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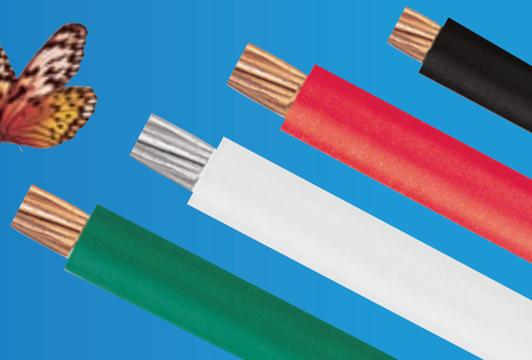
A university for
industrial distribution

NEW

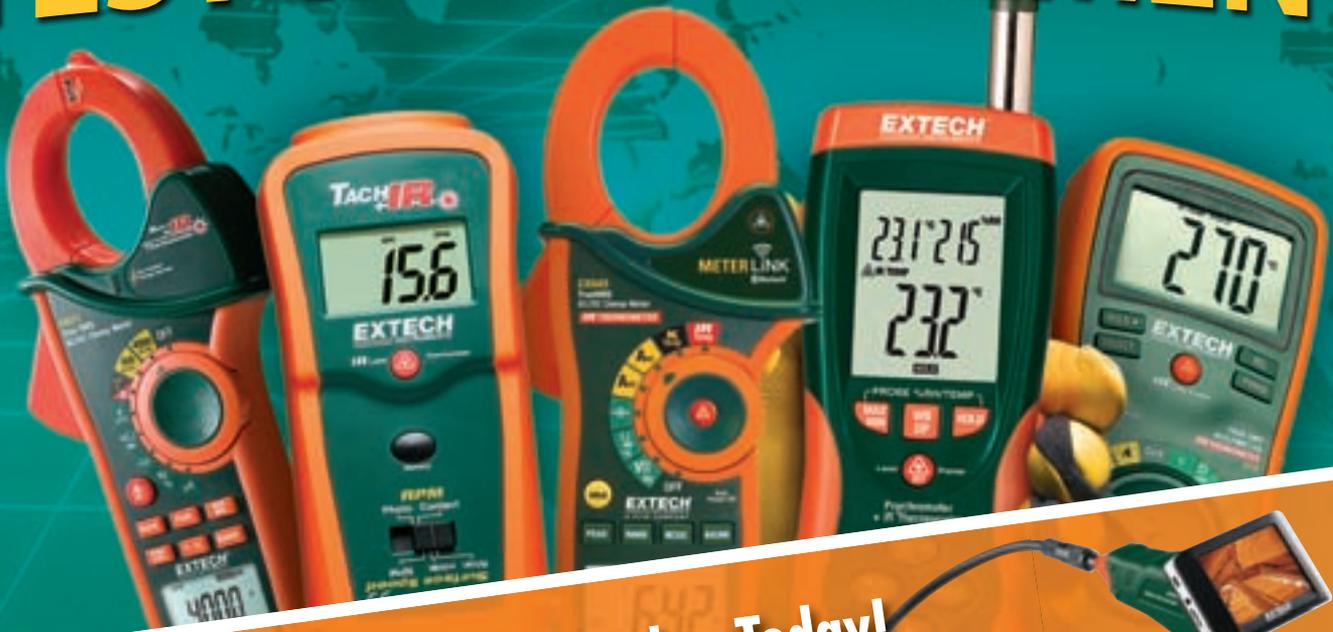
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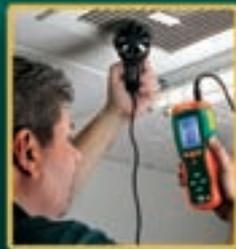
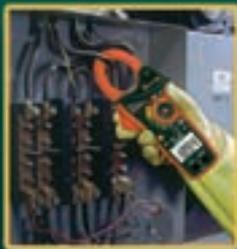
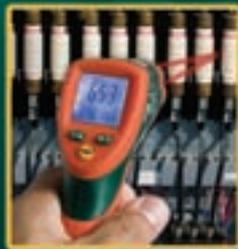
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Distribution & Supply magazine serves electrical distributors across Canada. It provides distribution personnel with the information they need to perform their jobs better and run their businesses more efficiently and profitably.

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SPECIAL Electro-Federation Canada Electrical Council Conference Section.

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COVER PHOTO COURTESY FAIRMONT HOTELS & RESORTS



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Addressing economic, environmental and social challenges related to climate change requires increased electrification of our economy.

