Q3 2026 IMPACT UPDATE

POWERING THE INDUSTRY TO NEW HORIZONS

Scan the QR code or click to watch Wes's Q3 video.

"None of this happens without you."

- Wes Smith, President & CEO, NAED

A New Identity For A New Era

This quarter, NAED unveiled a new association logo at the National Meeting in Orlando. A visible commitment to the evolution underway across our industry. The rebrand reflects where the association is headed: more strategic, more connected, and more essential to every company in the channel.

Scan the QR code or click to watch the logo launch video.

NAED

BRINGING THE INDUSTRY TOGETHER

This quarter, NAED brought the industry together at two of its largest gatherings of the year: the Women in Industry Forum and the National Meeting. Together they represent NAED at its most visible, thousands of member leaders in the same rooms, learning from each other and from the industry's own data about where things are headed.

994	82.62	88.82%	632	45
Women at WII26	WII26 NPS (Excellent)	WII26 Overall Satisfaction	Leaders at National Meeting	National Meeting NPS (up from 35 in 2025)

Combined headline numbers from WII26 and National Meeting 2026.

Women in Industry: Power You, Power the Future

The 2026 Women in Industry Forum brought 994 women from across the channel to Houston, June 15–17, for three days built around personal and professional growth, drawing from 107 companies and 26 speakers.

The core experience, inspiring speakers, strong networking, and a real sense of community, remained the driver behind consistently excellent reviews.

NAED also honored Terri Dumas, former Vice President of Strategic Accounts at RAB Lighting, with the 2026 Trailblazer Award, recognizing a 42-year career that took her from journalism into becoming one of the lighting industry's most respected leaders.

"Be curious about what you don't know and be generous with what you do know."

- Terri Dumas, 2026 Trailblazer Award Winner

"The electrical industry is having its moment."

- Beth Wozniak, Chair and CEO, nVent

Lindsey Cernik, Border States 2026 WII Chair

Terri Dumas, 2026 Trailblazer Award recipient

BRINGING THE INDUSTRY TOGETHER

National Meeting: A Growing Mark of Satisfaction

The NAED National Meeting brought 632 industry leaders to Orlando in May. AI adoption in distribution was a key throughline in this year's new Power Talks—10-minute sessions where members and partners shared practical solutions rather than theory. Three of the six talks addressed the topic head-on.

The meeting's top honor, the Arthur W. Hooper Achievement Award, went to John Cain, CEO Emeritus and strategic advisor at Wiseway Supply, recognized for a career built on the same principle this association runs on: showing up for people.

"I got where I am because of those in our industry who are generous with their thoughts, experiences, and time."

- John Cain, CEO Emeritus, Wiseway Supply

John Eggleton, Kirby Risk
2026-2028 NAED BOD Chair

John Cain, 2026 Hooper Award Winner

KEY TAKEAWAY: Both events point the same direction: the industry is changing fast, and NAED's flagship gatherings remain among its most highly rated, where members are getting ready for it together.

The annual award recipients can be found in the May edition of tED Magazine here.

GOVERNMENT RELATIONS

Kudos to Patriot Industries

On June 10, Rep. John McGuire (R-VA) took to the floor of the U.S. House of Representatives to recognize NAED member Patriot Industries, honored by the SBA's Virginia-Richmond District Office as Virginia's Small Business Manufacturer of the Year. NAED worked with Congressman McGuire and Tom Click to help arrange the recognition, a reminder of what advocacy can do for one member's business, not just the industry's.

Rep. John McGuire recognizes Patriot Industries on the floor of the U.S. House of Representatives, June 10, 2026.

VET Act Gains Ground

Our primary workforce legislative effort, the VET Act, now counts 25 bipartisan co-sponsors in the U.S. House.

Lead sponsor Rep. Jen Kiggans (R-VA) remains committed to passage by year end and is working with the bipartisan Problem Solvers Caucus to build additional support.

Advocacy on Camera

NAED released a new Government Relations video this quarter, featuring members from Wesco, DSG, and Patriot Industries speaking about why advocacy matters to their business, and encouraging others to get involved.

View the full [video for NAED Advocacy here.]

