

DAY 1 – MONDAY, JANUARY 27, 2025 **all times listed are in Eastern Time Zone.*

- 1:00 PM – 2:00 PM Registration
- 2:00 PM – 3:00 PM **Community Sessions**
Commercial Growth Community Session – Digital Doppelgängers
Andrew Davis, Author & Keynote Speaker
In an increasingly digital landscape, AI is revolutionizing how distributors connect with customers, personalize experiences, and drive revenue growth. This session will explore how savvy teams are augmenting their unique talents using the magic of AI.
- Operational Excellence Community Session - Maximizing Value Through Product Management Information**
*Featuring: **Michael Knight**, President and Chief Executive Officer, Endries International, **Brandon Lassiter**, Vice President of Enterprise Data, Ferguson, **Scot Stein**, Chief Information and Digital Officer, IEWC*
*Moderated by: **Nick Pericle**, Managing Director, ProfitOptics*
This session explores how a robust product data governance strategy can drive growth, efficiency, and customer satisfaction for distributors. Attendees will discuss how to establish data governance frameworks that enhance product data quality, streamline operations, and improve the customer experience.
- 3:00 PM – 3:15 PM Break
- 3:15 PM – 5:25 PM **Mainstage Sessions**
Prepare for the Future and Identify the Possible
Kim Lear, Founder, Inlay Insights
Dive into the research of Kim Lear for a discussion around different generations and what it means for our workforce today and how we can better plan for the future.
- Connecting and Selling to the Next Generation of Buyers**
*Featuring: **Stephen Madrosen**, Founder, Mad Electrician, **Kevin Martinez**, @_ksparky, Electrician and Content Creator, K Electric Solutions, **Cole Mercier**, Communications Manager, DSG Supply, **Shannon Tymosko**, @lady.voltz, Electrical Apprentice, International Brotherhood of Electrical Workers*
*Moderated by: **Jeanette Abrahamsen**, VP of Social and Content, Trade Hounds*
Join us for a panel led by Trade Hounds on how innovative social marketplaces are forging a new path to reach customers who are looking for your exact products and engaging a new generation of skilled workers.
- 5:25 PM – 6:00 PM Break
- 6:00 PM – 7:30 PM Welcome Reception & Dinner

DAY 2 – TUESDAY, JANUARY 28, 2025 **all times listed are in Eastern Time Zone.*

- 7:30 AM – 8:35 AM **PAC Breakfast (Pre-Registration Required)**
- 7:30 AM – 8:30 AM **General Breakfast**
- 8:30 AM – 8:45 AM Break

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DAY 2 – JANUARY 28, 2025, CONTINUED...

8:45 AM – 10:50 AM

Mainstage Sessions

Remarks from the Chairman

Larry Stoddard, *President and Chief Executive Officer, Colony Hardware and Chairman, NAW Board of Directors*

CEO Panel

*Featuring: **Julian Francis**, President and Chief Executive Officer, Beacon Building Products,*

***Jason Tillis**, Chief Executive Officer, Imperial Dade,*

***Kevin Weadick**, Chief Executive Officer, FleetPride,*

*Moderated by: **Larry Stoddard**, President and Chief Executive Officer, Colony Hardware and Chairman, NAW Board of Directors*

Join a dynamic panel of leading CEOs from top distribution firms as they share their insights on navigating today's evolving market. This candid conversation will explore how these industry trailblazers are leveraging technology, reshaping business models, and driving innovation to stay ahead in a competitive landscape.

A Conversation with Oscar Munoz

Oscar Munoz, *former CEO and Chairman, United Airlines*

Eric Hoplin, *President and CEO, NAW*

Oscar Munoz became captain of a United Airlines in 2015 that was, in fact, disunited, dead-last behind its competitors and at risk of permanently losing the trust of both employees and customers. Five years later, United was soaring; its stock up 54%, it led the industry toward a sustainable aviation future and – most importantly- the airline had rallied its employees under the banner of “A New Spirit at United.” Born in Mexico to humble circumstances and the first Latino to lead a major airline, Oscar takes audiences behind the scenes to show how putting employees first serves the best interests of customers, shareholders, and the future of the modern corporation.

