

2011 ATTENDEES

**Sponsor Company *Forum Speaker

MANUFACTURERS

Company	Name	Title
Acuity Brands Lighting	Sierra Allen	eBusiness Services
	Brenda Maxwell*	Manager, IT
	Robert Waters	Manager, eBusiness Services
Cooper Industries	Scott Feldbush	Director, Shared Services
	Lorraine Mott*	Project Leader, eCommerce
	Samer Shehadeh*	Manager, EDI/eCommerce
Eaton Corporation**	Tamie Janocsko	Manager, Channel Operations
	Ray Kinzler	EDI Analyst
	Jennifer Winkelvoss	Manager, eCommerce Integration
	Becky Jacoby*	Sr. Training Manager
ERICO International	George Droder*	VP, Customer Service
General Electric**	Udai Kanakadandi	IM Leader
	Alphie Aiken	Digital Marketing
Greenlee Textron	Steven Owens	IT Business Partner
HellermannTyton	Duane Kuske	Manager, Electrical Marketing
Hubbell, Inc.	Phil Barrios	Sr. Director, Corporate Marketing & eBusiness
	Richard Brooks	Program Manager, eBusiness and Emerging Technologies
	Irena Glinskaia	Business Process Developer - B2B
	Tom Cull	Manager, Strategic Pricing
IDEAL Industries, Inc.	Stacie Braffet	eCommerce Supervisor
ILSCO**	Randy Shelley	Product Specialist
	Paul Brandt	Director, Channel Marketing
IPEX	Edward Dobbertin	Manager, eCommerce
Kichler Lighting	Steven Byers	EDI Business Analyst
Legrand	Jamie Militi	Data Specialist

MANUFACTURERS

Leviton Manufacturing	Chris Carrella	Director, Technology for Sales & Marketing
	Chris Pego	Manager, eCommerce
	Dave Farahmandpour*	Manager, eCommerce
	Steve Sokolow	Chairman
	Mark Richards*	Director, eCommerce
Lutron Electronics**	Greg Linder	VP, Sales Operations
	David Bennett	Director, Communications
MacLean Power Systems	Luke Frederickson	Manager, Business Systems Integration
	Krystle Randolph	Manager, Pricing
Milbank Manufacturing	Dan Newmaster	Manager, Product Line
	Brad Skinner	VP, Sales & Marketing
	Dawn Wright-Perry	Manager, Product Content
	DeAnna Cox	EDI Coordinator
OSRAM SYLVANIA**	Valerie Jones	VP, Customer Service & Inside Sales
	Peter Vient*	Data Sync Coordinator
	Margie Sheris	Principle Packaging Engineer
Panduit Corp	Bernie Westapher	Senior VP
	Shari Stevens	Marketing Database Admin.
	Jim Benson	B2B EDI Manager
Ralcorp Holdings, Inc.	Matt Wesley	Business Analyst - Data Governance
R-K Electronics	John Keller	President
Rockwell Automation	Mindy Michalski	Project Manager, IT
	Sandy Sheckles	Leader, Info Technology
Rocky Mountain Pies	Kris Burt	VP, Finance
	David Park	VP, Procurement & Logistics
Siemens Industry, Inc.	Liz Norman	Manager, eBusiness Channel
	David Fuhrman	Business Analyst
Thomas & Betts**	Tina Holly	Data Quality & Systems Admin
	Ann Jaehn	Director, Pricing & Marketing
	Vicky Charette	Supervisor
TPI Corporation	Lisa Greever	Manager, Sales & Marketing
Wheatland Tube	Marty Brett*	Director, Codes & Standards

DISTRIBUTORS

American Electric Supply, Inc.	Tim Pratt	System Admin
Border States Electric**	Jason Archbold*	Marketing Catalog Supervisor
	Todd Kadry*	Manager, Marketing Solutions
	Greg Thrall	Sr. VP, Operations & IT
	Jason Schulz	Data Support & Project Specialist
	Jason Seger	VP, Operations & Inventory
Butler Supply	Bill Immer	CIO
CBT	Alex Gala	Manager, IT
Consolidated Electrical Distributors	Spike Evans	Director, Systems and Procedures
Crescent Electric Supply Company	Wendy Felderman	Manager, Corporate Product Database
	Mary Jensen	Programmer - Analyst
	Dan Mehlhorn	System Programmer
	Ron Schlader*	VP, Operations & Quality
Dakota Supply Group	Brian Feickert	Manager, I.S.
French Gerleman	Sue Kavanaugh	Manager, Pricing
	Carey Adkisson	Pricing Administrator
Graybar	John Teipen	Director, eBusiness
	Chris Long	Manager, Supplier eBusiness
Kirby Risk Electrical Supply**	Tracy Fink	Products/Rebates/EDI Supervisor
	Jim Swisher	Manager, IT Shared Services
Laner Electric Supply	Steven Dorst	Manager, IT
Mayer Electric**	Barry Carden*	VP & CIO
McNaughton McKay	David Starr	Director of eBusiness
	James Wilkinson	Director, Business Process Management
North Coast Electric	Chris Carter	Director, Marketing Services
	Michelle Carter	Product File Supervisor
	Les Johnson	VP, IT / CIO
Platt Electric	Shaun Hermo	Director, Purchasing
	Ben Adams	Resource Center
Standard Electric Supply Co.	Nick Becker	Data Analyst
	Tom Poehlmann	Controller
	Larry Stern*	President
Steiner Electric Co.	Rich Hamer	VP, Operations

