlove



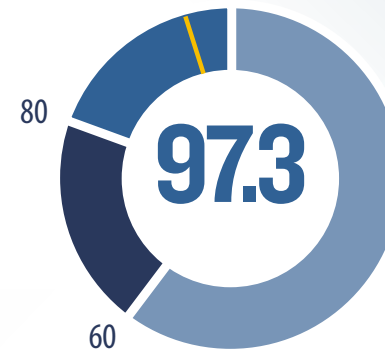


LEADERSHIP DEVELOPMENT PROGRAM EXPANSION

The NAED Leadership Development Program launched its 5th public cohort in 2024, including 19 participants from 14 companies . Key program enhancements this year included:

- Monthly virtual meetings expanding on relevant topics such as influencing others and visionary leadership.
- More focused in-person sessions featuring executive presence and presentation skills.
- Additional industry-specific case studies and discussions.

VoC Score



NPS



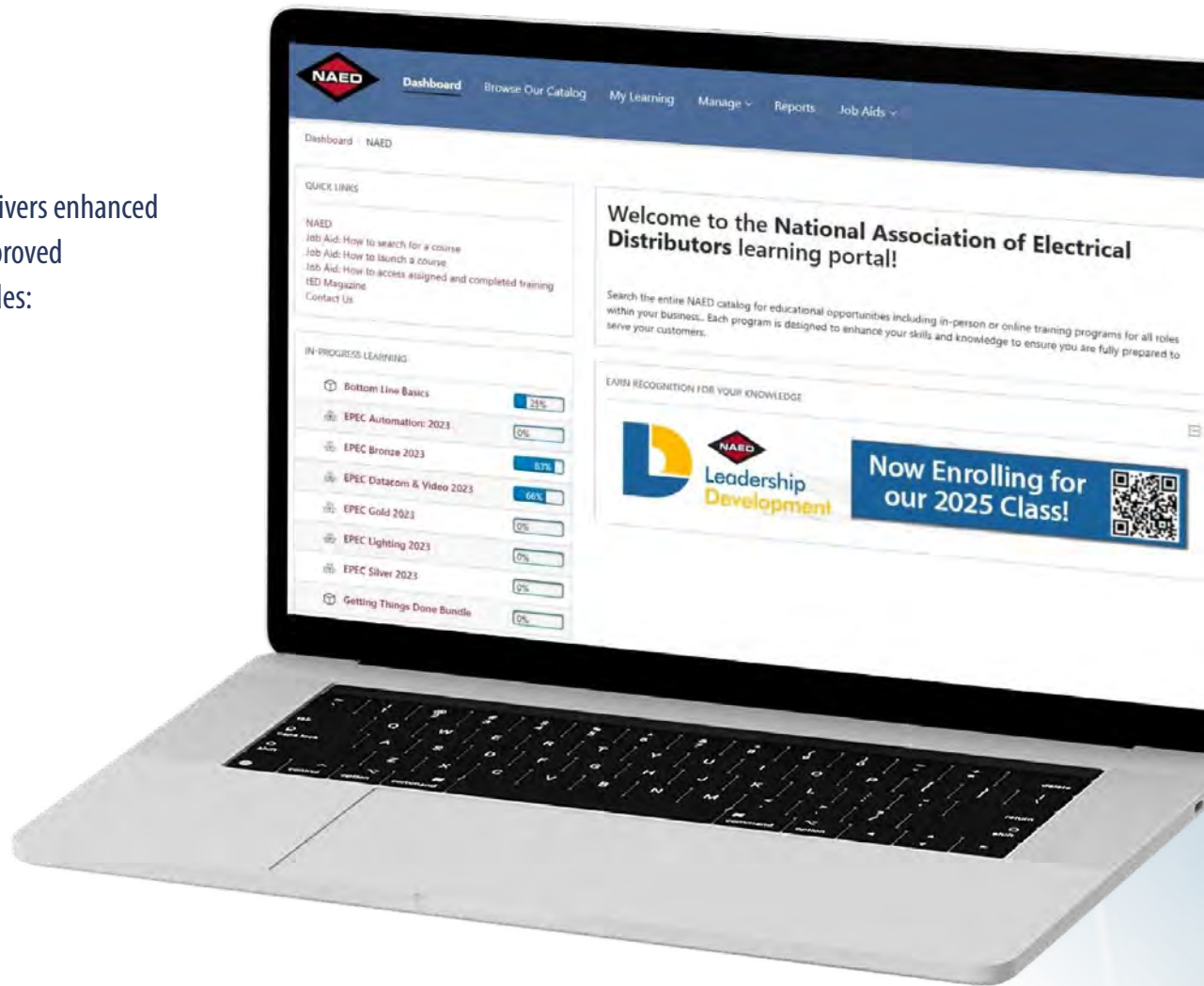
MEASURABLE PROGRAM IMPACT:

Consistently high Voice of the Customer (VOC) of 97.3% and Net Promoter Scores (NPS) of 100% display the value of the Leadership Development Program to NAED members.