Electric vehicles powered by clean electricity

While thinking about electric vehicles and renewable energy, I stumbled upon an article by Don MacKinnon, president of Ontario's Power Workers' Union. And while his statements focus, naturally, on Ontario, this outlook connects EVs and renewables—as well as energy security and the environment—rather nicely, and can apply pretty much anywhere in Canada.

The 2012 Canadian International Auto Show includes a new Eco-Drive Showcase, featuring an array of the latest clean fuel-efficient vehicles and technologies. Toronto is a fitting host for this exhibit, since few jurisdictions in the world are as well positioned as Ontario to benefit from the marriage of clean electricity and zero-emission vehicles.

Over 70% of Ontario's electricity comes from hydroelectric and nuclear generation, giving our province one of the lowest-carbon electricity footprints in the world. For 50 years, CANDU reactors have reduced Canada's greenhouse gas (GHG) emissions. The reductions since 1972 amount to over 2.4 billion tonnes; that's 90 million tonnes per year, the equivalent to the emissions from 18 million cars.

Addressing economic, environmental and social challenges related to climate change requires increased electrification of our economy. A 2008 study from the National Roundtable on the Environment and the Economy found that a substantial increase in the use of electrical power would be required for Canada to meet its 2020 and 2050 GHG targets. Specifically, the market share of passenger plug-in hybrid vehicles would rise to 13% by 2020 and 83% by 2040. Base-load nuclear reactors are well suited to meet this increased demand and the safe, reliable, 24/7 power provided by CANDU reactors aligns well with the overnight, off-peak charging of electric vehicles.

Ontario's vast forestry and agricultural biomass resources represent another untapped opportunity to reduce our GHG emissions and enhance the province's low-carbon footprint. Unlike intermittent wind and solar farms, the conversion of Ontario's existing coal generating stations to use carbon-neutral biomass would: provide energy on demand; utilize existing high-value transmission lines; and significantly reduce the need for backup from carbon-emitting natural gas generation.

By moving to electric vehicles powered by low-carbon nuclear/biomass-generated electricity, Ontario could significantly reduce GHG emissions from its largest source—transportation.

Ontario already has the auto manufacturing base to build the next generation of electric ally powered vehicles. With smart, strategic decisions and improved cooperation between the government, academia, labour, EV associations and the auto, electricity, forestry and agricultural sectors, Ontario can create an integrated growth plan and generate significant economic benefits.

Ontario is a major beneficiary of Canada's \$6.7-billion/year nuclear industry, hosting most of the 160 supply chain companies and a large portion of the 70,000 associated direct and indirect high-value jobs. Independent analyses show that refurbishing Ontario's nuclear fleet and building new CANDU reactors at the Darlington Nuclear Station will create tens of thousands of person-years of new employment and billions in economic spin-offs, including R&D at our universities and colleges.

Investments to create a bio-energy based industry—biomass supply chain infrastructure, bio-based fuels and other high value materials—can generate thousands of additional jobs and economic spin-offs in Ontario's agricultural, forestry and transportation sectors. Converting the Nanticoke and Lambton coal generating stations to use these biofuels is a good starting point. It would boost Ontario's energy security by helping reduce this province's dependence on environmentally questionable U.S. shale gas.

Ontario is home to five of the top automakers in the world, one of which has already committed to making an electric vehicle here. This industry supports over 400,000 direct and indirect jobs, 350 parts manufacturers and research at over 30 publicly funded research facilities.

Reinvesting in Ontario's electricity assets and existing industries is the best way to keep electricity prices affordable and reduce GHG, while keeping economic benefits here and creating more sustainable jobs and innovative technologies. Ontario's next dimension should start here. ■

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Business basics haven't changed. Making a profit is still about striking the right balance between sales and costs and being able to capitalize on new opportunities.

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The manufacturer-distributor disconnect



The issues creating this “manufacturer-distributor disconnect” affect manufacturers and distributors large and small alike.

John Kerr

When the Canadian electrical industry met in Quebec last year, the discussion revolved around the future of the industry. We agreed there was a desire for the distribution channel and manufacturers to work closer and better align their efforts to serve the ever-demanding, more immediate and timely information needs of the end user and specifier.

I recently met with the president of a large electrical equipment manufacturer. We were discussing how to grow sales through their electrical channel and how to better support the latter with product information. We knew too well their distributor's struggles with receiving and maintaining supplier data in all of its various sales systems.

Drilling down into both organizations we found numerous touch-points, from marketing to finance. Sadly, none of them were coordinated, and much of the data was out of sync. No one realized that the format and structure of the data the manufacturer supplied didn't match the requirements of their distributor's systems and needed to be manually adjusted. As a result, only 20% of the manufacturer's products were actually loaded.