DISTRIBUTORS

Van Meter Industrial**	Joe Wallace*	Project Manager
	Erin Koester*	Marketing and Communications Manager
Viking Electric Supply	Kyle Johnson*	Marketing Manager
	Brady Kerr	eBusiness Specialist
	John Mauritz	Sr. Data Analyst
Werner Electric Supply	Tammy Paters	Manager, Pricing
Western Extralite	Randy Collins	Manager, IT

SERVICE PROVIDERS, ASSOCIATIONS AND MEDIA

1SYNC	Nick Manzo	Strategic Account Executive
	Pierre Bonura	Key Account Management
Alpine Consulting, Inc.	John Wenc	Sales Executive
	Peter Wokwicz	Director, eCommerce
Aspect	Jeff Nafziger	Senior Consultant 2
	Eric Vachon	Account Executive
Coleman Unlimited	Sonia Coleman*	President
Computer Pundits	Jim Baldwin	Sales
DATAgility**	Angela Baraks*	Director, Sales & Marketing
	Denise Keating*	President
Digital Business Architects**	Boris Ivanov	Partner
EC Markets	Brent Halverson*	CEO
EDI Specialists, Inc.	Dean Anderson	National Account Manager
	Aron Gilbody	National Account Manager
	Wayne Marshall	VP, Professional Services
Electro-Federation Canada**	Philip Lefrancq	VP, Finance & Administration
	Jim Taggart	President/CEO
Electrical Wholesaling	Jim Lucy	Chief Editor
Epicor**	Steve Bieszczat*	VP, Information Services
	Tom Brown*	Staff Engineer
	Rick Stanits	National Sales Manager
	Susan Streich	Director, Client Services
	Steve Grundt	Industry Segment Manager
Faxinating Solutions	Steve Hatajlo*	CEO
	Lori McEniry	VP, Business Development
Grey Wolf Systems	Rick Sundahl*	President

IBM**	Dennis Griess*	Senior Managing Consultant
	Richard Legault	Senior Channel Manager
	Amy Schade	B2B/eCommerce - Business Partner Enablement
	Scott Lewis*	Senior Product Marketing Manager
	Paul Smith	Product Manager - B2B
Infor**	Lisa Russell	Director, Marketing
	Tom Teague	Senior Account Manager-
M. Jancik Consulting	Milos Jancik*	President
MCA Associates	Howard Coleman*	Principal
NAED	Tom Naber	President
	John Kiso*	Educational Program Manager
	Anita Bauer	Sr. Director of Membership
	Jon Gehbauer	Regional Manager
	Brian Peters	Eastern Region Manager
	Rhonda Parkinson	Membership Meeting Planner
NEMRA	Ken Hooper	President
	Jim Bannon	Director
NetPricer.net	Sal Huerta*	Vice President
Repfiles, LLC.	John Hoelz	President
supplyFORCE	John Ludlam	Executive VP
Technicon	Mark Keenan*	Business Development
	Christopher Vogt	Business Development
Third Eye Consulting Services & Solutions	Dj Das*	Managing Director
	Mukund Buddhikot	Solutions Architect-Big Data
Sales Management Plus	Joe Raventos*	President
Stibo Systems	Charlie Lawhorn*	Senior VP
supplyFORCE	John Ludlam	Executive VP
Unilog Content Solutions**	Swamy Besagi*	Associate Vice President
	Thangaiah Radhakrishnan	Sales & Marketing Manager
	Walter Rausch*	President, North America

KEYNOTE SPEAKERS

Border States Electric**	Jason Archbold	Marketing Catalog Supervisor
Crescent Electric Supply Company	Ron Schlader	VP, Operations & Quality

KEYNOTE SPEAKERS

Eaton Corp.**	Becky Jacoby	Senior Training Manager
ERICO	George Droder	VP, Customer Service
Gartner	Andrew White	VP, Research
IBM**	Dennis Griess	Senior Managing Consultant
IDEA	Bob Gaylord	President & CEO
	Mike Wentz	Director, Sales & Marketing
Leviton Manufacturing Co.	David Farahmandpour	Manager, eCommerce
	Mark Richards	Director, eCommerce
Mayer Electric**	Barry Carden	VP & CIO
McNaughton McKay	James Wilkinson	Director, Business Process Management
OSRAM SYLVANIA**	Peter Vient	Data Sync Coordinator
Standard Electric Supply	Larry Stern	President
TimSanders.com	Tim Sanders	Former CSO, Yahoo!
Van Meter Inc.	Erin Koester	Manager, Marketing and Communications
Viking Electric	Kyle Johnson	Marketing Manager

IDEA STAFF

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
Del Nickel	IDEA Board Member
Josh Given*	Manager, Data Synchronization Platform
Tom Guzik*	Director, Products and Services
Steve Horton*	Director, Product Portfolio Management
Amanda Johnson*	Marketing Manager
Melissa Longnecker*	Business Analyst
Barbara Prince*	Data Quality Analyst
Maggie Root	Director, Finance & Administration
Mary Shaw*	Director, Standards
Lynn Sheppard	Data Quality Analyst
Kari Thomas	Forum Sales Consultant
Mike Wentz*	Director, Sales & Marketing
Jennifer Yi	Marketing Coordinator