



NATIONAL ASSOCIATION OF ELECTRICAL DISTRIBUTORS

2020 NATIONAL VIRTUAL MEETING

THURSDAY, MAY 7, 2020 | 10:00AM–2:00PM CDT

2020 NATIONAL VIRTUAL MEETING



NAED

NATIONAL ASSOCIATION OF ELECTRICAL DISTRIBUTORS

THURSDAY, MAY 20, 2020

10:00–10:15	Welcome Message
10:15–10:45	LEADERSHIP IN TIMES OF CRISIS Tom Ridge
10:45–11:15	GUIDANCE IN AN UNCERTAIN ECONOMY Alan Beaulieu
11:15–11:30	Break
11:30–12:00	STATE OF THE ASSOCIATION George Vorwick, Wes Smith
12:00–12:30	HOW TO STRESS TEST YOUR BUSINESS IN TIMES OF CRISIS Michael Marks
12:30–12:45	Break
12:45–1:15	WEATHERING THE STORM: ADVICE FOR NAVIGATING TODAY'S DIFFICULT ECONOMIC CLIMATE William Putsis
1:15–1:45	GOVERNMENT AFFAIRS POLICY UPDATE Ed Orlet, Ian Reynolds, Palmer Schoening, Alex Ayers
1:45–2:00	CLOSING REMARKS Tom Naber

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WELCOME NAED MEMBERS

Dear NAED Member,

Thank you for signing up for the 2020 NAED National Virtual Meeting. We're looking forward to spending some time with you.

We've packed this first-ever virtual conference with thought-provoking, innovative speakers who will share their valuable insights. You'll also get a chance to ask many of them your questions. So, please make sure you're logged in a few minutes before 10 a.m. CST to dive into these sessions and soak up the knowledge within these presentations.

We hope that what you learn leads to ideas and breakthroughs. And, ultimately actions that transform your organization in the future.

Thank you,

Tom Naber

President and CEO
NAED

2020 NATIONAL VIRTUAL MEETING SPEAKER LINE UP

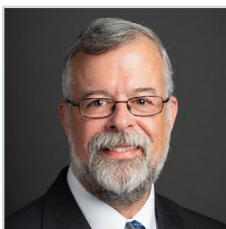


TOM RIDGE Chairman of Cybersecurity and Technology | alliantgroup

LEADERSHIP IN TIMES OF CRISIS

One of the world's most visible leaders, Tom Ridge understands the kind of leadership that is required to drive people and organizations closer toward their goals. Drawing from a remarkable career, Ridge shares lessons from his varied experiences in Vietnam, the U.S. Congress, the Pennsylvania statehouse, the U.S. Cabinet and as CEO of his own international company. He shares insights from his tenure managing the nation's response and recovery following the worst attack on American soil.

In a substantive discussion, this consummate leader describes how to create teams that communicate clearly and quickly, and appropriately serve missions that will undoubtedly confront change, crisis and growth. He presents an inspiring perspective that can benefit individuals and organizations and propel both toward a more accomplished, strategic and focused future.



ALAN BEAULIEU PH.D. President | ITR Economics

GUIDANCE IN AN UNCERTAIN ECONOMY

Never has it been more critical for company leaders and key decision makers to have a clear, impartial, and data-driven perspective of how factors such as COVID-19 and oil price volatility will impact the economy moving forward, and what they should be doing in response. This session from ITR Economics will help you determine the best course of action for the most important part of the economy – you and your business. We will:

- Look at a system of leading indicators proven to signal cyclical turns in the economy and markets.
- Assess interest rate and other financial market trends, including the latest information on stock market performance.
- Consider your 3, 5, and 7-year planning needs and talk about the 2020s and how you should prepare for challenges and opportunities.
- How do we “own” the industrial customer in a way that fits with the customer’s strategies?
- Cut through the noise and present our expectation of both the human and the business impact of these black swan events.



MICHAEL MARKS Principal | Indian River Consulting Group

HOW TO STRESS TEST YOUR BUSINESS IN TIMES OF CRISIS

In this unprecedented pandemic, some distributors will stumble, and some will grow. There are risks to us all in either hunkering down or being bold and innovative. Most of those that will stumble are those that take a wait-and-see posture. Stress testing is a rarely used discipline that provides business leaders with specific facts and knowledge on their survivability under a range of extreme business declines. That clarity reduces the risks of playing offense for the balance of 2020.