This scenario happens every day with manufacturers and distributors in the electrical market.

Conversations with manufacturers and distributors illustrate some major obstacles to creating and sharing critical product data. Both are hard-pressed to locate and centralize their data, much less keep it up-to-date and digitized.

For manufacturers in particular, this situation not only delays market representation and sales growth, it reduces efficiencies. For example:

- Manufacturers who sell most of their products through distributors are losing an untold number of sales opportunities because their partners don't have all of their product data.
- Manufacturers are unknowingly creating extra work for themselves in the form of “customer service requests” because the end customers and distributors need additional product information.
- Providing product information in a format that distributors can use is a big challenge. While a manufacturer might provide the data electronically, it needs to be in a format that can be seamlessly integrated into distributors' sales systems.
- Each distributor has its own unique data and structure requirements. It is a huge effort to manually adjust the data sets to fit. Most distributors aren't staffed to handle the work. The result is much of the manufacturer's product data never gets loaded and the manufacturer's products never get offered.

John Kerr is managing director for ThomasNet Canada.

- Maintaining and providing dimensional product information is a challenge for distributors. This includes drawings and models critical to accurately describe the product for maintenance, engineering and sourcing professionals.

The issues creating this “manufacturer-distributor disconnect” affect manufacturers and distributors large and small alike. It is well worth an exercise to ask you and your team the following questions:

If you are a manufacturer...

- Are you aware of how much of your product data is actually loaded and represented by your distributors?
- Are you tired of spending time and money to get your product data into your distributor's hands only to find that a small percentage of your products are being represented?
- Are you providing your product information in the distributor's required format? Do you even know the required format?
- Are you frustrated that your distributor cannot find the correct product among your line to solve a customer's need?
- Do you feel like you are missing out on sales opportunities because of incomplete product representation by your distributors?

If you are a distributor...

- Are you frustrated that your manufacturer is not providing their product information to you in the structured data files you require for your systems?
- Are you tired of having to reformat and manually edit your manufacturer's data, whether it's from an electronic file or, even worse, product spec sheets and catalogues?
- Are you concerned that you are missing out on sales opportunities when customers come to you for products that you cannot find because the manufacturer's data was never delivered properly?

If you answered Yes to any of the questions above, it may be worth taking a closer look at your manufacturer-distributor relationship and the strategies you currently employ to share product information. Challenge yourself to overcome this disconnect, which we all know to cost the industry dearly.

Manufacturers who centralize and share complete information on every product, including attributes such as dimensions, weight, pricing, part numbers and drawings have an advantage over their competitors. These companies are in the best position to improve sales revenues, streamline processes and increase the efficiency of their channel partners.

Increased sales from full representation of a product line is the most obvious advantage, but another huge benefit is the savings due to increased efficiencies. Consider the value of the time saved, and the improved process of extracting and sharing data. ■

PR 101: The fundamentals of good storytelling



Public relations is arguably one of the most misunderstood of all marketing communications disciplines. The Public Relations Society of America has just revised the definition of PR as: “a strategic communication process that builds mutually beneficial relationships between organizations and their publics”.

Often called strategic communications, it is essentially the process of telling your story and building a relationship with your audience. The overarching goal of good storytelling is to engage your audience with clear and compelling messages that convey your point of view in a mutually beneficial way. A good story provides enough information that perceptions are influenced and the audience is able to make a decision or act upon what they have heard.

Sounds like a simple enough formula, but there are some fundamental first steps that, when neglected, can take your PR program very quickly off track.

Tailoring your message

In today’s always-on, multimedia news environment, you must consider both the content and relevance of your message, as well as the channel through which it is being delivered. For example, in developing content that announces a new product or solution, your messages must clearly convey your value proposition.

Simply put, what is the customer need that the product addresses? What are the benefits that the customer will receive?

Your message should also clearly communicate how the product stacks up against its competition. How does your product ‘win’ in a feature-by-feature or price comparison with its closest or most strategic competitors? Your messages should also include positioning statements that demonstrate your knowledge and understanding of customer segments or niches within the context of the broader challenges and trends that are shaping your industry as a whole.

Optimizing your messages for search

Search engines are today’s first-stop news resource for journalists and customers alike. Businesses that are successfully engaging with their customers across multiple media online platforms have realized that reaching their audience is as much about search as it is about being ‘found’. For any business looking to engage with customers

online, Search Engine Optimization (SEO) is no longer an option but an essential tool in their digital toolkit.

