

the attendees

**Sponsor Company *Forum Speaker

MANUFACTURERS

Company	Name	Title
Acuity Lighting Group	Brenda Maxwell*	Project Manager
	Robbie Waters	Manager, eBusiness Services
BURNDY	Rich Brooks*	eBusiness Development Manager
	Heidi McDuffee	eBusiness Coordinator
Cooper Industries	Lorraine Mott*	Project Leader eCommerce
	Krystle Randolph	Pricing Analyst
Diversified Foods, Inc.	Thomas D'Hemecourt	Treasurer
Eaton**	Tamie Janocsko	Channel Operations Manager
	Raymond Kinzler	EDI Analyst
	Jennifer Winkelvoss	Program IT Manager
ERICO	George Droder*	VP, Commercial Services
General Electric**	Alphie Aiken	Digital Solutions Manager
Goodyear Tire and Rubber Co.	Hugene Roberts	
Hubbell, Inc.	Phil Barrios	Sr. Director, Corporate Marketing & eBusiness
IDEAL	Stacie Braffet	eCommerce Supervisor
	Rob Conrad	Sales Operations Manager
ILSCO	Paul Brandt	Director, Channel Marketing
	Randy Shelley	Product Specialist
Kichler Lighting	Steve Byers	EDI Business Analyst
	Steve Hammond	CIO
Leviton Manufacturing**	Chris Pego	eCommerce Manager
	David Farahmandpour	eCommerce Manager
Legrand	Glenn Olson	Director of IT
	Bridget Conklin	Manager, Tech & CS

MANUFACTURERS

Lutron**	Mike Guttman	IS Project Leader
	Jeff Kittle	Sales Operations and Administration Manager
	Greg Linder*	VP Sales Operations and Customer Support
Milbank	Sharon Grafelman	Process Manager
	Shawn Hansen	IT Director
	Larry Ward	National Accounts Manager
	Dawn Wright-Perry	Retail Services Manager
OSRAM SYLVANIA**	Valerie Jones	VP of Customer Service & Inside Sales
	Peter Vient*	EDI and Data Sync Coordinator
Otis Spunkmeyer	Kirk Satoh	Customer Service
Panduit	Jim Benson	Global Products Pricing Manager
	Bernie Westapher	Sr. VP
Pentair Technical Products**	Angie Sullivan	Marketing Specialist
	Michael Johnson*	Marketing Analyst
Rocky Mountain Pies	Kris Burt	Vice President - Finance
	David Park	Vice President
Rockwell	Craig Ader	EDI Integration Lead
	Lawrence Laake*	Business Readiness Mgr
	Mindy Michalski	Project Manager, IT
	Sandy Sheckles	Leader, Info Technology
	Vicki Stokes*	Project Manager, Supply Chain Simplification
Schneider Electric**	Vicki Repsholdt	Channel Business Services Manager
	Brenda Williams	Electronic Linkage Coordinator
Shat-R-Shield	Roger Leonard	IT Manager
	Ahmad Murphy	Application Programmer/Analyst
Thomas & Betts**	Steve Blakley	Business Systems Manager
	Vicky Charette	Supervisor
	Tina Holly	Global Data and Systems Manager
	Ann Jaehn	Director, Pricing
	Gwen Scott	EDI Project Lead
TPI Corporation	Lisa Greever	Manager, Sales & Marketing Administration
Unity Manufacturing	Cullen York	Sr Vice President

DISTRIBUTORS

Border States Electric Supply**	Jason Archbold*	Catalog Marketing Specialist
	Jason Shulz	Data Support & Project Specialist
	Greg Thrall	Senior VP Operations & IT
Crescent Electric	Ron Schlader	VP Operations & Quality
	Bob Ready	Director of IT
Dakota Supply Group	Brian Tibbals	Director of Purchasing
Graybar**	Scott Davis	Manager, E-Catalogue Services
	Chris Long	Supplier, eBusiness Manager
	Bob Neuner	Director Business Technology
	John Teipen*	Director of eBusiness
H.D Supply, Inc.	Casey Fitzgivens	Project Manager, IT
Hagemeyer NA / Sonepar US	Nate Carlson	Data Analyst
	Greg Tabor	Director - E-Business & MDM
Hunzicker Brothers, Inc.	John White	IT Department Manager
Independent Electric Supply, Inc.	Jeff Wright	Corporate IT Manager
Kendall Electric, Inc.	Matthew Doornbos*	VP of Operations/IT
Kirby Risk Electrical Supply	Tracy Fink	Products/Rebates Supervisor
	Jim Swisher	IT Shared Services Manager
Laner Electric Supply	Steven Dorst	IT Manager
Mayer Electric	Jodi Peace	EDI Coordinator
	Vicki Victory	ERP Analyst
McNaughton-McKay Electric Co.	Larry Panetta	Product Information/Pricing Manager
	David Starr	Director of eBusiness
Platt Electric	Ben Adams	Resource Center
The Reynolds Company	Jason Brazeal	PFM Manager
	Nicole Cook	Marketing Coordinator
	Scott Franklin	EDI Specialist
Rexel, Inc.	Frances Cunningham	Sourcing Support Leader
	Michael Powers	Pricing Manager
	James Tinker	Business Development Analyst
Standard Electric Supply Co.	Rick Fischer	IT Manager
	Larry Stern	President and CEO
Tri State Supply Co. Inc.	Kurt Fischer	IT Manager
	Jeff Van Zandt	V.P. of Operations
Van Meter Industrial, Inc.*	Joe Wallace	Data/Pricing Administration Manager

