

the current

Big Data & the Internet of Things: Boom or Bust for your Security Efforts?

Theresa Payton, former White House CIO, Cyber Security Authority
2015 National Meeting Keynote

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2015 National Keynote





Success is Learned

Success isn't something that just happens. Many have written comparing how much is learned from our successes versus how much is learned from our failures. In business, I think we take the biggest steps forward when we succeed. People learn much more carefully from success because that is what you want to replicate. In short, success is learned.

NAED is your association. We are here to help you succeed. We do that by offering various opportunities for learning and networking through our conferences and niche meetings as well as the Learning Center.

Upcoming meetings:

National Meeting – May 16-19, 2015 Chicago

Geared toward senior level and national account executives, the National Meeting provides a venue for a vigorous exchange of ideas complete with networking, educational speakers and some of the industry's best distributors and suppliers.

Women in Industry Forum – June 23-26, 2015 Denver

The forum brings women in the electrical industry together to make industry connections for personal and professional growth; increase the visibility of women in the industry; and share tips for success.

LEAD Conference – July 15-17, 2015 Chicago

Perfect for current and emerging leaders in the industry, this conference is a favorite for organizations seeking to develop their managers and enhance their careers.

AdVenture Marketing Conference – August 10-12 Chicago

Focusing on the education and networking needs of industry marketing professionals, this conference features high-impact sessions facilitated by a series of presenters who are experts in industry consultations, media marketing, and other related fields.

Through the NAED Learning Center, we have all of the training your employees need to ensure their success within the industry. Employees of every level can benefit from the wide array of courses available.

Don't forget the NAED Education & Research Foundation has been able to develop those industry-specific courses on the Learning Center due to your generous contributions to the Annual Campaign.

Thank you to those that have already contributed to this year's campaign. For those who haven't, there is still time – the campaign runs through June 30. Visit www.naed.org to download the contribution form.

Success is an ongoing journey. And, your success starts here with NAED. ✦

Thomas Naber

Tom Naber | President | NAED

Tom can be reached at 314.812.5312 or tnaber@naed.org.

Zeus Battery Products

Making a big difference in Northern Illinois

Custom battery pack manufacturer, Zeus Battery, was started in December 2001. Headquartered in Bloomingdale, Ill., ZEUS offers a complete selection of replacement batteries, chargers, and power accessories—for a wide range of application solutions including complex medical, military, industrial, mobility, emergency lighting and security applications.

“We range from between 35-50 employees here in our Illinois facility that comprise our proto-typing short run, assembly and quality control, and our sales teams,” said Gina Galante, Zeus’ business development manager.

Zeus may have a small workforce but they have a huge heart. And, the impact they have in their community has been incredible. “All Zeus Battery charitable efforts have been very organic, responding to community needs as they’re brought to our attention, either by local residents, clients or employees,” commented Cris Lauer, Zeus’ Marketing and Community Relations consultant.

According to Galante, recycling and keeping batteries out of landfills is an important part of their outreach. During the past three years, Zeus has participated in Earth Day events hosted

by the Bartlett and Carol Stream Park Districts. Employees participate in battery collection, greeting visitors and answering questions about battery recycling.

Galante recalls this story. A lady stopped in and I overheard her talking to one of our customer service reps. I guess her son found us online or through social media and had his collection at home. He asked his mom to please not throw them in the trash to take them to Zeus. So she did, I think she may have even taken a picture to show her son that she actually brought them in for recycling.

The team at Zeus also volunteers on an annual basis with the Northern Illinois Food Bank (pictured above), an organization that provides food for hungry people across 13 Illinois counties. Everyone gets together and as a company they go to the food bank’s location in Geneva, Ill. They spend the day preparing or packing different products that they need to distribute to the local food banks in and around the



area. Last November, the team packed 11,000 pounds of food that provided 9,166 meals.

How do they do it?

Galante says it’s a team effort. “From the very first opportunity, we asked who would like to volunteer with us,” she recalls. “We had 90% of the people saying they were willing to participate and wanted to help out. With it being local too – everyone may know someone that may benefit. It really helps everyone around us and just being able to take that time together and being able to make a big impact. I think that most people are open to that.”

“For a small company to be that responsive to the community and not consumed with operations,” Lauer said. “That’s pretty great.” ♦

Government Affairs Update

Keeping members current on what's happening in Washington D.C.