SEO enables you to build brand awareness by increasing visibility with your online audience. Simple steps like embedding keywords and phrases in digital content (with links to deeper and richer content) can go a long way to improving your digital footprint when regularly monitored, measured and optimized.

Engaging the media

Editors, reporters and bloggers are not only the filter through which you tell your story but an important partner in helping influence your audience. Understanding their needs, such as news cycles, editorial calendars, receptivity to multimedia content (e.g. photos, videos, whitepapers) is essential to any successful media relations program.

Simple first steps like establishing a relationship with an editor or reporter can be approached by engaging with them in their social media circles, or by responding to their blog postings. Understanding what news topics are of interest to them will go a long way in helping you provide content that meets their needs.

For example, when pitching a new product to an editor, first cover all of the basics in your news release such as pricing, availability, competitive positioning, features and benefits. Include a spokesperson quote that speaks directly to how the product addresses customer needs or industry trends within that market segment. Supplement your news release by offering customer application stories or case studies that illustrate successful applications of the product in a real-world scenario that is relevant to the industry that they cover. Provide high-resolution images or video clips that show the product being used in a typical business application. Offer interviews with senior company spokespersons, industry analysts who can provide insight on market trends, or satisfied customers who have used the product (ensure you get their permission first). You can also consider extending invitations for editor to try or review the product in their own offices or labs.

Understanding today’s hyper-informational, increasingly transparent and fast-evolving media environment is a requirement in implementing a successful PR plan. Using proven strategies and the most current social media networking tools and channels, the challenge of engaging with your audience and stakeholders in a way that influences and helps shape perceptions becomes an opportunity. Developing communications strategies that are based on tried and proven industry best practices, and following up with seamless program execution and measurement, will help you avoid missteps and ensure your program meets your business objectives. ■

Caroline McGrath

In developing content that announces a new product or solution, your messages must clearly convey your value proposition.

Caroline McGrath is principal of CMM Communications Group, a public relations firm that provides strategic communications services and helps companies tell their stories. Caroline can be reached at caroline@cmm-communications.com.

Forming the CMG... building better relations

Kevin Smythe

For a number of years, CEMRA has looked enviously upon this group... until now.



Kevin Smythe is the CEMRA chair for 2011-2013 and president of Adanac Sales, a manufacturer rep serving the electrical industry in British Columbia. He can be reached at ksmythe@adanacsales.com.

For a number of years, the National Electrical Manufacturers Representative Association (NEMRA)—our counterpart organization in the United States—has had a working committee to help build better relationships between the manufacturer and the rep. This committee—the NEMRA Manufacturers Group (NMG)—is made up of a number of manufacturers and reps that work on issues related to the sales-through-reps function.

We asked Mark Gibson, current NEMRA chair, about the benefit of having such a group collaborating within the association: “Together, manufacturers and reps can work on what’s hurting the relationship”.

This is much harder to do on a one-to-one basis, especially when one side seems to hold all the power. “When both groups work together on issues, we can take all of the personal stuff out of the equation and get down to the core of the problem. We recognize this can help our business, so real solutions result from our meetings,” insists Gibson.

The NMG has also been able to look into the future and stave off issues before they become major hurdles for either group to overcome. NMG tends to look further into the future than either group alone, and can see where the relationship should be, and where it should not. After all, it is in everyone’s best interest to make the relationship between manufacturers and reps work.

For a number of years, CEMRA has looked enviously upon this group... until now CEMRA is currently pulling together a meeting of manufacturers and reps at Electro-Federation Canada’s (EFC’s) Electrical Council (EC)



conference in Whistler to see whether a similar group—the CEMRA Manufacturers Group (CMG)—can be formed in Canada.

We have arranged a meeting of interested parties, headed up by Marc Laplante of Laplante et Associes (who just stepped down as the CEMRA representative on the NEMRA board of directors). It is especially relevant, considering the Electrical Council already has both parties at the table.

Together, the CMG will focus on identifying factors that can help the business. Manufacturers can get more point-of-sale (POS) information to help with their product innovation, while reps can use more POS information to expedite their commissions. As a group, we can work to improve the entire process.

Our ultimate goal in forming the CMG is to provide a stronger environment for both reps and manufacturers in this country which, in turn, translates into added value for our customers as well. ■



ELECTRICAL COUNCIL

ELECTRO·FEDERATION CANADA

Creating synergy: goals versus process

One year ago, we pulled two of our biggest councils together to form one consolidated group: the Electrical Council (EC).