DIGITAL LEARNING TRANSFORMATION

The newly launched NAED Learning Center platform delivers enhanced user functionality, robust reporting capabilities, and improved administrative control. This digital transformation includes:

- Member company-specific portals
- Integrated content from NAED, safety providers, manufacturers, and member companies
- Current reach: 106 companies with 37,171 total users across 1,005 courses



KEY TAKEAWAY: By delivering targeted educational solutions across multiple platforms and learning modalities, NAED ensures members can develop the talent needed to succeed in today's complex distribution environment.

THANK YOU CORPORATE PARTNERS

The success of our initiatives would not be possible without the exceptional commitment and support of our corporate partners. These industry leaders have demonstrated their dedication to advancing our shared mission through strategic collaboration, innovative thinking, and valuable resources.

We extend our sincere gratitude to these 33 organizations whose partnership has been instrumental in driving meaningful progress and creating lasting impact across our industry. Their continued investment in our collective future strengthens the entire ecosystem and enables transformative outcomes for all stakeholders.

Together, we're building a stronger, more resilient industry prepared to meet tomorrow's challenges and opportunities.





STRATEGIC ENGAGEMENT BEGINS BY MEETING WITH YOU

NAED's staff spends its time speaking directly to our members about the issues and opportunities our channel faces. Our interactions provide the blueprint for the strategies that will strengthen our pillars and continue to increase our value to you as a member of this association.





STRATEGIC LEADERSHIP AND GOVERNANCE

We extend our sincere appreciation to the our Board of Directors, for both NAED and the NAED Education & Research Foundation, for their exemplary leadership throughout 2024-2025. Their strategic vision, industry expertise, and unwavering commitment to NAED's mission have been instrumental in navigating our organization through a transformative year.

The Board's governance has enabled NAED to deliver exceptional value to our members while positioning the organization for long-term success. Their dedication to advancing the electrical distribution industry is evident in every initiative, from the successful capital campaign to our expanded educational offerings and digital transformation efforts.

Each Board member has contributed significant time, expertise, and resources to strengthen NAED's role as the industry's leading association. Their willingness to champion bold initiatives while maintaining fiscal responsibility ensures that NAED remains a vital resource for all members.

NAED BOARD OF DIRECTORS:



PAUL KENNEDY
CEO DSG – NAED Chair



JOHN CAIN
CEO Emeritus & Strategic
Advisor, Wiseway Supply
– NAED Past Chair



PHIL HALE
CIO Elliott Electric Supply



FARRAH MITTEL,
President, Schaedler Yesco
Distribution, Inc.
— Finance Chair



KEN CALLHAM
Director of Project
Operations,
Connexion



JASON SEGER
President & CEO,
Border States



CHRIS SCARBROUGH
President, Echo Electric Supply
— A Sonepar Company



JOHN EGGLETON
President & CEO, Kirby Risk
Electrical Supply



ARAVIND PADMANABHAN
EVP & Chief Technology
Officer, nVent



GEORGE VORWICK
President & CEO, United
Electric Supply Co., Inc.



ROGER LITTLE
CEO, Rexel USA



BILL WALTZ
President & CEO,
Atkore

NAED EDUCATION & RESEARCH FOUNDATION BOARD OF DIRECTORS:



PHIL HALE
CIO, Elliott Electric Supply —
NAED Foundation Chair



KYLE KRIZAN
Senior VP, Sales & Marketing, Kirby
Risk Electrical Supply — NAED
Foundation Past Chair



MICAH CARLTON
Chief Human Resources
Officer, Summit Electric
Supply Co., Inc



AMANDA WITHAM
Director of Sales
Operations, United Electric
Supply Co., Inc



MIKE MONTANARI
VP, Channel
Development,
Schneider Electric



PHIL TUGGLE
Senior VP, Business
Transformation,
Southwire Company



NAED EDUCATION &
RESEARCH FOUNDATION

NEXT LEVEL
NOW
CAMPAIGN

NEXT LEVEL NOW: INVESTING IN OUR DIGITAL FUTURE

TRANSFORMATIONAL INDUSTRY SUPPORT

The 2023-2024 NAED Education & Research Foundation's Next Level Now Campaign represents an unprecedented investment in our industry's digital future. Through the remarkable generosity of our member companies and industry partners, we raised over \$10 million to fund critical digital transformation initiatives that will strengthen the entire electrical distribution channel.

TO OUR VALUED CONTRIBUTORS

We extend our deepest gratitude to the forward-thinking companies listed on this page. Your exceptional financial commitment demonstrates not only your belief in NAED's vision but also your dedication to advancing the entire electrical distribution industry.

This transformative funding enables us to accelerate digital solutions that address our industry's most pressing challenges—from supply chain visibility to workforce development to technological innovation. Your investment ensures our industry remains competitive, resilient, and positioned for long-term success in an increasingly digital marketplace.

The impact of your generosity will benefit electrical distribution professionals for generations to come.

VISIONARY CIRCLE



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