New Congress off to a fast start White House looking to expand regulatory action

Now that Republicans have control of both houses of Congress, they're wasting no time in advancing their legislative agenda. Each chamber of Congress works at its own pace because of the rules they adopt, so the House will always act faster than the Senate, but both are committed to show they can govern. While distributors have a lot to gain from a pro-business Congress, we have a lot to lose from an overaggressive regulatory state. The Regulations from the Executive in Need of Scrutiny (REINS) Act is our best hope to "rein" in aggressive federal regulators.

By subjecting new major regulations to an "up or down" vote in Congress before taking effect, the REINS Act would strengthen Congress' Constitutionally mandated role providing oversight of the Executive Branch.

Making higher Section 179 expensing permanent

In recent years, many NAED members have taken advantage of increased limits on Section 179 expensing. NAED supports making the higher expensing

levels permanent and indexing them to inflation. America's Small Business Tax Relief Act of 2015 (HR 636) would accomplish this. The House has passed HR 636 and now it's time for the Senate to act. NAED encourages our members to contact your Senators and tell them to support permanent extension of higher Section 179 expensing limits by supporting America's Small Business Tax Relief Act of 2015.

Fairness in online taxes

NAED distributors have forcefully advocated for a level playing field between our industry and online sellers. NAED has supported the Marketplace Fairness Act and Marketplace and Internet Tax Fairness Acts in the 113th Congress. The Senate was able to pass bipartisan legislation in 2013 that would have provided the fairness we seek. However, some Congressional Republicans fought the bill, erroneously referring to it as a "new" tax.

The first salvo in this year's battle for online tax fairness has been launched by House Judiciary Committee Chair Bob Goodlatte (R-VA 6) with the anticipated introduction of The Online Sales Simplification Act of 2015. The

bill uses a so-called "hybrid origin sourcing" approach to the collection and distribution of sales tax revenues derived from remote online sales. Supporters of this approach say it is the least burdensome approach for sellers, while opponents say this approach imposes new taxes on consumers in non-sales tax states and raises taxes on consumers who purchase products from higher sales tax states.

NAED supports destination-sourcing approaches to online tax fairness such as those featured in The Marketplace Fairness Act. Destination sourcing best addresses our primary goal in online tax fairness: parity at the point of purchase. With parity at the point of purchase, purchasers will have consistency in the tax rate they pay for online purchases, no matter whom they choose to buy from. ✦

stay current

Check out the NAED Government Affairs website at www.naed.org/tellcongress to stay up-to-date on what's going on in Washington, contact your elected officials and more.

unilog

Connecting Dots.
Delivering Insights.

Unilog Content Solutions is a global technology and services company that specializes in e-commerce solutions and enriched product catalogs for the business-to-business marketplace. "I like to refer to Unilog as a 16 year-old start-up," said Joe Bennett, Unilog Senior Vice President – North America.

The company was founded in Bangalore, India in 1998. The legacy arm of the company builds enriched product content. In 2014, Unilog launched the start up arm in the United States promoting their flagship enterprise commerce platform, a software product that powers a distributor's website and mobile applications.

Unilog focuses on building content for distributors and large e-tailers. Their web-based software product, CIMM2, integrates distributors' ERP system with their e-commerce site. It also has the capability to manage millions of SKUs and the ability to be used on mobile devices and tablets. This gives distributors the same ecosystem that a large e-tailer would have at a fraction of the cost.

In fact, IDEA has been a Unilog customer for many years. Not only

are some of the products in the IDEA Data Warehouse (IDW) enriched by the legacy arm of the company, the product information management (PIM) software that houses the 2.5M SKUs of IDW is Unilog's flagship product, CIMM2.

"We want NAED members to know we have the experience and expertise in the electrical distribution market and that we can help them in their omni-channel journey," Bennett said.

Bennett has a long career in the industry. From walking in the front door of distributors as an apprentice electrician to working as a custom programmer at SHIMS, to co-authoring version 1 of Eclipse, and working as the Senior Director – Wholesale Distribution Solutions at Infor – he has a very unique perspective on the technology used by NAED members.