The two councils were quite unique. The Supply & Distribution Council (S&D) was built on a strong executive committee with a three-year strategy driven from the top. On the other hand, EEMAC, the manufacturers' group, had strong independent sections. EEMAC struggled to find a common cause that would unite all sections while, at S&D, it was easy to find industry-wide programs like e-commerce and research.

It made sense to have industry-wide programs that engage the manufacturers, distributors and reps; it also made sense to consult industry section experts when faced with issues regarding lighting, switches or transformers.

The challenge in forming one council has been to effectively build a relationship between the new EC National Steering Committee and the industry sections. S&D was involved in e-commerce, industry best practices, customer research, education, business relationships, regional activity and networking. EEMAC, meantime, was much more focused on codes & standards, harmonization, regulations, product safety, anti-counterfeiting, product standards, government relations, and product market share analysis.

I once listened to an Afghanistan war veteran talking on the CBC about the problem he had when returning to work in Canada, for the government. He explained the problem stemmed from the unique cultural differences between the army and the government; the army trains its personnel to be goal-oriented, while the government conditions its personnel to be process-oriented.

S&D is a goal-oriented operation with conferences, seminars and other projects all running on deadline dates. EEMAC, on the other hand, is all



about process—product standards, government regulations, and product safety and reliability—which is all about getting it right.

At first glance, they seem at odds, but process and goals are two sides of the same coin. The better we make them work together, the better our industry will perform. The truth is, you will never accomplish your goals without a strong process in operation and, without a goal, you really have no direction or purpose for your process.

Our first step was to share knowledge:

- We have started encouraging industry sections to meet at the EC conference; at last count, we had six sections set to meet this year in Whistler
- Last fall we established the e-Tech Marketing Forum, and plans are underway for the second forum on November 14 this year.
- We are introducing the first Industry Profile and Forecast book at the Whistler conference.

Key issues relating to our industry will be passed through the EC National Steering Committee and the industry sections; from these existing programs—and through all future EC initiatives—we will continue to build synergy and develop key platforms for our industry. ■

The truth is, you will never accomplish your goals without a strong process in operation and, without a goal, you really have no direction or purpose for your process.



Rick McCarten is vice-president, Electrical Council, Electro-Federation Canada. Visit www.electrofed.com.



A UNIVERSITY?

for industrial distribution ■



While there are numerous educational occasions for electrical contractors and electricians to upgrade their skills and knowledge, are our electrical distributors getting the short end of the stick? What opportunities exist for them to realize their full potential?

Thankfully, there is the University of Industrial Distribution (UID, www.univid.org)—a concentrated educational program that, for 19 years, has focused on the unique needs of the industrial wholesale distribution.

Known worldwide for excellence in education, UID is sponsored by leading industrial distribution professional associations—such as Electro-Federation Canada—in cooperation with the Industrial Distribution Program of Purdue University. Working together, these groups provide—in our esteem—a superior learning experience.

UID students can apply their course work toward earning the Professional Certificate in Industrial Distribution awarded by Purdue University. As an industrial distribution professional, the certificate recognizes a student's achievements and commitment to continuing education.

Here's how it works: students earn 9 CEUs (continuing education units) through Purdue upon completion of 90 hours of approved course work. A minimum of 30 hours (3 CEUs) must be earned through UID course participation. Past UID attendance counts toward the hourly requirement. Additional credits may be derived from courses taken independently, or through your professional trade association.



We sat with Purdue's Dr. Kathryn A. Newton, a professor of industrial distribution, to learn more about UID (for the full interview, check out our video at t.co/tRzmAAZh, or simply visit EBMag.com's Video page).

She explained that UID founders recognized a need, not just for undergraduate education, but continuing education for the

industrial distribution channel, arguably one of the "largest channels you can find anywhere". It was Dr. Jay Smith of the University of Alabama who started UID 19 years ago, with the vision of creating something like a university with courses that students can pick and choose, and that they could build on over the years.

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In the early years, mused Newton, UID attracted a lot of CEOs and executive-level types, but now—after the executives attended and recognized its value—UID attracts a lot more mid-level managers, branch managers, human resources, accountants... “you name it, we get it here”.

Every UID speaker is vetted to ensure only the brightest and best-known take the podium. Newton explains, “Every speaker here is filtered to make sure they understand ‘MRO’, ‘OEM’, ‘manufacturing’, ‘distribution’... they can speak to it all”.



Everything an electrical distributor would want to learn is covered at UID, such as inventory and warehouse control, communications skills, productivity, “preparing for 2020” and finance... “especially how to make more money”.