10:50 AM – 11:00 AM

Break

11:00 AM – 12:00 PM

Commercial Growth Community Session – The Value-Added Edge

*Featuring: **Derrick Murdock**, Chief Executive Officer, IPS Packaging & Automation,*

***Jerry Willard**, Chief Operating Officer, IPS Packaging & Automation*

*Moderated by: **Brad Weinbrum**, Founder & Chief Transformation Officer, Nivalmi Consulting*

As competition intensifies in the distribution industry, offering value-added services can be a game-changer, transforming your business from a mere supplier to a strategic partner. This session will explore how distributors can identify, implement, and monetize value-added services that meet evolving customer demands, drive differentiation, and create new revenue streams.

Operational Excellence Community Session – Harnessing Technology for Enhanced Supply Chain Performance

Dr. Meg Reiss, *Chief Executive Officer & Founder, SolidIntel Inc.*

This session will explore the critical role of technology in transforming supply chain operations for distributors. Attendees will learn about innovative solutions, data-driven decision-making, and strategies to enhance operational efficiency and competitiveness.

12:00 PM – 12:45 PM

Lunch and Open Conversation in your Community Session

12:45 PM – 1:00 PM

Break

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DAY 2 – JANUARY 28, 2025, CONTINUED...

1:00 PM – 2:45 PM

Mainstage Sessions

The Possibility Playbook

*Featuring: **Jim Derry**, Chief Executive Officer, Field Fastener and NAW Board Member*

***JD Ewing**, Chairman & Chief Executive Officer, COE Distributing and Chairman of NAW Institute for Distribution Excellence Board of Directors*

*Moderated by: **Bart Tessel**, Chief Innovation Officer, NAW*

This session will focus on how offerings from NAW aid leading distributors to foster leadership growth, drive innovation, and create a supportive community for their organizations. We will seek to highlight the tangible benefits members have received from engaging in programs, events, and cutting-edge initiatives throughout 2024 and encourage others to lean in throughout 2025.

Fireside Chat with Dana Perino

***Dana Perino**, Political Commentator, Fox News*

*Moderated by: **Brian Wild**, Chief Government Relations Officer, NAW*

2:45 – 3:00 PM

Break

3:00 PM – 5:15 PM

Mainstage Sessions

Navigating the Trump Administration and the New Congress

*Featuring: **Brian Wild**, Chief Government Relations Officer, NAW*

***Alex Hendrie**, Vice President-Government Relations, NAW*

***Lauren Williams**, Vice President-Government Relations, NAW*

Join NAW’s Government Relations Team as they tackle the tough issues, decipher the competing agenda’s and identify opportunities and threats facing the wholesale distribution industry and your business in 2025. This open conversation will specifically do a deeper dive into the hot topics of tariffs, taxes, trade, and the rising threat of warehouse regulations in DC and the states.

Legal Policy Center - Early Wins and Emerging Challenges for the Industry

***Karen Harned**, President, Harned Strategies LLC and Director of Litigation and Legal Policy, NAW Legal Policy Center*

Join NAW’s Director of Litigation and Legal Policy as they share the early successes of the Legal Policy Center (LPC) at the US Supreme Court and Federal District Courts, Karen will also discuss emerging legal issues that could impact your business. Established in 2024, the LPC serves as the voice of the wholesale-distribution industry in precedent-setting litigation to support free enterprise and our industry in the increasingly active judicial system.

