

Annual Award RECIPIENTS

NAED's Annual Awards recognize those who have made an outstanding contribution to the channel.



• **NAED's Distributor Distinguished Service Award** recognizes a distributor for outstanding and dedicated service to NAED and the electrical distribution industry. This year, the honor goes to Tammy Miller, CEO of Fargo, North Dakota-headquartered Border States Electric (BSE).

"It is a real honor to receive this recognition from NAED," said Miller. "When Burt Schraga called to tell me I had been selected to receive the award, my first reaction was, 'Why me?' Burt responded by reading a list of all the committees, task forces, boards, etc., that I had served on."

In fact, Miller's record of service with NAED is quite extensive. In addition to her terms on a number of the association's boards, councils, and committees—including serving as the SPA Distributor Task Force chair and two terms as the Finance Committee chair—Miller holds the distinction of being the first female chair of NAED (she served from 2008-2009).

"Never had I sat back and thought about it all," she explained. "It never seemed like a lot because I have always been passionate about our business, our association, and volunteering. I am always interested in doing what I can to enhance our industry, and the assignments have always been fun."

Miller singled out her year as chair—which coincided with NAED's 100th anniversary—as one of her proudest industry accomplishments. "It was a very fun and special time for the industry and for me personally," she said. "I hope I serve as a role model to inspire more women to pursue careers in our industry and become more active in our association."

Her accomplishments as CEO of BSE are equally as impressive. She has led the company through big moments of convergence that include blending acquired companies into BSE's company culture and managing the growing pains associated with standing at the helm of a 100% employee-owned company—all while making a point of nurturing the communities in which the company has flourished.

"Service to the community and to others is one of the guiding principles I live by and one of our values at Border States," said Miller. "Growing up, my parents were fine role models. Whenever something was going on in our small community, they were and continue to be some of the first to volunteer their time and talent.

"Tammy is an incredibly skilled and tireless leader for our company and has added that same great value with her service to our industry. I'm particularly proud of the fact that she was the first female chair of NAED. She is one of the finest people and leaders I have ever had the privilege to be associated with."—GARY MILLER, PRESIDENT

"Tammy has the unique leadership quality to challenge you to become better and improve yourself in everything you do. She has brought those same qualities to the industry with her leadership roles in NAED. She understands the major issues facing our industry and challenges us to not sit idly by, but rather to work together and face them head on."—BRIAN BECKER, VICE PRESIDENT/FINANCE

"Tammy is a role model for many. She is well respected for her dedication to the industry, our company, and our employee-owners. She displays an energy that is just plain contagious and encourages others around her to create and implement new and innovative ideas to continuously improve our industry and our company."—SHERRI SANDVIG, VICE PRESIDENT/HUMAN RESOURCES

"Tammy has made it known that there is a place in our industry for women, and she is an excellent role model. I value her friendship and believe in her leadership and where she is leading our company into the future. Her goal is to keep this company growing profitably and maintain the ESOP intact so that all employees can benefit from it."—GREG THRALL, SENIOR VICE PRESIDENT/OPERATIONS AND IT

"I have had many great volunteer experiences with NAED," she continued. "I am proud to have had the opportunities and pleased that I have been able to give back to this great industry and our association."

Undoubtedly, Miller's contributions have made both NAED and the electrical industry a better place for all involved, but she is quick to point out that the benefits are not one-sided.

"My association with NAED and the relationships I have cultivated at association meetings have provided great value—not only from a training, vendor relationship, and networking standpoint, but also because it has provided great visibility for me and for Border States," she said, noting that several of the company's recent, large acquisitions have been a result of the relationships fostered at NAED events.

"On a personal note, serving on NAED task forces, committees, and boards has broadened my industry knowledge and given me the opportunity to meet and network with many industry leaders," she added. "And serving as chair provided me with a great opportunity to polish some of my public speaking and facilitation skills."

"Finally, and probably most importantly, my husband, Craig, and I have made many friends at NAED meetings; many of these friendships will last a lifetime," she added.



• **NAED's Associate Service Award of Merit** is presented to an individual associated with an electrical manufacturing firm who has demonstrated consistent promotion and support for the tenets and goals of NAED. This year, that person is Phil Barrios, senior director of corporate marketing and e-business at Hubbell Incorporated, who is being recognized for his leadership on the IDEA board of directors and participation at the National Electrical Leadership Summit.

As an associate member in a variety of positions with Hubbell Incorporated for the past 30 years, Barrios noted that his exposure to NAED occurred through regional, marketing, and annual meeting events and from working on several task forces for NAED and NEMA. "However, it wasn't until the collaborative formation of IDEA by NAED and NEMA that a more intimate relationship with the industry evolved," he explained.

"NAED is a great venue to meet our trading partners and solicit what we are doing right, what would make us a better company to do business with, and how we can work together to improve the channel," said Barrios. "This common ground became the mission under which IDEA was formed, and hence why Hubbell Incorporated and many others became charter members—we shared the vision."

For Barrios, who described IDEA as "a change agent and catalyst to the future," it's a very passionate vision. "The success or failure of IDEA is a barometer of our industry's ability to evolve and adapt to a new era of electronic commerce. Its mission encompassed two of my passions: business processes improvement and technology utilization. It began building the foundation for future e-commerce through development of EDI standards, Internet commerce transactions, crossing over the dot-bomb era, and enabling online self-service options to data synchronization through the first Industry Data Warehouse (IDW)."