“This year in particular I think I’ve had more people come up and shake my hand and say, ‘Wow, I can’t believe

what I’m getting from this week. I’m going back reenergized and ready to go,’” beams Newton, adding that UID is definitely a place where a student can learn what they need to move up in their field. “Many of them are proud to earn that professional certificate in industrial distribution.” ■



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ELECTRICAL COUNCIL
ELECTRO·FEDERATION CANADA

LEADERSHIP for the **NEW** Generation

e-Conference
May 29 to June 1, 2012
Whistler, BC



www.electrofed.com/conference2012

LEADERSHIP FOR THE

BUSINESS

Chair's message



As the Electrical Council approaches its second conference, I am reminded of how we are affected by change. On the outside, our new council and conference appears to be the same — but underneath things are changing, with new values being formed and new directions being forged. These changes will fundamentally alter the use and benefit we gain from our association.

Similar but much more profound are the changes that are taking place in our industry. Many of these slow and irreversible changes, at first glance, appear to not have much effect. In reality, they are transforming the core of our business, and this year's conference will focus on two of those changes.

As an industry, now more than ever, we need to connect, build new relationships, and capitalize on the new generation.

The first is the change in how we are producing electrical power. Moving from megaprojects like nuclear to local wind and solar on your roof will affect the entire electrical grid, as well as the products required. With less need for new power lines, growth in inverters, and the advent of smart meters, this promises to bring forth a plethora of new products and opportunities. Take a step closer to the extraordinary, come listen to one of our presenters, Justin Hall-Tipping.

The second change has been predicted for a long time, but is now starting to occur rapidly. Baby Boomers are retiring, and our industry is facing a demographic shift. In the next five to seven years we will see a major change in people and relationships within our industry. Peter Sheahan will share his insights on how to adapt to this new age.

Combined together, we are faced with changes in our energy systems. How we harness and adapt the power from this new generation of people and equipment will determine our future success. As an industry, now more than ever, we need to connect, build new relationships, and capitalize on the new generation.

I look forward to meeting you in Whistler.

Sincerely,

Tim Horsman
2011-2012 Chair of the Electrical Council
President, E.B. Horsman & Son

WEDNESDAY MAY 30TH



8:30 am-9:45 am

"Talent [R]Evolution: Future-Focused Strategies for Leveraging Human Capital"

Peter Sheahan, *Expert on Leveraging Business Trends and New Market Opportunities*

Are your leaders getting the most from their people? Are you solving problems with the best brains in your business?

Understand the changing expectations of talent and transform your organization into a magnet for smart and engaged people.

Explore the changing nature of leadership and employ new models for developing capability in your organization. Get inspired by case studies of what actual companies are doing to leverage their human capital.

Drive collaboration inside and outside your four walls, and harness the discretionary efforts of people on and off your payroll. Be at the forefront of changing demographics and generational trends, separate myth from reality, and learn what real companies are doing to win the battle for talent.



9:45 am-10:30 am

Opening Remarks/Executive Review & General Assembly
Tim Horsman, Chair, EC and President, E.B. Horsman & Son



10:50 am-11:30 am

"Freeing Electricity from the Grid – The Nanotech Revolution"

Justin Hall-Tipping, *Nanoholdings*

Just when you think we are part of an unchanging industry, along comes solar power, wind energy and electric vehicles; and it doesn't stop there. As nanotechnology grows, it will take us one step closer to achieving the extraordinary.

It is reported that across the world, access to electricity is connected to our happiness. According to Justin Hall-Tipping, people around the world are about to get a lot happier. Get a sneak peak of just where nanotechnology can take our industry, from producing and storing electricity to converting and manufacturing electrical infrastructure components.

11:30 am-12:00 pm

The Smart Utilities

David De Yagher, Smart Metering Operation Manager, BC Hydro

The base of our industry has always been the producer of electrical power. A great deal of that is about to change. One of those changes is the adaptation of smart meters. Find out how utilities are planning on using them and how this will affect your product line and business moving forward.

NEW GENERATION

PROGRAM

1:00 pm-2:00 pm

Breakout Meetings:

We are holding break out meetings for our three industry segments. The chart below outlines the main issues facing each segment, based on discussions at the last conference in Québec City.