KEY TAKEAWAY: The channel's advocacy is delivering visible, member-specific wins, and the VET Act's bipartisan momentum is real. Watch the video and get involved.

DIGITAL CENTER OF EXCELLENCE

Turning AI From Conversation Into Business Outcomes

NAED PowerShift® continued moving from broad AI education into hands-on work inside member companies this quarter. Private sessions with Keystone Technologies and 3M teams worked through real AI opportunities, data readiness, and the operating discipline it takes to turn experimentation into business value.

Keystone Technologies and 3M PowerShift sessions.

During the Keystone leadership retreat, teams were given the same customer request and the same underlying data, then asked to use AI to prepare a response. The room produced entirely different answers, a live demonstration that business context, trusted data, and human judgment still decide whether AI output is useful.

Guardrails and Leadership, Not Just Tools

As AI adoption spreads inside member companies, the DCoE released two companion resources this quarter: practical guidance on AI usage policy, employee training, and governance (including a starter policy template), and a leadership-focused whitepaper on the role executives must play in turning scattered AI experimentation into a sustainable business capability.

AI Podcast Series

NAED's AI-focused podcast series completed three episodes this quarter, exploring adoption, leadership, and workforce readiness for an AI-enabled industry.

- Episode 1 (June): AI in Electrical Distribution: Moving Beyond the Hype
- Episode 2 (July): AI in Electrical Distribution: Turning Early Wins into Organizational Learning
- Episode 3 (August): AI in Electrical Distribution: Preparing the Next Generation for an AI-Enabled Workforce

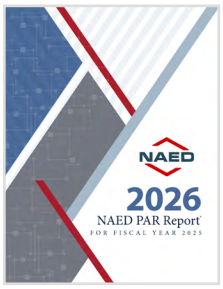
Digital Center of Excellence

KEY TAKEAWAY: NAED PowerShift® is moving past AI education into real operating work inside member companies, backed by governance guidance built for practical, responsible adoption.

RESEARCH & BUSINESS INTELLIGENCE

Turning Data Into Decisions

The **2026 NAED PAR Report** shows how small differences in operating expenses can add up. Best-in-Class distributors held general and admin expenses to 3.7% of net sales versus 5.1% for all respondents, even while sales and marketing expenses were identical at 8.5%.



"PAR helps us assess whether we're on the right track or if there are opportunities to improve."

- Beth Donaldson, CFO, Mars Electric

Mars Electric
Uses the multi-year PAR trendline at the leadership level, to pressure-test whether the company's own strategic direction is still the right one.

The **Cross-Industry Compensation & Benefits Report** brings the same perspective to talent. With data from more than 500 distributors across 7,646 locations and 97 MSAs, it gives companies meaningful role and region-specific benchmarks as they plan total rewards strategies.

Talent remains one of the industry's greatest competitive challenges, with 44.7% of distributors ranking the ability to find qualified employees as their top concern.

NAED Foundation Electrification Research identifies where talent and capital will be needed most. Data centers are growing at a 17-20% compound rate. The study also examines the healthcare, construction, industrial modernization, and distributed energy markets, while outlining the technical expertise, consultative selling, and project execution capabilities distributors will need to compete.

All three reports, and more, are available to members in the **NAED Shop**.

KEY TAKEAWAY: NAED's research products are the credibility backbone of this update: independently benchmarked numbers members can act on, not just industry commentary.

WORKFORCE DEVELOPMENT

NAED is expanding the reach of Careers with Power, taking the platform directly to future talent while equipping members to increase industry awareness and strengthen their own local talent pipelines. This quarter, NAED, Border States, Graybar, McNaughton-McKay, and Sonepar joined forces at the SkillsUSA National Leadership & Skills Conference TECHSPO, introducing electrical distribution to students and educators across an event that drew more than 18,000 attendees.

NAED and member partners Border States, Graybar, McNaughton-McKay, and Sonepar at SkillsUSA TECHSPO.

Members showcased career opportunities within their own organizations while joining together to build awareness of electrical distribution, using of **Careers with Power**, as a shared platform to connect future talent with opportunities across the channel.