"The most important rule of business is The Golden Rule," Bennett commented. "We treat everyone we interact with every day with respect and how we would want to be treated. Our desire is to shelter the distributor from what we see as the 'perfect storm' that threatens their market." ♦

At a glance

Company: Unilog Content Solutions

Locations: India, North America, and Australia

Number of employees: 500

Founded: 1998

Website: www.unilogcorp.com

CIMM2 Users Group Meeting

In February, Unilog hosted its first-ever CIMM2 Users Group Meeting. More than 60 people representing 26 different companies gathered at the Wyndham Grand Orlando Resort Bonnet Creek to talk about e-commerce trends for 2015, new CIMM2 functionality, and how Unilog is disrupting the B2B industry.

The entire event was split into two tracks, one that focused on Marketing & Content for B2B e-commerce and the other on CIMM2 Functionality & Best Practices. Company partners and customers of all different backgrounds came together to spread ideas, ask questions, and share insights.

Elevating the Experts

Congratulations to the newest CEP Certificants

NAED congratulates the 49 individuals who earned the Certified Electrical Sales Professional – Inside Sales™ and Certified Electrical Sales Professional – Outside Sales™ designation following the certification exam completed in January. Since the first exam in 2009, the CEP program has certified 866 professionals from 120 companies nationwide.

The CEP is a professional designation for distributors, manufacturers, and others serving in the electrical distribution channel. Certification demonstrates knowledge and expertise on the products and services offered by the industry.

Certified Electrical Professionals - Inside Sales™:

Michael C. Amos, CapitalTristate, Chesapeake, Va.

Fred P. Baker, CapitalTristate, Chesapeake, Va.

Dale H. Banks, Jr., Ideal Electrical Supply Corporation, Washington D.C.

Stephanie B. Brantley, Electrical Equipment Company, Norfolk, Va.

Julie Cardinal, Colonial Electric Supply Co., Inc., Philadelphia

Joseph W. Carroll, Shealy Electrical Wholesalers, Inc., Greenville, S.C.

Robert Clark, B&K Power To Solve, City of Industry, Calif.

Laura J. Coates, Border States Electric, Denver

Jeremy J. Corum, Springfield Electric Supply Company, Springfield, Ill.

Kathryn Curry, State Electric Supply Co. (dba Richards Supply Company), Chillicothe, Ohio

Ryan Davis, CapitalTristate, Upper Marlboro, Md.

Brent M. Dean, Springfield Electric Supply Company, East Peoria, Ill.

Trent J. Dover, State Electric Supply Co., Arden, N.C.

George F. Durborow, CapitalTristate York, Pa.

Edward Elsarelli, Border States Electric, Phoenix

Alta Fetterman, The Hite Company, Erie, Pa.

John B. Franks, CapitalTristate, Manassas, Va.

Richard L. Hammond, Springfield Electric Supply Company, East Peoria, Ill.

Wendell D.T. Hicks, Ideal Electrical Supply Corporation, Washington D.C.

Richard F. Hoecke, II, CapitalTristate, York, Pa.

Patrick Horine, CapitalTristate, Baltimore, Md.

Stephen B. Jackson, McNaughton-McKay Electric Co., North Carolina, Charlotte, N.C.

Rickey J. Jeter, The Reynolds Company, Fort Worth, Texas

Shane K. Jones, Harry Cooper Supply Company, Springfield, Mo.

Jennifer Kashner, CapitalTristate, York, Pa.

Scott T. Miller, Butler Supply, Inc., Fenton, Mo.

Karen L. Nuzum, CapitalTristate, York, Pa.

David Pero, HESCO-Hartford Electric Supply Co., Inc., Rocky Hill, Conn.

Adam R. Prather, Leff Electric, Strongsville, Ohio

Michael V. Pratt, Springfield Electric Supply Company, Springfield, Ill.

Ricardo Reyes, Davis Wholesale Electric, Inc., North Hollywood, Calif.

Christopher S. Showalter, Electrical Equipment Company, Richmond, Va.

Blaine E. Smith, J. H. Larson Company, Sioux Falls, S.D.

Certified Electrical Professionals - Inside Sales™ (cont.)

Daniel R. Smyser, CapitalTristate, Upper Marlboro, Md.

Robin J. Stephens, Electrical Equipment Company, Franklin, Va.

Jesse L. Streed, Dakota Supply Group, Alexandria, Minn.

Randy D. Sutton, The Reynolds Company, Fort Worth, Texas

Terry R. Walter, CapitalTristate, Salisbury, Md.

Matthew D. Wenger, CapitalTristate, York, Pa.

