

2012 ATTENDEES

**Sponsor Company *Forum Speaker

MANUFACTURERS

| Company | Name | Title |
|--------------------------------------|-----------------|---|
| Acuity Brands Lighting | Sierra Allen | eCommerce Specialist |
| | Tim Pirkel | Manager, eBusiness Marketing |
| | Brenda Maxwell | Project Manager, Software Development |
| | Robert Waters | Manager, eBusiness Services |
| Bridgeport Fittings | Barbara Spadaro | Application System Specialist |
| | Dennis Swindon | IT Director |
| Cooper Industries | Jeff Glaeser* | Manager, eCommerce (EDI) |
| | Lorraine Mott* | Project Leader, eCommerce |
| | Samer Shehadeh* | Manager, EDI/eCommerce |
| Eaton Corporation** | Tamie Janocsko | Manager, Channel Operations |
| | Ray Kinzler | EDI Analyst |
| EGS Electrical Group | Mary Krauss | Product Database Supervisor |
| | Kerry Nedic | Director, Pricing & Technical Support |
| | Elena Smith | Manager, Marketing and eBusiness |
| Hammond Power Solutions, Inc. | Kristen Hinzl | Marketing Coordinator |
| | Maria Lam | Marketing Coordinator |
| Hubbell Incorporated | Phil Barrios | Sr. Director, eBusiness & Marketing |
| Hubbell-BURNDY | Richard Brooks | Manager, eBusiness Development |
| Hubbell Canada | Jason Bedford | Manager, Service and Systems Productivity |
| Hubbell Lighting | Tom Cull | Manager, Strategic Pricing |
| IDEAL Industries, Inc. | Diane Butler | IT Manager Information System |
| | Rob Conrad | Manager, Sales Operations |
| | | |
| | Sheila Johnsen | Controller |
| ILSCO** | Randy Shelley | Product Specialist |
| Juno Lighting Group** | Elaine Cartier | Manager, Business Application |
| | Kathy Wendorf | Senior Marketing Project Manager |

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|------------------------------------|--------------------|--|
| Legrand | Jamie Militi | Retail Channel Specialist |
| Leviton Manufacturing Co.** | Chris Pego | Manager, eCommerce |
| | Mark Richards | Director, eCommerce |
| Lutron Electronics | David Bennett | Director |
| Milbank Manufacturing | DeAnna Cox | EDI Coordinator |
| | Shawn Hansen | IT Director |
| | Ryan Spencer | Marketing Specialist |
| | Dawn Wright-Perry* | Manager, Master Data |
| Nexans | Gayle Oram | Sr. Marketing Manager |
| OSRAM SYLVANIA** | Valerie Jones | VP, Customer Service & Inside Sales |
| | Bob Jordan | Manager, Business Development |
| | Marjorie Sheris | Principle Packaging Engineer |
| | Peter Vient* | EDI & Data Sync Coordinator |
| Panduit Corp | Bernie Westapher | Senior VP |
| R-K Electronics | John Keller | President |
| Rockwell Automation | Craig Ader | EDI Integration Lead |
| | Sandy Sheckles | Leader, IT |
| Schneider Electric** | Jeff Drees* | US Country President |
| | John Lane | Director, Product Information |
| | Karen Kopala | Senior Analyst |
| | Mark Mitchell | Staff Marketing Specialist |
| | Vicki Repsholdt | Director, Channel Operations |
| | Dennis Williams | Director, Electronic Product Tools and Information |
| | | |
| Shat-R-Shield | Roger Leonard | Manager, IT |
| | Ahmad Murphy | Business Systems Analyst |
| Southwire Company** | John Carlson | President |
| | April Edwards | Manager, Process Improvement & eCommerce |
| | Phil Tuggle | SVP, Marketing & Business Development, Electrical Div. |
| Thomas & Betts** | Steve Blakley | Business Systems Manager |
| | Vicky Charette | Manager, System Administrator |
| | Tina Holly | Data Quality & Systems Admin |
| | Ann Jaehn | Director, Pricing |
| | Gwen Scott | EDI Project Lead |
| | Brian Welling | Director, E-Business and Information Technology |
| TPI Corporation | Lisa Greever | Manager, Sales & Marketing Administration |
| Vynckier Enclosure Systems | Monty Ortiz | Supervisor. Marketing and Inside Sales |

DISTRIBUTORS

| | | |
|---------------------------------------|--------------------|--|
| Black Electrical Supplies | Craig Owens | VP, Business Development |
| Border States** | Jason Archbold* | Business Intelligence Marketing Supervisor |
| | Travis Emter | Data Support |
| | David Held | Digital Strategy Manager |
| | Jack Schmitz | Supplier Integration |
| | Jason Seger* | VP Operations and Inventory |
| City Electric Supply | Robert Hodgson | IT Manager |
| | Jonathan Luke | Software Manager |
| Electrical Equipment Company | Jack Lawson | President & CEO |
| Elliott Electric Supply | Phil Hale | CIO/CTO |
| Graybar | Chris Long | Manager, Supplier eBusiness |
| | Bob Siegel | VP, Investment & Inventory Management |
| K/E Electric Supply Co. | Michael Taylor | Programmer |
| Kirby Risk Electrical Supply** | Tracy Fink | Rebates, Products and EDI Supervisor |
| | Jeff Skiles* | Director, IT & Shared Services |
| | Jim Swisher | Manager, IT Shared Services |
| Laner Electric | Steve Dorst | IT Manager |
| Mayer Electric | Barry Carden* | VP & CIO |
| | Jodi Peace | eBusiness Coordinator |
| | Wes Smith | President |
| McNaughton-McKay | Gregory Chun | Vice President, IT |
| | David Starr* | Director, eBusiness |
| North Coast Electric | Chris Carter | Director, eBusiness Solutions and Content |
| | Michelle Carter | Product File Supervisor |
| | Les Johnson | CIO / VP, IT |
| Platt Electric Supply | Ben Adams | Resource Center |
| Rexel Holdings USA | Lou-Anne Annino | VP, Pricing & eCommerce Strategy |
| | Frances Cunningham | Manager, Cost & Catalog/MFMO |
| | Claire Schroeder | Manager, Commercial Content |
| R-K Electronics, Inc. | John Keller | CEO/President |
| Sonepar USA | Darren Taylor | VP, eCommerce |
| Standard Electric | Nick Becker | Data Analyst |
| | Larry Stern | President & CEO |
| Steiner Electric Co. | Rich Hamer | VP, Operations |
| Stokes Electric | Dave Frazer* | President |