The current effort in e-commerce, he explained, was akin to past standards de-

"Phil has been one of those guys in the industry who truly understands the needs of distributors from an operational efficiency perspective. He understands the value of the initiatives we work on as partners and how they can benefit the industry. He has a good grasp on how those initiatives impact the bottom line for both vendors and distributors."—RON SCHLADER, VICE PRESIDENT/OPERATIONS AND QUALITY, CRESCENT ELECTRIC SUPPLY, EAST DUBUQUE, ILL.

"Phil has devoted much of his time advancing the objectives of NAED through his active support of IDEA standards in his role as chair and member of its board. We congratulate Phil on receiving the NAED Associate Service Award of Merit. It is well deserved."—TIM POWERS, CHAIRMAN, PRESIDENT, AND CEO, HUBBELL INCORPORATED

"Phil has helped make Hubbell Incorporated a leader in e-commerce and devoted much of his time in the past few years to advancing IDEA standards and the use of the Industry Data Warehouse by distributors and manufacturers alike. We at Hubbell Incorporated are proud of Phil and his accomplishment as the recipient of NAED's Associate Service Award of Merit."—BOB MURPHY, EXECUTIVE VICE PRESIDENT/MARKETING AND SALES, HUBBELL INCORPORATED

velopment for another example, one that “assured that the width of train tracks were consistent from coast to coast,” so commerce (trains) could ride throughout the system without adjustment, restriction, or delay. “The simple proposition was to have one set of industry standards for e-commerce, which could lower the cost of entry and improve the speed, accuracy, and quality of the transactions throughout the supply chain, which ultimately improves profitability,” he said.

And most satisfying about working in this industry? “Engaging in the journey, not just taking a trip,” said Barrios. “Our predecessors’ vision, the founders of the organizations like NAED, NEMA, EFC, IDEA, and others, were clearly focused on making a better, stronger channel, and the selfless contribution of volunteers who could spend their time doing other things...are my heroes. Seeing a task completed that enables the next generation to take the baton and continue the journey and having the opportunity to play a role in building that future has been my greatest satisfaction.”

Asked about his feelings about receiving this award, Barrios described it as both an honor and very humbling.

“As much as I appreciate being selected for this prestigious award, I see it as a reflection of NAED’s recognition for the results of many, not just one person,” he said. “The support I receive from [Hubbell Incorporated’s] management comes from the top. Tim Powers, our chairman, president, and CEO, not only served as chair of IDEA, but fully supports these initiatives and enables me to continue service to the industry.”

• **NAED’s Industry Award of Merit** recognizes an associate company that has been exceptionally active in promoting, supporting, and/or improving the electrical distribution channel—a description that typifies Eaton’s dedication to the electrical distribution industry.



Powering Business Worldwide

“This award affirms our strong partnership with NAED and the electrical industry and recognizes Eaton for its contributions and overall support of NAED,” said Jerry Whitaker, president of the firm’s Americas Region. “It also validates the emphasis and strategic importance we place on the channel, the investment we make in resources to drive relationships, and the active participation in NAED and other industry organizations and events.”

Eaton’s promotion and support of the channel include membership in NAED’s Education & Research Foundation and CAP Council, meeting sponsorship, and participation in various task forces and the NAED Learning Center. Eaton is also an IDEA founding member and shareholder.

According to Whitaker, NAED provides the platform and overall programs for manufacturers and distributors to openly discuss and find solutions to improve operating efficiencies and increase sales that are mutually beneficial to both distributors and manufacturers.

“It provides a vehicle to foster relationships outside of the normal day-to-day grind and gives both manufacturers and electrical distributors an opportunity to interface with senior management personnel who may not be able to get to each location as much as they would like,” he noted, adding that the business and personal relationships established through NAED are long lasting and imperative to Eaton’s success in the industry.

He added that NAED also provides a forum for addressing industry-wide challenges such as SPAs and counterfeiting and provides visibility via the sponsorship program. “It also helps us attract potential partners that value our support of the organization and provides educational opportunities on topics important to the membership, which helps us be a better partner,” he noted. ■

“Our relationship with Eaton extends far beyond everyday business transactions. They are a trusted partner, committed to the pursuit of excellence with respect to leadership, professionalism, and quality. For the past 90 years, Eaton has been enhancing the manner in which its products and services are delivered, but it is the overall integrity of its management team and staff that has facilitated the transition from a parts supplier to a multinational electrical manufacturer.”

—GASHAW ABEBE, VICE PRESIDENT OF SUPPLIER RELATIONS, WESCO

“We have represented Eaton exclusively for more than 38 years and it has been a mutually profitable partnership. Eaton respects the role distribution plays in lowering cost and bringing value to our customers. It is an innovative American company that believes in quality and fair dealing. What comes to mind is integrity. Once all of the facts are understood, Eaton does the right thing, even when it hurts.”

—BILL ELLIOTT, PRESIDENT, ELLIOTT ELECTRIC SUPPLY, NACOGDOCHES, TEXAS