

2012 ATTENDEES

** Sponsor Company * Forum Speaker

MANUFACTURERS

As of 8.09.2012

Company	Name	Title
Acuity Brands Lighting	Sierra Allen	ECommerce Specialist
	Brenda Maxwell	Project Manager, Software Development
	Robert Waters	Manager, eBusiness Services
Bridgeport Fittings	Barbara Spadaro	Application System Specialist
	Dennis Swindon	IT Director
BURNDY LLC	Richard Brooks	Manager, eBusiness Development
Cooper Industries	Lorraine Mott*	Project Leader, eCommerce
	Samer Shehadeh*	Manager, EDI/eCommerce
EATON Corporation**	Mandy Hritz	E-Commerce Specialist
	Tamie Janocsko	Manager, Channel Operations
Hammond Power Solutions, Inc.	Kristen Hinzl	Marketing Coordinator
	Maria Lam	Marketing Coordinato
Hubbell, Inc.	Phil Barrios	Sr. Director, eBusiness & Marketing
IDEAL Industries, Inc.	Diane Butler	IT Manager, Information System
	Rob Conrad	IT Mgr. Information System
	Sheila Johnsen	Controller
ILSCO**	Randy Shelley	Product Specialist
Juno Lighting Group	Elaine Cartier	Manager, Business Application
	Kathy Wendorf	Sr. Manager, Marketing Project
Leviton Manufacturing Co.**	Chris Pego	Manager, eCommerce
	Mark Richards	Director, eCommerce
Lutron Electronics	David Bennett	Director
Milbank Manufacturing	DeAnna Cox	EDI Coordinator
	Dawn Wright-Perry*	Manager, Master Data
Osram Sylvania**	Marjorie Sheris	Principle Packaging Engineer
Panduit Corp	Bernie Westapher	Senior VP
R-K Electronics	John Keller	President
Rockwell Automation	Craig Ader	EDI Integration Leader

MANUFACTURERS

Schneider Electric**	Vicki Repsholdt	Director, Channel Operations
	Dennis Williams	Director, Electronic Product Tools and Information
Southwire Company**	April Edwards	Manager, Process Improvement & eCommerce
Thomas & Betts**	Steve Blakley	BSM
	Vicky Charette	Manager System Admin
	Ann Jaehn	Director, Pricing
	Gweneva Scott	EDI Project Leader
TPI Corporation	Lisa Greever	Manager, Sales & Marketing
Vynckier Enclosure Systems	Monty Ortiz	Supervisor, Marketing and Inside Sales

DISTRIBUTORS

Border States Electric**	Jason Archbold*	Marketing Supervisor
	Travis Emter	Data Support
	Jack Schmitz	Supplier Integration
Electrical Equipment Co.	Jackson Lawson	President & CEO
Elliott Electric Supply	Phil Hale	CIO/CTO
Graybar	Christopher Long	Manager, Supplier eBusiness
K/E Electric Supply Co.	Michael Taylor	Programmer
Kirby Risk Electrical Supply**	Tracy Fink	Rebates, Products and EDI Supervisor
Machine Tools Supply	Marty Stoke	Service Provider
Mayer Electric	Barry Carden*	VP & CIO
	Jodi Peace	eBusiness Coordinator
McNaughton-McKay	Gregory Chun	Vice President, IT
Graybar	Robert Siegel	VP, Investment & Inventory Management
	John Teipen	Director, eBusiness
	Chris Long	Manager, Supplier eBusiness
North Coast Electric	Chris Carter	Director, eBusiness Solutions and Content
	Michelle Carter	Product File Supervisor
	Les Johnson	CIO / VP, IT
Rexel Holdings USA	Lou-Anne Annino	VP, Pricing & eCommerce Strategy
	Claire Schroeder	Manager, Commercial Content
Steiner Electric Co.	Rich Hamer	VP, Operations
Van Meter Inc.	Donna Sweet	Data Pricing Supervisor
	Tyler Thompson	Manager, Sales Support
	Joe Wallace	System Administrator

DISTRIBUTORS

Viking Electric Supply	Brady Kerr	eBusiness Specialist
	John Mauritz	Sr. Data Analyst
Wabash Electric	Darren Crandell	Manager, Corporate Marketing
Werner Electric Supply Co.	Tammy Paters	Manager, Pricing
Western Extralite	Randy Collins	VP, Information Technology

SERVICE PROVIDERS, ASSOCIATIONS AND MEDIA

DATAgility**	Brett Anderson	Data Quality Analyst
	Angela Baraks	Director, Sales & Marketing
	Denise Keating	President
Digital Business Architects**	Boris Ivanov	Partner
Epicor**	Thomas Brown	Staff Engineer
	Steve Grundt	Technical Sale
	Rick Stanits	NSM, Vista Services
Faxinating Solutions	Steve Hatajlo	President & CEO
	Lori McEniry	VP, Sales and Marketing
IDEA	Andrea Crowder	Executive Assistant & Events Coordinator
NEMRA	Ken Hooper	President
Refiles, LLC.	John Hoelz	President
supplyFORCE	John Ludlam	Executive VP
Unilog Content Solutions**	Suchit Bachalli*	Vice President, Sales
	Jonathan Bien	Consultant
	Subhash Guduru	Director, Client Services
	Swamy Besagi	VP, US Operations & Client Services

KEYNOTE SPEAKERS

The Art of Vision	Erik Wahl	Graffiti Artist, Author and Entrepreneur
Edelman	Michael Brito	Sr. VP, Social Business Planning
IDEA	Bob Gaylord	President & CEO
	Steve Horton	Director, Product Portfolio Management
Lowe's Home Improvement	Bryan Samples	Director, Product Information
Schneider Electric	Jeff Drees	U.S. Country President

IDEA STAFF

Amy Brennan	Senior Sales Representative
Andrea Crowder	Executive Assistant & Events Coordinator
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
Steve Horton*	Director, Product Portfolio Management
Melissa Longnecker	Business Analyst
Christine Olson	Account Manager/Business Service Representative
Barbara Prince*	Data Quality Analyst
Colleen Psomas	Marketing Associate
Maggie Root	Director, Finance & Administration
Mary Shaw*	Director, Standards
Lynn Sheppard	Data Quality Analyst
Susan Streich	National Sales Manager
Mike Wentz*	Director, Sales & Marketing
Jennifer Yi	Marketing Coordinator