Manufacturers	Distributors	Reps
Offshore products	Recruitment/training of new employees	Tax effects on rep commissions
Recruitment and training of talent	Populate IDEA/IDW information	Selling direct
Increase support to distribution channel	Selling direct	Recruitment/retention of talent
EPR & regulatory costs	Global pricing/Internet	Outsourcing of products and labour
IDEA / E-commerce	Lack of technical support	Investment in Canada

THURSDAY MAY 31ST



9:00 am-10:00 am

"No Opportunity Wasted: Exploring the Frontiers of Our Potential"

Bruce Kirkby, Explorer, Writer & Photographer

For more than twenty years, Bruce Kirkby has led a life of exploration and high adventure. His journeys have taken him to the wildest and most remote corners of the planet; from Africa to the high Arctic, from Mt. Everest to Arabia. Kirkby has been shot at in Borneo, taken hostage in Ethiopia, survived crocodile attacks on the Nile, and weathered high-altitude storms in Alaska.

A weekly columnist with *The Globe and Mail*, and a contributing editor to *Explore*, Kirkby is also a bestselling author, award-winning photographer, and the host of CBC's *No Opportunity Wasted*.

Hear Bruce describe his ten strategies for overcoming obstacles, whether setting out on an expedition, or navigating everyday life. Bruce has mapped out what must be done to accomplish your goals. Number one: overcoming your biggest fears.

10:20 am-10:50 am

"The Future of e-Business in B2B Market"

Steve Bieszczyk, EPICOR

It is time to lay out the future direction of e-commerce in the Canadian electrical industry. Who better than Steve Bieszczyk to help guide us in the right direction?

Steve Bieszczyk is a Senior Vice President of Marketing for Epicor

Software, where he has worked for the past 25 years. In 1998, he established the Industry Data Warehouse and Industry Data Exchange in conjunction with NEMA and NAED. In 2000, he established Epicor's hardlines eStore business, and then in 2002 he led Epicor's expansion into the wholesale distribution market. From 2004 until 2008, Steve managed the company's electronic cataloging business, and he currently oversees marketing for Epicor's retail business units.

Steve is also a long time board member of Internet Auto Parts, a company that conducts \$400M in electronic commerce annually in the automotive aftermarket.

10:50 am-11:20 am

E-commerce Panel

"Crafting a Road Map for Better Efficiency in the Canadian Electrical Channel"

Based on Steve Bieszczyk's presentation, in conjunction with a high level panel led by Bill Hammond of Hammond Power Solutions, we will map out what our industry has to do to be the best in the world.

Here is an opportunity to improve costs, reduce errors, improve efficiency and maintain our company's positions in a quickly changing electronic environment. There is a need for a highway, where each of us can position our businesses strategically.

11:20 am-12:00 pm

The Canadian Economy: A Map to the Future

Speaker to be confirmed.

As Prime Minister Stephen Harper has said, we as a country are in good shape, but there are things we must do to maintain that position.

Distributors know all too well that having a well-stocked and organized warehouse does not mean much when your customers aren't buying. How does our well-oiled machine operate in the new world dynamics?



CONFERENCE INFORMATION

Whistler *More than just a destination* host to the 2012 Electrical Council Annual Conference

Join your industry colleagues and friends at this year's Electrical Council Annual Conference hosted in a majestic mountain destination like no other!

Set amidst the spectacular Coast Mountains of British Columbia, lies Whistler; a charming alpine village, and Canada's number one golf and ski destination.

Whistler is world renowned for its ski and golf, massive mountain ranges, picturesque valleys, snow-covered peaks, pristine lakes and glacier-fed streams. A unique village of more than 90 limitless dining options and over 200 boutiques and shops, Whistler also includes a collection of spas and endless outdoor activities.

Visit www.whistler.com for more information.

CONFERENCE HEADQUARTERS

The Fairmont Chateau Whistler
4599 Chateau Boulevard
Whistler, BC
1-604-938-8000 • 1-800-441-1414

For more information on the Fairmont Chateau Whistler, visit www.fairmont.com/Whistler.



HOTEL ROOM RESERVATIONS

Delegates are responsible for making their own hotel reservations at The Fairmont Chateau Whistler Hotel. When booking a room, please contact the hotel directly and mention that you are with the **EFC code 046** Conference Group.

The cut-off date for room reservations is **May 7, 2012**, after which date, reservations will be accepted by the hotel on an availability basis.

Reservations may be made at The Fairmont Chateau Whistler directly by calling 1-800-441-1414 or by linking to the reservation page at <https://resweb.psskey.com/go/electrofederation>.

ROOM CATEGORIES AND RATES:

Electro-Federation Canada has reserved a block of rooms within various accommodation categories at The

Fairmont Chateau Whistler Hotel. All room rates are based on single or double occupancy and are subject to applicable taxes. Portage and housekeeping gratuities are payable at your own discretion.