Jeffrey Whitman, The Hite Company, Erie, Pa.

Certified Electrical Professionals - Outside Sales™

Steve J. Hellman, CapitalTristate, Baltimore, Md.

Tony Huette, Springfield Electric Supply Company, Davenport, Iowa

Vernon Jenkins, State Electric Supply Co., Troutman, N.C.

Mike Manusharow, Jr., Springfield Electric Supply Company Rockford, Ill.

David J. Mattson, Mayer Electric Supply Co., Inc. College Park, Ga.

Timothy McGowan, CapitalTristate, Upper Marlboro, Md.

Joseph A. Newman, Mayer Electric Supply Co., Inc., Oakdale, Pa.

David J. Schulz, Springfield Electric Supply Company Rockford, Ill.

John M. Stanford, Stanford Electric Supply, Inc., Jackson, Tenn.

stay current

The next CEP exam will be administered July 13-25, 2015. Interested candidates should begin preparing now.

Resources to help you prepare for the exam can be found on the NAED website, www.naed.org/CEP.

For additional information, contact the NAED Member Services at certification@naed.org or toll-free at (888) 791-2512.



Make Smart Technology Decisions

Here's the latest executive guides from NAED's Technology Task Force:

Executive Guide 9: Innovating with Mobile Technology – will help distributors implement new technologies with business innovations.

Executive Guide 10: Mobile Technology for the Distribution Sales Force – will help your sales force stay relevant while reaping the rewards of a mobile world.

Executive Guide 11: The Changing Roles of IT and Marketing – will assist distributor executives in understanding how technology innovations are intertwining their marketing and IT departments.

Executive Guide 12: IT Services: Use In-house Staff or Outsource? This guide will assist distributor executives in understanding how outsourcing some IT services may provide competitive advantages to their individual companies.

Executive Guide 13: IT Service Outsourcing: Selecting a Managed Service Provider – will assist in choosing expert IT partners that can assume responsibilities for performing specific IT functions.

Visit www.naed.org to see the complete list of executive guides.

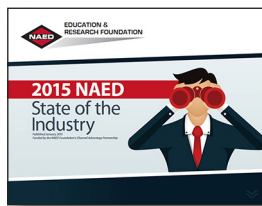
Inform. Inspire. Prepare.

The power of research

The NAED Foundation's recent research efforts have been directed toward an overview of the industry's opportunities, challenges, and markets. For example, the *2015 State of the Industry* provides an outlook for the coming year by senior leadership. This new report features their thoughts on the industry's main drivers, expected increases in spending, and U.S. economy. All respondents, both distributors and manufacturers, are expecting a better 2015 in these areas:

- Company's Revenue (71%)
- Electrical Industry (52%)
- Construction (47%)
- U.S. Economy (45%)

The full report includes many breakouts of distributor and manufacturer responses to questions about the industry and their company's performance. The results help to illuminate how channel partners will approach their strategies for the coming year.



Another popular report, *2015 Market Overview*, provides a

glimpse of the products and customer segments of many NAED companies. This type of information serves as a gauge for not only the industry, but where your business stands in comparison. For instance, the top products sold by distributors include ballasts, wire and cable, light fixtures, and fuses. How does that line up with your product sales?

Other resources funded by the NAED Foundation's Channel Advantage Partnership (CAP) explore industry-specific issues that often impact the performance of the channel. One resource, *Secrets of a Successful Distributor*, features a compelling interview with Emil Boschert of Butler Supply, St. Louis, Mo., on their process improvement journey. Based on lean principles, Boschert explains how they approached eliminating waste and engaging other Butler employees to make their warehouse operations more efficient. Five years later, they



still implement these guidelines at the company with great success.

These resources are available on the NAED website. As a member, they are complimentary—simply log in to the NAED website, follow a few instructions and the research will be delivered to your inbox.

Additional CAP-sponsored projects are currently underway with results expected in fall 2015.

- *Rethinking Distributor-Manufacturer Relationships in the Age of Rapid Innovation* by Dirk Beveridge, 4th Generation Systems
- *Electrical Supply Chain Distribution—Developing an Agile Construction Partnership*, by Lonny Simonian, Professor, California Polytechnic State University
- *Special Pricing Authorization Practices: The Present Conundrum & the Path Forward*, Indian River Consulting Group

Please look for more details on how you can provide your input on these topics in upcoming editions of Newsline.