Behind the Scenes of History

***David Hume Kennerly**, Pulitzer Prize Winner, Former Chief White House Photographer*

A magical mystery tour with Kennerly through some of the major events of the last 50-plus years as seen through his eyes and camera. From the night Robert Kennedy was shot, to the battlefields of Vietnam, Watergate, the resignation of Nixon and the swearing-in of President Ford. His talk takes you in the room with President Ford as he ended the Vietnam War; Egyptian President Sadat’s historic trip to Israel; the horrors of Jonestown; inside Reagan and Gorbachev’s Fireside Summit in Geneva; in the governor’s mansion with George W. Bush as the 2000 election ended in a tie; riding with President and Mrs. Obama’s in an elevator on Inaugural night 2009, and with Trump the night he won the presidential election in 2016. Kennerly was there for all of that and more. He will take you along for the photographic ride of your life.

5:15 PM – 6:30 PM

Break

6:45 PM

Depart for National Portrait Gallery

7:00 PM – 10:00 PM

Distributors Deliver Gala

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DAY 3 – WEDNESDAY, JANUARY 29, 2025

5:30 AM – 5:45 AM	Depart for the Fun Run on the National Mall
5:45 AM – 6:45 AM	Fun Run on the National Mall <i>(Pre-Registration Required)</i>
6:45 AM – 7:00 AM	Return to the Grand Hyatt
8:00 AM – 8:30 AM	Breakfast and Open Conversation in your Community Session
8:30 AM – 9:30 AM	<p>Commercial Growth Community Session – Modern Pricing Mastery <i>Featuring: Charley Hale, Chairman and CEO, Motion & Control Enterprises, George Vorwick, President & CEO, United Electric Supply, Steve Whitaker, Vice President of Pricing & Cost, Rexel USA Moderated by: David Bauders, CEO, SPARXiQ</i></p> <p><i>This session will delve into how distributors can navigate the challenges of pricing in an increasingly complex market. Topics will include implementing effective pricing strategies, integrating pricing tools with change management, and taking proactive steps to maintain profitability amidst market disruptions.</i></p> <p>Operational Excellence Community Session – Current Risks and Events in Global Trade Dan Gardner, President: Trade Facilitators Inc., Co-Founder: Trade Xcelerators</p> <p><i>Join us for a conversation around the intersection of policy shifts with current challenges such as volatile geopolitical conditions, escalating freight costs, recent port strikes, and social compliance issues. We'll also take a closer look at the evolving tariff landscape—exploring how changes in trade agreements, retaliatory tariffs, and shifting duty rates are impacting global supply chains and influencing business strategies.</i></p>
9:30 AM – 9:45 AM	Community Session Conclusion and Key Takeaways
9:45 AM – 10:00 AM	Break
10:00 AM – 12:00 PM	<p><u>Mainstage Sessions</u></p> <p>Defining Resilience Adam Markel, Resilience Researcher, Author of Change Proof</p> <p><i>In an era where change is the only constant, Adam Markel's keynote on Change Proof resilience offers invaluable insights for individuals and organizations navigating the complexities of the modern workplace. Drawing on his extensive experience as a resilience researcher, keynote speaker, and bestselling author, Markel provides a roadmap for harnessing the power of resilience to thrive amidst ongoing change and disruption. His latest bestseller, Change Proof: Leveraging the Power of Uncertainty to Build Long-term Resilience, underscores the necessity of developing resilience before it's needed, highlighting that resilience is multifaceted—encompassing mental, emotional, physical, and spiritual dimensions. Through engaging narratives and practical strategies, Markel elucidates how resilience is not merely about enduring but about thriving—transforming adversity into opportunity and growth</i></p> <p>Data Behind the Dollars – Economic Forecast Alan Beaulieu, President and Principal, ITR Economics</p> <p><i>The session will provide ITR's expert views on what to expect from the economy covering such topics as industry trends, business to business activity, trade, inflation, interest rates and more. Attendees will also learn about a method by which their company can take advantage of their own data to make better-informed decisions based on the economic environment. Using leading indicators, the audience will find out how to identify where they are in the business cycle and which inputs should guide their business strategy to help them make the right decisions at the right time.</i></p>
12:00 PM	Executive Summit Adjourns