

Sunday, November 8**Arrivals**

Evening open for Associate Member and Allied Partner events including Reception hosted by RAB Lighting from 6:00 - 8:00 p.m.

Monday, November 9**8:00 a.m. - 6:00 p.m. – Registration****8:00 a.m. - 5:00 p.m. – Networking Showcase for New Manufacturers & Allied Partners**

During the first two days of the conference, new associate members and allied partners will have a tabletop display set-up for you to be able to meet them and allow them to tell you about their company's services.

8:30 - 10:00 a.m. – Concurrent Education Sessions**Electrical Supply Chain Distribution—Developing an Agile Construction Partnership**

Lonny Simonian, Professor, California Polytechnic State University

The goal of agile procurement is to reduce job site material handling and other waste rather than focusing upon reducing the cost of materials. In agile procurement, manufacturers, suppliers, distributors, and customers come together to define common assumptions in terms of the business value, implementation risks, expenses (effort) and costs associated with procurement. By using agile procurement, electrical distributors and contractors, in a partnering arrangement, can jointly manage the flow of material and create greater efficiency of operations.

In order to provide insight for electrical contractors to better assess the value added by aligning with, and having added services provided by a single supplier, electrical distributors need to accurately quantify their organizations' total cost to provide these additional services. However, the cost of these services is often hidden since the resources needed to provide them are considered to be part of a distributor's sunk costs; these services are also routinely aggregated with material, thereby masking the distributor's cost of services. This research will provide the framework for electrical distributors and contractors to establish an agile procurement process.

Rethinking Distributor-Manufacturer Relationships in the Age of Rapid Innovation

Dirk Beveridge, President, UnleashWD

The most recent research by the NAED Education Foundation on this topic, led by Dirk, found that 90% of distributors and manufacturers believe there is a need to reimagine the partnership. Throughout the session Dirk will explore the "why" behind such a strong call to action while exploring the pace of change that the study suggests needs to take place.

Dirk will also outline the nine big questions that distributors and manufacturers must tackle individually and as partners to reframe their relationships in the new age of digital information, changing buyer habits, the rise of alternative channels, and other disruptive forces. This session will present actionable recommendations that lead distributors and manufacturers to deeper and more collaborative relationships.

Government Affairs: Brave New Regulatory World

Ed Orlet, VP, Government Affairs, NAED

Distributors face an increasingly complex web of entangling regulations – consuming too much of your time and attention. In this new world, it's very often your customers' demands for regulatory compliance assistance that impact you most. Having a strategy to navigate this regulatory landscape can save you time and money – and can actually become a competitive advantage. In this session you will learn:

- 1) How to evaluate your options for responding to customer requests for compliance assistance on issues such as conflict minerals reporting, RoHS and WEEE;
- 2) How the global economy is forcing changes in the way we do business from corporate sustainability planning, to non-governmental organizations (NGOs) "shaming campaigns" to European Union product disposal directives.
- 3) The elements of a compliance strategy and why you need one.

10:15 - 11:45 a.m. – Concurrent Education Sessions

Special Pricing Authorization Practices: The Present Conundrum & the Path Forward

Michael Marks, Principal, Indian River Consulting Group

This session provides the findings of the recent research project on SPA Pricing Practices. In addition to these findings, this session will also share implications for both manufacturers and distributors. There will be many punch lines as this is near and dear to everyone in addition to being both loved and hated. The purpose of the research project was to bring data and insight into the industry conversation. The hope was to change the nature of the conversation so progress and improvement can be made in the process. While challenging, there are significant takeaways that any well-managed firm can use to improve their competitive position with respect to these processes and practices.

PAR Benchmarking Analytics: How to Better Understand & Apply the Results

Scott A. Hackworth, CPA, Senior VP, Industry Insights, Inc.

This interactive session will help you apply the NAED PAR Report results to better run your business. We will tap NAED PAR Report "Power Users" to show how they apply the results to their businesses, and Industry Insights benchmarking expert, Scott Hackworth, will examine key metrics and how they are matched with distributor performance.

What Amazon can't do, but Electrical Distributors can!

Paul Molitor, President & CEO, IDEA and Keith Peck, President, ElectricSmarts Network

From the warehouse to the web, a digital strategy to grow your business

Much of the digital revolution has focused on the consumers' on-line buying patterns. But the biggest on-line sales opportunity for Electrical Distributors and Manufacturers lies in connecting to the contractors' bid and buying patterns. Today, as much as 50-60% of large project revenues, flow through the contractors' estimating software.

Most distributors and manufactures know very little about how products are specified, priced or purchased from within these programs. Learn how tech savvy distributors are seamlessly integrating with these contractor systems to influence brand selection and become preferred vendors. You'll also learn why access to high quality product data from a single trusted source is a key component to

drive on-line sales within contractor software and in all your sales channels.