All information regarding NAED research can be found at www.naed.org/research. ♦

Six Benefits of Gamification in Education

Trends in training

Gamification is using game theory and game mechanics in non-game circumstances to engage and motivate learners. "Games create engagement which is the cornerstone of any positive learning experience," said John Kiso, NAED education development manager. Keeping on trend with this learning technique, NAED has begun work on adding gamification to its courses on the Learning Center.

Gamification in learning has become increasingly popular because it offers a wide range of advantages for learners and can help to make the overall learning experience not only more enjoyable, but more effective too.

When used appropriately, gamification has an objective for the learner and can create measurable results by reinforcing previously learned behavior or facts.

Employees gain many benefits from using gamification within training and education courses. Here are six benefits learners gain from gamification.

1) Builds engagement - Gamification holds the learner's attention and motivates him or her. When learners feel positive about their learning

process, they become active participants.

2) Increases learning retention – Once learners become active participants, they are able to effectively absorb the information.

3) More employee loyalty – Gamification increases the chance of the learner returning to the course because it's more enjoyable.

4) Boosts productivity – Implementing a gaming reward system based on specific activities within the courses increases employee productivity.

5) It's fun - Gamification in learning makes learning not only informative, but fun and exciting because it there is an interactive element to the courses.

6) Gives learners the opportunity to see real world applications - They are able to get a first-hand look at how their choices within the game result in consequences or rewards.

The NAED Learning Center houses a wide array of training and education courses. Visit www.naed.org for more information. ✦

New NAED Learning Center Online Courses

Knowledge Share: Grow Your Staff Expertise

Recommended audience: HR, training, supervisors, and anyone in a managerial position

This online course teaches managers how to document and share knowledge that is exiting a position due to advancement, exit, or retirement. The practice of "knowledge sharing" creates a stronger, unified organization for your customers' needs and expectations and ultimately grows the company profitability by ensuring that knowledge is not lost when an employee exits a long-held position.

Boost Profits: Increase Customer Profitability

Recommended audience: sales managers, inside and outside sales associates

This online course will teach sales associates how to identify customers based upon a matrix of volume and profit and the best way to determine methods to assist customers in becoming more profitable. The course is set up so students will "play" in real-world scenarios and learn how to become more profitable by making their customers more profitable.

Q&A: Talking with Theresa Payton

NAED National Meeting Keynote Speaker



Theresa Payton is the former White House Chief Information Officer, a cyber security authority, and an expert on identity

theft and the Internet of Things. She is one of America's most respected authorities on Internet security, net crime, fraud mitigation, and technology implementation. Theresa is currently the CEO of Fortalice Solutions, a cyber security consulting company.

NAED: Tell me a little about how you got into the field of cyber security. Specifically, how you became the CIO for the White House.

I ended up in the banking industry following my husband who was in the Navy. When he was stationed at a naval base in Florida, one of the top employers in the area that I was impressed with was Barnett Bank. I was fortunate to land a job there and kick off my career in financial services. While in the financial industry, I noticed every time we would adopt emerging technology to make it easier and more cost effective for our customers to interact with us that also opened the door for different types of crime.

And one day, from out of the blue, I got a call from the White House. It was a call I almost didn't return but I am so glad I did. When I came back to the office at the end of the day, my executive administrative assistant said, "The White House called and President Bush needs a new Chief Information Officer. They would like you to call them back." I looked at her and thought to myself, this has to be a scam and said, "How long did you talk to them for? What did you tell them. I didn't know the person calling or why they'd be calling me. It was almost surreal.

But, I called back and I talked to the hiring manager. One of the things I asked him was how am I qualified to do this job? He mentioned during our conversation that my time in banking was applicable, for example, running a 24/7 operation, working within a heavily regulated environment, and delivering cutting edge technology while at the same time protecting the people using it and the information from criminals. I went through the hiring and vetting process and ended up being offered the job. In the end, it was a series of coincidences that happened behind the scenes that

put me on their candidate list and the experience has influenced how I want to spend the rest of my career. I plan to spend the rest of my working days focused on helping companies, government organizations, and people better protect themselves from cybercrime.

NAED: As consumers, what do you see as the single biggest threat to our information security?

