



August 17, 2010

## NEDA Headlines

### Steve Kaufman To Receive Lifetime Achievement Award 2010 NEDA Executive Conference Competing For The Future: Are You Ready Today For Tomorrow? October 17-19, 2010

Steve Kaufman of Harvard Business School and formerly of Arrow Electronics will be honored with NEDA's Lifetime Achievement Award at the 2010 Executive Conference in Chicago. The award is presented to an individual who has made singular and unparalleled contributions to the development and success of the electronics industry and electronic distribution throughout a lifetime of exceptional personal achievement. In NEDA's 70+ year history, this will be only the seventh time the award is presented. Mr. Kaufman joins other industry legends as an award recipient: Dr. Felix Zandman, Vishay; Jerry Sanders, AMD; Gordon Marshall, Marshall Industries; Seymour Schweber, Arrow Electronics; Robert Galvin, Motorola, Inc.; and Tony Hamilton, Avnet, Inc.

Mr. Kaufman is currently the senior lecturer of Business Administration at the Harvard Business School. He retired in 2002 as Chairman and Chief Executive Officer of Arrow Electronics, Inc. In 2005 Electronics Business magazine named him one of the ten most influential executives in the electronics industry over the past 25 years. NEDA is honored to bestow the Lifetime Achievement Award to this deserving industry innovator. The award presentation and Mr. Kaufman's session will be highlights of NEDA's meeting, to be held at the InterContinental Chicago O'Hare Hotel October 17-19, 2010.

For full conference details go to <http://www.nedassoc.org/2010ExecutiveConference.php5> or register now at <https://www.formdesk.com/neda/execon>.

Discounted hotel rates of \$159 are available at the InterContinental Chicago O'Hare Hotel. Ask for the group code "NED" when you contact the hotel to make room reservations. Call 800-341-7949 or reserve online at <http://www.ichotelsgroup.com/h/d/ic/1/en/cwshome/DPRD-874NY9/JORDAP/website/>. The reservation cut-off date is September 24, 2010.

### New Advocacy Website Delivers Updates on Counterfeit News While Promoting Supplier Authorized Distribution

The threat of counterfeit product is an ongoing significant industry issue—technology continues to become more sophisticated and more advanced imitators follow. The newly-launched advocacy website ([www.supplierauthorizeddistributor.com](http://www.supplierauthorizeddistributor.com)) delivers the message that sourcing electronic components through the authorized channel is the only protection that guarantees authentic product. The site is continually updated with news items concerning counterfeit product.

NEDA member support funds this industry-wide marketing campaign aimed at increasing awareness of the important value of authorized distribution and the perils of buying from unauthorized sources. This is your chance to participate - become a part of the campaign today. Go to <https://www.formdesk.com/neda/Advocacy2010> to join.

### The 2010 Channel Marketing Awards Competition

Challenge your marketing team to enter this annual event and earn some well deserved recognition! Winning entries will be announced at the 2010 NEDA Executive Conference in Chicago in October.

Take advantage of this unique opportunity to show off your marketing expertise. Entries must be received at the NEDA office by Friday, September 17th and represent marketing efforts conducted between July 1, 2009 and June 30, 2010. For a copy of the brochure go to <http://www.nedassoc.org/documents/2010BrochureWEB.pdf>

### Sales & Marketing Optimization and Pricing Optimization Seminars

Be sure to take advantage of these upcoming seminars at Texas A&M University.

**Sales & Marketing Optimization Seminar** learn best practices in sales and marketing for distributors. Offered September 14-15, 2010 and again December 7-8, 2010.

This program will address:

- What is the overall sales and marketing framework - starting from processes to metrics to shareholder value?
- What are the best practices in sales and marketing?
- What are the components of sales force effectiveness?
- What are the basic components of the sales process and associated tools, metrics, and resources?
- How do you combine science and art aspects of sales and marketing processes?
- How to link sales and marketing processes to shareholder value?

Who Should Attend?

- C-level executives
- Strategic business managers
- Sales & Marketing Managers

Registration is available online at [www.formdesk.com/neda/sales](http://www.formdesk.com/neda/sales)

**Pricing Optimization Seminar** will focus on scientific pricing framework: new methods, tools and techniques to increase profitability. Offered September 15-16, 2010 and again December 8-9, 2010.

Pricing is the gross margin inverse of asset management and procurement procedures. While the latter are designed to decrease cost (the lower margin boundary) the former is designed to raise revenues (the upper boundary). Pricing is typically market-based but pricing decisions are very complex and, when made in an information vacuum, will sub-optimize gross margins for the firm. This course will address practical methods to set and manage prices using existing information in order to maximize profitability.

This program will address:

- How to effectively classify / segment the customer base?
- Elements of the 'cost to serve' variable
- How to systematically maximize margins?
- Why and how to link inventory and customer classifications?
- How to scientifically leverage on existing readily available information?

Who Should Attend?

- Sales Managers
- Branch & Regional Managers
- Pricing Professionals
- Purchasing Professionals
- Distribution Management Professionals

Registration is available online at [www.formdesk.com/neda/pricing](http://www.formdesk.com/neda/pricing)

### Thank You! 2010 NEDA Executive Conference Sponsors

Opening Reception — **Digi-Key & Molex**

Monday Breakfast — **Mouser Electronics**

Monday Morning Networking Break — **Allied Electronics**

Monday Luncheon — **EE Times Group, a UBM Company**

Monday Afternoon Networking Break — **Arrow Electronics**

Monday Evening Reception — **Carlton-Bates Company & Littelfuse**

Tuesday Breakfast — **CNA Insurance**

Tuesday Morning Networking Break — **Mouser/TTI**

Conference Binder — **Sharp Microelectronics of the Americas**

Badge Lanyards — **Murata**

Room Keys — **Texas Instruments**

Note Pads — **Tyco Electronics**

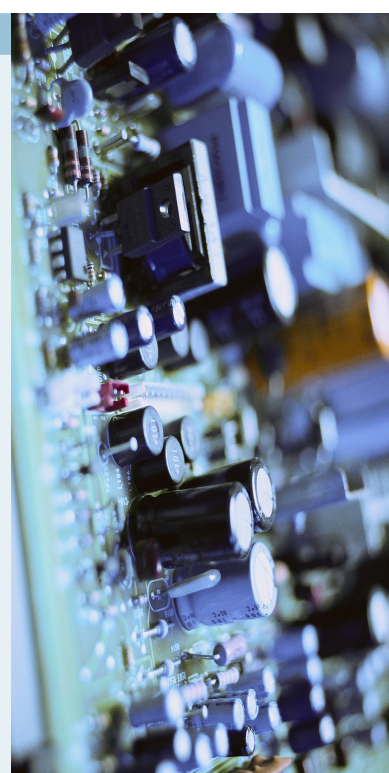
Conference Pens — **netCOMPONENTS**

Conference Post Its — **US Micro Products**

Promotional Marketing Sponsors — **EDN of Cannon Communications LLC; EE Times Group, a UBM Company; Electronics Sourcing; Hearst Business Media; and Penton Media**

Exhibit Booth — **CNA Insurance**

General Conference Sponsors — **Bourns Inc.; Hearst Business Media; Honeywell Sensing & Control; KEMET and Vishay**



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#### Save these dates

- NEDA Executive Conference, October 17-19, 2010, InterContinental Chicago O'Hare, Chicago, IL, register at [www.nedassoc.org](http://www.nedassoc.org)

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