



For Immediate Release

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Guide Change by Leading Change at the IDEA E-Biz Forum 2009

New user group and training sessions introduced to increase competitiveness in a down economy

Arlington, VA- May 6, 2009 - IDEA, an electrical industry owned eCommerce service provider, today announced the complete agenda for the IDEA E-Biz Forum 2009. The theme "Guide Change by Leading Change", shows that the event will concentrate on providing attendees with the tools to become more effective in cutting costs and improving operations with a combination of information, technology and eCommerce. The event will take place September 22 – 24, at The Westin La Paloma Resort & Spa in Tucson, Arizona.

"I encourage our customers, industry partners and other electrical channel leaders to prepare now for better economic times by investing in their future. This Forum offers a crash course on how to survive and thrive today while increasing competitiveness for a better tomorrow," said Bob Gaylord, president and CEO, IDEA. "New user groups and training sessions were developed to provide more opportunities for our customers. Attendees will receive hands on assistance and learn valuable cost-cutting strategies through usage of the products, new services and new programs. Your team will come back better prepared to cut your costs and increase your revenues - help them to help you."

The event is tailored to senior executives, eCommerce managers, IT professionals, product managers and sales and marketing managers. The Forum is co-hosted by IDEA; the National Association of Electrical Distributors (NAED); the National Electrical Manufacturers Association (NEMA); Electro-Federation Canada (EFC); and the National Electrical Manufacturers Representatives Association (NEMRA).

The 2009 agenda features keynote presentations from industry experts and focused educational and training sessions for specific interests. IDEA will continue to offer executive session tracks.

Some Keynote Presentations include:

- "How To Compete in A Global Economy" - Todd Buchholz, Renowned Economic Advisor and Author
- "The Human Aspects of Change" - Ray Bender, former VP and Research Director for Gartner Group North America
- "Why Settle for the Balcony? Get a Front-row Seat in Life!" – Marilyn Sherman, Owner, UpFront Presentations

Some Breakout Sessions include:

- Industry Data Exchange (IDX) and Industry Data Warehouse (IDW) User Groups
- How to do More with Less Using eCommerce
- Capturing Your "Green" Opportunity
- Attributes for Dummies: How Product Category Codes and Attributes Sell Your Product

The 2009 Forum will feature its annual Tech Center and networking events. The Tech Center is a mini-tradeshaw where technology companies meet with attendees to provide education on products and services that can help cut costs throughout the supply chain. The Tech Center will be open for the duration of the Forum.



“The Tech Center passport program increased the traffic flow to our booth and we have received new business as a result of our participation. This year we will present the results of our data synchronization study, commissioned by IDEA, to help manufacturers and distributors implement a plan to ensure quality data and increased competitiveness in an online world,” said Denise Keating, president, DATAgility.

Online registration opens today, May 6, 2009.

View the [2009 Forum agenda](#) or contact [Andrea Crowder](#) for more event information.

Current sponsors of the Forum are: Activant Solutions, Unilog, DATAgility, Hubbell, OSRAM SYLVANIA, ILSCO, Crescent Electric, Schneider Electric, Hoffman, Border States, and Eaton.

About IDEA

IDEA (www.idea-esolutions.com) is the only standard-setting organization offering a full range of eCommerce products and services designed to drive supply network efficiencies, reduce costs, slash cycle times, and ensure standardized, timely, and accurate data. IDEA provides Industry Data Warehouse (IDW), a database of product, pricing, and marketing data; Industry Data Exchange (IDX), a centralized and standardized document exchange solution; Industry Retail Database (IRD) a central repository of manufacturer retail product data powered by CERICOMX® which helps users meet retailer mandates and consumer packaged goods (CPG) and GS1 US requirements; and the Data Audit and Certification (DAC) Program which assures the accuracy and completeness of the manufacturer data found in IDW.

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