When I think about consumers, the challenge is the data collection, which tracks our behaviors and relationships, is woefully unprotected. As a consumer, there are pieces of the equation that you can control and there are pieces that you cannot control. I've read there are people trying to file their tax returns and finding out someone has already beat them in line and has already filed a fraudulent tax return. There's not a whole lot you can do about that. Somehow enough information was leaked about you that allowed them to file a tax return.

As a consumer there are simple things you can do that can make a big difference. You can put some firewalls around your life that make it a little

“...you need to have different email addresses for the different parts of your life.”

harder for cyber criminals to take over everything. One example I use is your personal email address. No one told us not to write it on a slip of paper to win a contest or to hand it out to everybody or that you should treat it like your social security number. But think of all the things your email address is tied to: it's tied to your bank accounts; it's how your kids' school contacts you; it's how you access your cloud account.

You need to have a different email address for the different parts of your life. The email address you have attached to your bank account – do not give that to anyone else. And, if you start to see strange behavior happening on that email address, throw it away and get a new one. Contact your bank and let them know.

Of course, those accounts are still hackable. But now if somebody gets into a piece of your life, they can't crack everything.

NAED: What's this biggest risk for businesses when it comes to technology?

I think the biggest risk is business and government organizations still not realizing that all technology can be hacked. The first principle of all systems design should be “hackers are gonna' hack”. When you collect information on consumers, if you don't need it – get rid of it. Have a digital shredding strategy. Don't store all of our data about your customers in one place. Knowing that cyber criminals are going to breach your defenses and they are going to get in at least make them work for the data.

NAED: What types of threats do you think businesses should prepare themselves for?

Businesses should prepare for a couple of things. The first is a disruption in your supply chain. Maybe you were not breached but somebody that either provides you goods/services or you provide goods/services to has been. You will need to sit down and have those conversations with your supply chain to see what everyone is doing and what their plans are if there is a breakage in the overall supply chain.

The second type of threat businesses should prepare for is the basically highjacking of the inner workings and communications - the stealing of emails and other communications and posting it on the Internet.

And the third thing is thinking about the information you are collecting about your customers. Because data storage is cheap and the speeds have never been faster, you can quickly amass this massive data collection. You have to have a digital shredding strategy. If think that you may need it some day, put it in cold storage. Get it off your network and in off-site storage.

I highly recommend two activities to check your threat posture: (1) hire a security team to ethically hack, or white hack, your most critical assets. Do not do just a “penetration test”. Tell them your top 1-3 assets and challenge them to get to them. And (2) plan/prepare for a breach in advance. Create a digital disaster plan and test the plan often to make sure you respond quickly to regain customer trust and minimize overall damages to the business. (continued on page 12)

Q&A: Talking with Theresa Payton

NAED National Meeting Keynote Speaker (continued from page 11)

NAED: Should a data security breach happen, what impact does that have on a company's brand with their customers?

The results are varied about what happens to a company after a breach. Some studies have been done and customers have been asked will you leave your provider if a breach occurs. Depending on the industry 25-30% said, "I've already left." I think what we're seeing is a combination of people saying, "I heard what you said after the breach and I don't feel comfortable and I have a choice so I'm leaving." If it's a situation where the customer doesn't have a choice, then relationship is damaged and you're going to have to regain their confidence and trust.

It's important to have a plan in place before a breach happens. Sit down with all of your partners and assume the worst happens – your core digital assets have been stolen or compromised. State the obvious - our customer data is breached. Define the exercise in realistic terms, for example, assume people are impacted for a long period of time. Then ask the team, "What do we do? What are our notification requirements? How do we exceed

customer expectations? Do we have a crisis PR firm that can help us craft that message BEFORE the breach happens? Will we set up a 24/7-call center? Do we have a partner that offers identity theft protection that the moment a breach happens we can tell them to put up a website and tell our customers to go here and ignore the phishing emails that tell you to click on a link and give us your data to be protected?"

NAED: How is Internet security changing?

Internet security hasn't changed nearly enough. And, it has to change or else we're going to continue to see the same headlines reported such as "Biggest breach ever!" and just change a few details – change the name of the company, the industry, and the victims. When you really get under the forensics and to the details of what's going on there's a couple of principles and guidelines that are not being followed.

We need to begin thinking like our adversary and never underestimate our adversary. It sounds like a really expensive security program and it isn't. You don't have to build out an army of people and spend a bunch of

"We need to begin thinking like our adversary and never underestimate our adversary."

money on security products. That's the old way of doing things and it's not going to work. When you think about your organization and your customers and how focused your adversary is on stealing that information, you can focus your resources much more effectively to protect them.