A new **SkillsUSA Engagement Guide**, available now in the **NAED Shop**, helps members build on this momentum locally with practical, ready-to-use resources for connecting with high school students, CTE programs, and SkillsUSA educators in their own markets.

KEY TAKEAWAY: NAED is expanding industry awareness nationally while equipping members to build connections with future talent in their own communities.

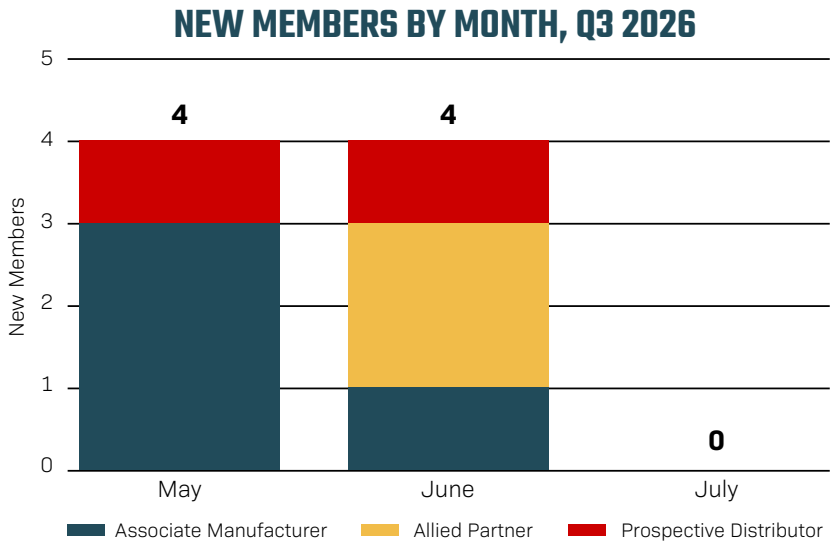
LEARNING & DEVELOPMENT

NAED's Education team is now Learning & Development, a name that better reflects its focus on workplace training rather than traditional higher education. The 2026 updates to the Bronze, Silver, and Gold tracks, aligned to the new National Electrical Code (NEC), are complete and open for enrollment now. The team's current major initiative is EREC, the EPEC Resource & Education Coach, an AI-assisted learning tool targeted for early 2027.

KEY TAKEAWAY: Enroll now: the 2026 Bronze, Silver, and Gold certification updates are live, with EREC, an AI-assisted coaching tool, coming in early 2027.

EXPANDING THE ECOSYSTEM

Sixty-nine of the distributors named to Electrical Wholesaling magazine's 2026 Top 100 Distributor list are NAED members. With that level of reach already established among the industry's largest distributors, this quarter's growth came from elsewhere in the channel, manufacturers and service providers choosing to formalize their place inside the association.



New members by month and category, Q3 2026.

KEY TAKEAWAY: NAED already reaches the majority of the industry's largest distributors. This quarter's growth reflects the rest of the channel, manufacturers and service partners, choosing to formalize their place in the association.

MEMBER ENGAGEMENT

NAED's Member Engagement team visited Agilix Solutions this quarter, one of the association's closest members to its new headquarters. Agilix traces its roots to 1895 and today operates 13 locations across 6 states. The visit covered training and leadership development, workforce and hiring strategy, and how NAED's Digital Center of Excellence work applies to a growing distributor's operations.

It's the kind of conversation the team wants to have with every member: what's working, where NAED can do more, and where the relationship goes next.

Stronger Member Loyalty. Clearer Opportunities. Greater Impact.

The 2026 NAED Annual Survey showed improved overall member loyalty, strong strategic alignment, and positive satisfaction across core program areas. **Net Promoter Score (NPS) increased 8 points to 50.0, providing an important measure of member loyalty and advocacy and reflecting increased confidence in the overall value of NAED membership.**

2026 NAED ANNUAL SURVEY RESULTS

- **NPS:** 50.0%
- **Core Program CSAT:** 79.6%
- **Strategic Alignment:** 87.8%

Agilix Solutions HR Director Matt Wagner alongside Scott Verhey, NAED Member Engagement Manager

KEY TAKEAWAY: We're here to help you get the most from your membership. Schedule a visit or a call with our Member Engagement team to talk through how NAED can support your business specifically.