1:15 - 2:45 p.m. – Concurrent Education Sessions

Electrical Supply Chain Distribution—Developing an Agile Construction Partnership

Lonny Simonian, Professor, California Polytechnic State University

Repeat of morning session

Rethinking Distributor-Manufacturer Relationships in the Age of Rapid Innovation

Dirk Beveridge, President, UnleashWD

Repeat of morning session

Government Affairs: Brave New Regulatory World

Ed Orlet, VP, Government Affairs, NAED

Repeat of morning session

3:00 - 4:30 p.m. – Concurrent Education Sessions

Special Pricing Authorization Practices: The Present Conundrum & the Path Forward

Michael Marks, Principal, Indian River Consulting Group

Repeat of morning session

PAR Benchmarking Analytics: How to Better Understand & Apply the Results

Scott A. Hackworth, CPA, Senior VP, Industry Insights, Inc.

Repeat of morning session

What Amazon can't do, but Electrical Distributors can!

Paul Molitor, President & CEO, IDEA

Keith Peck, President, ElectricSmarts Network

Repeat of morning session

6:00 - 7:30 p.m. – Opening Welcome Reception

A relaxing opportunity to meet fellow attendees, seek out the friends you made from previous years, catch up on industry news, and enjoy the official opening of the Eastern Region Conference.

Evening open for Associate Members and Allied Partner events

Tuesday, November 10

8:00 a.m. - 5:00 p.m. – Registration

8:30 - 10:00 a.m. – General Session

KEYNOTE: Beyond Social Media - The Sharing Economy

Robert Stephens, Geek Squad Founder & Former CTO of Best Buy

With \$200, a bicycle and a subsequent collaboration with Best Buy, Robert Stephens transformed the small, cryptic world of tech support and made it glamorous and accessible, when he founded The Geek Squad in 1994. Charming and wildly insightful, with proven business savvy and an inspiring story of entrepreneurship, he captivates audiences with exciting perspectives on advancing technology, smart marketing and thoughtful business strategy, and what he thinks is the next “big thing.”

Stephens offers fascinating insight on upcoming developments on and off the web, and reveals why he predicts that the biggest trend of the coming decade will be the "Sharing Economy," outlining what that means for society and business and why he is betting on it.

10:15 - 11:45 a.m. – Expert-Facilitated Roundtables

In response to member feedback, we're revamping the previous Peer Networking Group sessions where a lot of time was spent wasted complaining, and not enough time finding solutions! Don't worry about competitors, these interactive discussions are an opportunity to network informally and find new solutions for common industry problems.

Driving Change in Your Organization [Distributor Only]

Facilitated by Dirk Beveridge, President, UnleashWD

Sales Compensation [Distributor Only]

Facilitated by Michael Marks, Principal, Indian River Consulting Group

How to Recruit Your Next Top Salesperson [Distributor Only]

Facilitated by Allison Olden, Talent Recruitment & Retention Specialist, NAED

Getting the Most Out of Your Distributor Relationships at NAED Meetings [Supplier Only]

Facilitated by Scott Costa, Publisher, tED magazine

10:15 - 4:50 p.m. – Networking Showcase for New Manufacturers & Allied Partners

Noon - 1:30 p.m. – Women in Industry Luncheon

The Fine Art of Building Business Relationships

Debra Fine, Best-selling author, keynote speaker and trainer

Join internationally recognized speaker, conversation and networking guru, and bestselling author Debra Fine for her fast paced, informative and interactive program The Fine Art of Building Business Relationships. Together we'll laugh, learn and leave with tools to develop and cultivate outstanding conversation skills and business networking techniques, build rapport and increase visibility.

Learn how to:

- 1) Establish rapport and converse easily with anyone
- 2) Prevent the most common conversation blunders that create a negative impression
- 3) Master introductions and remember names
- 4) Exit conversations with grace
- 5) Experience more ease at business conferences, networking occasions, receptions and meetings.

2:00 - 4:50 p.m. – Distributor Hosted B2B Booth Sessions

Meet face-to-face with your supply chain partners and plan ahead for the 2016 calendar year while you discuss performance goals, opportunities for improvement, and upcoming promotions.

6:00 - 7:00 p.m. – NAED Networking Reception

Evening open for Associate Member and Allied Partner Events

Wednesday, November 11

7:00 a.m. - 12:20 p.m. – Registration

7:15 a.m. - 12:20 p.m. – Distributor Hosted B2B Booth Sessions

Just like the Tuesday afternoon session, however this longer session offers a mix of appointments and open times. A continental breakfast will be served.

Departures