Pick your most critical assets and ask the four What's and the two How's:

1. what touches it;
2. what copies it;
3. what moves it;
4. what are the IDs and passwords;
5. how do I limit those; and
6. how do I limit that control?

After you ask these six critical questions, then you plan out your security approach. Technology investments are all vital. You still need a security team, either internally or externally. Use these six questions to help you deploy your time, talent, and energy in a strategically and different way than you've done in the past. ✦

Meet the NAED All-Industry Band

Band to be featured entertainment at the National Meeting

Congratulations to these eight individuals selected to make up the NAED's first-ever all-industry band:

- **Mike Barker**, Springfield Electric Supply Company, Drums
- **Maureen Barsema**, Revere Electric, Vocals
- **Ryan Kuchenmeister**, K/E Electric Supply Corp., Guitar
- **Jack Lawson**, Electrical Equipment Company, Vocals
- **Tony Schuck**, Schaedler Yesco Distribution, Inc., Guitar
- **Tina Thorpe**, Distributor Wire & Cable Company, Vocals
- **Eric Westphal**, Juno Lighting Group/Schneider Electric, Bass
- **Mike Winter**, EasyHeat, Inc./Emerson Industrial Automation, Vocals

The band will perform at the Closing Reception and Awards Banquet at the National Meeting in Chicago on May 18, 2015. NAED would like to thank all of the musicians that submitted videos for this contest.

Glenn Goedecke will lead Board for 2015-2016

Goedecke is the executive vice president at Mayer Electric Supply



Glenn Goedecke, executive vice president of Birmingham, Ala.-based Mayer Electric Supply, will become the 2015-2016 NAED chair at the conclusion of the National Meeting scheduled for May 16-19 in Chicago.

Goedecke will succeed Maureen Barsema, vice president of business administration of Chicago, Ill.-based Revere Electric Supply, and will be followed in 2016 by Larry Stern, president of Milwaukee, Wis.-based Standard Electric Supply, who will be named board chair-elect.

Additionally, the leadership for the Region Council's will be:

- George Vorwick Eastern Region vice president, United Electric Supply
- John Maltby, Western Region vice president, Maltby Electric
- Dan Dungan, South Central vice president, Springfield Electric Supply

Mark Your Calendars

Stay connected with the people, issues and technology that impact your business every day by saving the date for these important NAED events.

APRIL

- 21-22 Branch Management Bootcamp: Leading Your People and Managing Your Business
- 23 Women in Industry Bootcamp
- 23 Milwaukee Distributor Executive Dinner

MAY

- 6 EPEC introduction Webinar
- 12 CEP Introduction Webinar
- 13 #tEDchat Twitter Chat
- 14 Lake Michigan Club Conference Early Bird Deadline
- 16-19 National Meeting

JUNE

- 1 CEP Exam Early Bird Deadline
- 2 CEP Recertification Webinar
- 10 #tEDchat Twitter Chat
- 11-14 Lake Michigan Club Conference
- 17 EPEC Introduction Webinar
- 23-26 Women in Industry Forum

JULY

- 8 #tEDchat Twitter Chat
- 9 CEP Recertification Webinar
- 13-25 CEP Exam
- 15 EPEC Introduction Webinar
- 15-17 LEAD Conference

AUGUST

- 4 CEP Recertification Webinar
- 10-12 AdVenture Marketing Conference
- 12 #tEDchat Twitter Chat
- 13 Chicago Cubs Rooftop Event
- 15 CEP Class of Sept. 2012 Recertification Deadline
- 19 EPEC Introduction Webinar

SEPTEMBER

- 9 #tEDchat Twitter Chat
- 13-15 Missouri River Club Conference
- 16 EPEC Introduction Webinar

National Meeting Agenda

Saturday, May 16

3-5 p.m. – Peer Networking Groups
6-7:30 p.m. – Hubbell/NAED Welcome Reception

Sunday, May 17

8-11:30 a.m. General Session featuring Theresa Payton as the keynote speaker

11:45 a.m. – 1 p.m. – Women in Industry Luncheon

1:15-5:15 p.m. – Strategic Planning Booth Sessions

Monday, May 18

7:30 – 9 a.m. – Manufacturers Forum

9:15-10:15 a.m. – Education Sessions

10:30 a.m. – 4:45 p.m. – Strategic Planning Booth Sessions

6:30 p.m. – 11 p.m. – Closing Reception & Awards Banquet

View our industry calendar at www.naed.org/calendar

NAED News Briefs

Important association news for you to know

Sponsorships offer powerful marketing opportunities

Strengthen your company's competitive advantage by sponsoring industry events. Sponsorship offers you a way to heighten your company's visibility and reach a wide range of audiences.