DISTRIBUTORS

Viking Electric Supply	Kyle Johnson	E-Business Specialist
Werner Electric Supply Co.	Tammy Paters*	Pricing Manager
WESCO	Rick Gigliotti	VP, Pricing, Data Services, eBusiness
	Thomas Schneider	EDI Manager
Western Extralite	Randy Collins	IT Manager

SERVICE PROVIDERS, ASSOCIATIONS AND MEDIA

1SYNC	Dan Wilkinson*	VP, Business Development & Implementation Support
Activant Solutions**	Steve Bieszczat*	VP Information Services
	Tom Brown	Staff Engineer
	Dirk Heartman	EC Product Manager
	Trevor Cain	Industry Segment Manager
	Rick Stanits	Vista Sales Manager
	Susan Streich	Vista Sales
Aspect Software	Bill Gay	Director, Unified Communications Practice
DATAgility**	Angela Baraks*	Director, Data Sync Services
	Ed Heon	CEO
	Denise Keating*	President
Datalliance	Tom Hoar	Director of Sales - Datacom/ Electrical
Digital Business Architects**	Boris Ivanov	CIO and Partner
ecmarket	Mark Toffoli	Director of Sales
ElectricSmarts/ NetPricer	Sal Huerta	Manager of NetPricer Division
Electrical Wholesaling Magazine	Jim Lucy	Chief Editor
eMobileCat	Roland Rodriguez	President
epaCUBE, Inc.	Randy Hughes	VP of Sales & Marketing
GS1 US	Jon Bohrer	Account Manager
	Pierre Bonura*	Key Account Management
	Tim Meester	VP Product Solutions
Infor	Reid Berggren	Director Central Regional Sales, NA
	Steve Knudsen	Business Solutions Consultant
NAED	Tom Naber	President
	Ed Orlet*	Sr. Dir. of Development & Government Affairs

SERVICE PROVIDERS, ASSOCIATIONS AND MEDIA

NEMA	Evan Gaddis	President & CEO
	Jim Lewis	Manager, High Performance Buildings
Pan-Pro, LLC	Tom Kozak	President
The People Publication	Avner Frank	Journalist
Sterling Commerce**	Rod Gifford	Sr. Product Marketing Manager
	Josh Hardy*	Director, Business Integration
	Dick Legault	Senior Alliance Manager
	Scott Lewis	Senior Product Marketing Manager
Stibo Systems**	Willem Van Dijk	Vice President
SupplyFORCE	John Ludlam	Executive VP
Technicon Systems	Tony Mirante*	President
	Howard Fields	Marketing/Project Manager
Third Eye Cloud Services	Dj Das	Managing Director
Unilog Content Solutions**	Suchit Bachalli*	VP Sales
	Swamy Besagi	Associate VP
	Walter Rausch	President N.A.

IDEA STAFF

Christine Arczynski	Account Manager & Business Services Representative
Andrea Crowder	Executive Assistant & Events Coordinator
Sarah Earleywine*	Account Manager
John Etrie*	Account Manager
Tony Gaffney*	Manager, Customer Relations & Account Management
Bob Gaylord*	President & CEO
Josh Given*	Manager, Data Synchronization Platform
Tom Guzik*	Director, Products and Services
Rita Hagopian	Director, Sales and Marketing
Steve Horton*	Director, Product Portfolio Management
Amanda Johnson	Marketing Manager
Melissa Longnecker*	Business Analyst
Nick Manzo*	Director, Business Development and Integration
Paul Newman	Senior Account Executive
Del Nickel*	Chairman of the Board
Barbara Prince*	Data Quality Analyst
Maggie Root	Director, Finance & Administration
Mary Shaw*	Director, Standards
Mike Wentz	National Sales Manager