This session provides participants with four key takeaways:

- Links to critical documents needed to conduct stress testing
- A scenario model to frame a series of ‘how long’ and ‘how bad’ boundaries
- Guidelines on distributor-specific criteria in designing a cost reduction program
- Critical actions needed to remain open during the infection phase of the pandemic

Mike and his firm Indian River Consulting Group have been working with many European and Asian electrical distributors over the past several years. Mike will draw extensively on this experience in his presentation. Participants will receive copies of all presentation materials electronically to simplify access to the research links.



WILLIAM PUTSIS PH.D. Professor of Marketing, Economics and Business Strategy | UNC

WEATHERING THE STORM: ADVICE FOR NAVIGATING TODAY'S DIFFICULT ECONOMIC CLIMATE

We are living through challenging and difficult times. In an effort to help, Dr. William Putsis will share strategies we can learn from previous downturns and strategies that will help guide us through the business side of these turbulent times. This perspective on the economic implications of the current crisis takes on two related perspectives:

- lessons we can take from previous economic crises
- lessons for businesses today that business leaders should take to heart moving forward

He will also discuss lessons from his recent book, *The Carrot and the Stick: Leveraging Strategic Control for Growth*, that will enable business to thrive coming out of the downturn.



ED ORLET Sr. Vice President for Government Affairs and Strategic Projects | NAED

IAN REYNOLDS General Counsel | NAED

PALMER SCHOENING Chair | Family Business Coalition

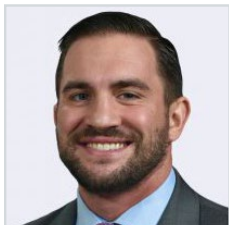
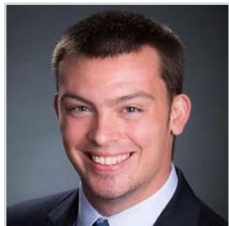
ALEX AYERS Executive Director | Family Business Coalition

GOVERNMENT AFFAIRS POLICY UPDATE

Congress has taken action to address the devastating economic impact of COVID19 and the various legislative responses have led to plenty of questions. While the policy response has been rapid and multifaceted, some business owners are struggling to see how the programs can work together in a coherent strategy to maximize their workforces and cash flow until the disruption abates.

Join NAED's Government Relations team for a discussion of how all levels of governments have responded so far and also to consider what still may be in the works.

- Review early results from the CARES Act and Families First Coronavirus Response Act
- Examine provisions we expect to see in future Congressional action
- Review the most impactful state and local actions we've seen
- Discuss potential long term changes in public policy and the role of government that may result from these legislative responses





TOM RIDGE

Former United States
Secretary of Homeland
Security and Governor
of Pennsylvania

Chairman of
Cybersecurity and
Technology

ALLIANTGROUP

LEADERSHIP IN TIMES OF CRISIS

KEY TAKEAWAYS

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**ALAN
BEAULIEU,
PH.D.**

President

ITR ECONOMICS

GUIDANCE IN AN UNCERTAIN ECONOMY

KEY TAKEAWAYS

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GEORGE VORWICK

Chairman NAED
Board of Directors
President and CEO
**UNITED ELECTRIC
SUPPLY**



WES SMITH

Chair-Elect NAED
Board of Directors
President
MAYER

STATE OF THE ASSOCIATION

KEY TAKEAWAYS

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MICHAEL
MARKS

Principal

**INDIAN RIVER
CONSULTING GROUP**

HOW TO STRESS TEST YOUR BUSINESS IN TIMES OF CRISIS

KEY TAKEAWAYS



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WILLIAM PUTSIS, PH.D.

Professor of Marketing,
Economics and Business
Strategy at Kenan-Flagler
Business School

**UNIVERSITY OF
NORTH CAROLINA
AT CHAPEL HILL**

WEATHERING THE STORM: ADVICE FOR NAVIGATING TODAY'S DIFFICULT ECONOMIC CLIMATE

KEY TAKEAWAYS

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ED ORLET

Sr. Vice President for
Government Affairs and
Strategic Projects

NAED



IAN REYNOLDS

General Counsel

NAED



PALMER SCHOENING

Chair

**FAMILY BUSINESS
COALITION**



ALEX AYERS

Executive Director

**FAMILY BUSINESS
COALITION**

GOVERNMENT AFFAIRS POLICY UPDATE

KEY TAKEAWAYS

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TOM NABER

President and CEO

NAED

CLOSING REMARKS

KEY TAKEAWAYS

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NATIONAL ASSOCIATION OF ELECTRICAL DISTRIBUTORS

2020 NATIONAL VIRTUAL MEETING

THANK YOU FOR ATTENDING!

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