Sponsorships are available for these upcoming NAED events:

- Women in Industry Forum
- Lake Michigan Club
- Leadership Enhancement & Development (LEAD) Conference
- AdVenture Marketing Conference

NAED is able to bring meaningful events like these due, in part, to the support from our sponsors. Please contact the NAED Conference Department at 314-812-5308 for more information.

Educate. Innovate. Participate.

The 2014-2015 Annual Campaign is off to a great start! We'd like to take a moment to thank the companies who have already pledged or contributed to the NAED Education & Research Foundation since July 1, 2014.

NAED Foundation Fellow (\$25,000 and above):

- Summit Electric Supply Co., Inc., Albuquerque, N.M.
- Legrand North America, West Hartford, Conn.

Diamond Level (\$10,000-\$24,999):

- CED, Irving, Texas
- Leviton Manufacturing Co., Melville N.Y.
- Lutron Electronics Co., Coopersburg, Pa.
- Siemens Industry, Alpharetta, Ga.

Platinum Level (\$5,000-\$9,999):

- City Electric Company, Syracuse, N.Y.
- Dakota Supply Group, Fargo, N.D.
- Elliott Electric Supply, Nacogdoches, Texas
- IDEAL Industries, Inc., Sycamore, Ill.
- McNaughton-McKay Electric Company, Madison Heights, Mich.
- Schaedler Yesco, Harrisburg, Penn.
- Standard Electric Supply Co., Milwaukee, Wis.
- WESCO, Pittsburgh, Pa.
- Western Tube & Conduit Corp., Long Beach, Calif.

The NAED Education & Research Foundation's Annual Campaign runs through June 30, 2015. Visit naed.org to download a contribution form. ♦

Welcome New Members— Sept 2014 - Feb 2015

Alan Wire Company
Atlantic Industrial LLC
Computer Panduits Corp.
Conexiom by ecmarket
Construction Innovations, LLC
GM Lighting, LLC
Gibson Stainless & Speciality Inc.
Harris Lighting
Import C.A.
Lex Products Corp.
Lighting & Power Technologies LLC
Mid-Coast Electric Supply, Inc.
Oldcastle Enclosures
RepFiles, LLC
Savance, LLC
Stelpro Design Inc.
Synapse Wireless Inc.

Headquartered in St. Louis, Mo., the National Association of Electrical Distributors (NAED) is a 501(c)6 not-for-profit organization dedicated to serving and protecting the electrical distribution channel.

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Congratulations to NAED’s Ultimate All-star *Joel Armstrong of Kriz Davis is the winner of the 2015 video contest*

Last month, Joel Armstrong of Kriz Davis was named NAED’s 2015 Learning Center Ultimate All-star.

As the Ultimate All-star and winner of the second annual NAED All-star video challenge, Armstrong will receive an iPad air.

“I am so grateful to have been awarded the title of NAED’s Ultimate All-star,” Armstrong said. “NAED’s courses have taken my career to the next level. I can see a bright future with Kriz-Davis for years to come.”

“This video contest was quite a challenge and the competition was fierce! Victory would not have been possible without help from a lot of awesome people. Of course, the video would have been worthless without a dedicated group of friends and family voting and promoting every hour of every day for two weeks. I can’t thank you enough for your support.”

NAED had previously recognized the top students that completed the most NAED Learning Center training hours and/or courses offered by NAED in 2014. This elite group was invited to participate in the NAED Learning Center All-star Video Challenge. Each All-star could enter a video up to 90 seconds long that explains how NAED’s training has helped him to advance his career, perform his job better, or why he loves the NAED’s training.

The Learning Center continues to experience tremendous growth. Last year, the Learning Center had 11,703 unique learners that was a 23 percent increase from the previous year. Additionally, more than 127,535 courses were tracked and more than 10,000 were manufacturer courses.