DISTRIBUTORS

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| Van Meter Inc. | Crystal Bare | Pricing Data Analyst |
| | Donna Sweet | Data Pricing Supervisor |
| | Joe Wallace | System Administrator |
| Viking Electric Supply | Brady Kerr | eBusiness Specialist |
| | John Mauritz | Sr. Data Analyst |
| Wabash Electric | Darren Crandell | Manager, Corporate Marketing |
| Werner Electric Supply | Tammy Paters | Manager, Pricing |
| WESCO Distribution | Mark Kurta | Manager, Data Services |
| | Tom Schneider | Manager, EDI |
| Western Extralite | Randy Collins | VP, Information Technology |

SERVICE PROVIDERS, ASSOCIATIONS AND MEDIA

| | | |
|--------------------------------------|----------------------|---|
| 1WorldSync | Nick Manzo* | Strategic Account Executive |
| | Hope Bretts | Strategic Account Executive |
| DATAgility** | Brett Anderson | Data Quality Analyst |
| | Angela Baraks | Director, Sales and Marketing |
| | Stacie Braffet | Senior Quality Analyst |
| | Denise Keating | President |
| Digital Business Architects** | Boris Ivanov | Partner |
| ecmarket | Mark Toffoli* | Director of Sales |
| Electrical Wholesaling | Jim Lucy* | Chief Editor |
| Electro-Federation Canada | Philip Lefrancq | VP, Finance & Administration |
| Enlighten.Net, Inc. | Jan Chapin | President |
| epaCUBE | Dan Barlow* | VP Customer Success |
| Epicor** | Steve Bieszczat* | SVP Marketing |
| | Tom Brown* | Staff Engineer |
| | Steve Grundt | Technical Sale |
| | Dirk Heartman* | Product Manager, eCommerce (EDI) |
| | Rick Stanits | NSM, Vista Services |
| | Scot Schaufelberger* | Sr. Admin - Data Services |
| ESFI | Brett Brenner* | President |
| Faxinating Solutions | Steve Hatajlo | President & CEO |
| | Lori McEniry | VP, Sales and Marketing |
| Infor** | Joe Bennett* | Sr Director, Wholesale Distribution Solutions |
| | Aung Latt | Strategic Account Executive |

SERVICE PROVIDERS, ASSOCIATIONS AND MEDIA

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|--|--------------------|-------------------------------------|
| King Design | Mike King* | Principal, Creative Director |
| Managance Consulting | Denice Hinden | President |
| MITs | Colin Sherman* | Corporate Accounts Manager |
| MDM/Industrial Market Information | Tom Gale* | President |
| NEMA | Evan Gaddis | President & CEO |
| NEMRA | Ken Hooper | President |
| NetPricer.net | Sal Huerta* | Vice President |
| Refiles, LLC. | John Hoelz* | President |
| supplyFORCE | John Ludlam | Executive VP |
| Technicon | Mark Keenan | Business Development |
| | Chris Vogt | Business Development |
| Unilog Content Solutions** | Suchit Bachalli* | Vice President, Sales |
| | Jonathan Bien | Consultant |
| | Subhash Guduru | Director, Client Services |
| | Swamy Besagi | VP, US Operations & Client Services |
| xTuple | Stacey Pandeloglou | Strategic Sales |

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* | IDX Manager |
| Colleen Psomas | Marketing Associate |
| Maggie Root | Director, Finance & Administration |
| Mary Shaw* | Director, Standards |
| Lynn Sheppard* | Senior Data Quality Analyst |
| Justin Smith | Data Synchronization Platform Project Manager |
| Susan Streich | National Sales Manager |
| Mike Wentz* | VP, Marketing and Operations |
| Jennifer Yi | Marketing Coordinator |

GENERAL SESSION SPEAKERS

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|-----------------------------------|------------------|--|
| Border States** | Jason Archbold* | Business Intelligence Marketing Supervisor |
| | Jason Seger* | VP Operations and Inventory |
| Cooper Industries | Lorraine Mott* | Project Leader, eCommerce |
| | Samer Shehadeh* | Manager, EDI/eCommerce |
| Edelman | Michael Brito* | Sr. VP, Social Business Planning |
| Electrical Wholesaling | Jim Lucy* | Chief Editor |
| IDEA | Bob Gaylord* | President & CEO |
| | Steve Horton* | Director, Product Portfolio Management |
| | Mike Wentz* | VP, Marketing & Operations |
| Lowe's Corp. | Bryan Samples* | Director, Product Information |
| Schneider Electric** | Jeff Drees* | U.S. Country President |
| Stokes Electric | Dave Frazer* | President |
| The Wahl Group | Erik Wahl* | Graffiti Artist, Author and Entrepreneur |
| Unilog Content Solutions** | Suchit Bachalli* | Vice President, Sales |