The following nightly room rate categories and rates are available for the **EFC code 046** Conference Group. (Rates are subject to 2% hotel tax & 12% HST):

Fairmont Room: \$230.00
Deluxe Room: \$249.00
One Bedroom Suite: \$349.00
One Bedroom Valley Suite: \$749.00
Mountain Suite: \$849.00

Fairmont Gold Room: \$349.00
Fairmont Gold Junior Suite: \$449.00
Fairmont Gold Premier Suite: \$799.00
Fairmont Gold Executive Suite: \$899.00

See conference Website for guestroom specifications.

Parking Rates (12% HST included in the rate):
\$30.00 per night self parking
\$35.00 per night valet parking

Note: Electro-Federation Canada reserves the right to remove/reassign your room reservation in the conference room block if you cancel your conference registration.

OTHER FAIRMONT HOTELS, PRE AND POST-CONFERENCE TRAVEL

EFC has arranged special guestroom rates at other BC Fairmont Hotel properties for your travel enjoyment. Properties include: Fairmont Vancouver Airport, Fairmont Waterfront (Vancouver) and Fairmont Empress (Victoria).

Please call 1-800-441-1414 to arrange your pre and post-conference travel.

Hotel Deposit: A hotel deposit of \$230 will be applied to your conference registration fee. Upon check-out at The Fairmont Chateau Whistler, this \$230 will be credited to your guestroom account. To take advantage of the preferential room rates and the \$230 credit, it is imperative that you use the reservation code **EFC 046** when booking your room. (Restaurant, boutiques, spa and lounge services can be billed to your guestroom account).

FAIRMONT PRESIDENT'S CLUB:

It's complimentary, and easy to sign up for the Fairmont President's Club online at <https://www.fairmont.com/tcp/FPCEnroll.htm>.

CONFERENCE FEES

Delegate Early-bird Registration Fee
\$930 + applicable taxes + \$230
Fairmont Chateau Whistler Hotel deposit
Rate available up to and including
March 31, 2012.

Delegate Registration Fee
\$1005 + applicable taxes + \$230
Fairmont Chateau Whistler Hotel deposit
Rate applies to registrations received on
or after April 1, 2012.

Conference Delegate rate includes:
Business program presentations, Opening Reception, two breakfasts, refreshment breaks throughout, Walk-Around Luncheon, Chair's Reception, Awards Banquet and Entertainment, Closing Luncheon and Closing Reception, along with invaluable industry networking, all under one roof.

Companion Fee
\$355 + applicable taxes
Companions are always welcome and encouraged to attend the Business Program presentations, if desired.

Companion Rate includes:
Business program presentations, Opening Reception, Opening Breakfast, Walk-Around Luncheon, Chair's Reception, Awards Banquet and Entertainment, Closing Reception, along with networking.

CANCELLATION POLICY

80% refund given if received in writing by April 13, 2012.
50% refund given if received in writing by April 30, 2012.
There will be no refunds given after April 30, 2012.
Substitutions will be accepted up until May 11, 2012.

Conference Kids are Welcome

Children are offered a complimentary registration, and are invited to participate in this year's conference tours and activities. Certain restrictions may apply; see tour details for information. Children

under 19 years of age are not permitted to attend any of the conference networking events, including any of the receptions, luncheons, the awards banquet or golf tournament.

WEATHER

The average temperature in Whistler in May ranges between 15°C to 20°C, to a possible low of 5°C. Dress appropriately for cool evenings.

TRAVEL

The Vancouver International Airport (YVR) is approximately two hours from the Fairmont Chateau Whistler. Air Canada is the official travel carrier for this year's conference. To book your airline tickets, visit www.aircanada.com and in the "Promotional Code" section enter **EFC's Promotion Code: COGATUV1** to receive the special discount. The discount travel period is from Tuesday, May 22, 2012 to Friday, June 8, 2012.

AIRPORT SHUTTLE: PERIMETER

Perimeter Transportation welcomes all Electrical Council attendees to Whistler. When you book your transportation from Vancouver Airport or Downtown Vancouver to Whistler with Perimeter you'll receive a 10% discount off the regular rates!

Take advantage of the cost savings by booking online at: www.perimeterbus.com/ec2012 or Toll Free: 1-888-717-6606, **EFC promo code: EC2012**.

CONFERENCE ATTIRE

Conference Programs:
casual or business casual.

Awards Evening, Dinner and Dance: Semi formal – Ladies: cocktail dresses or dress suits, Men: dark suits, ties required.

Tours and Activities: casual, sportswear and comfortable footwear.

CEMRA Evening: casual attire; jeans are suggested and comfortable footwear.

CONFERENCE INQUIRIES?

Please contact Kathryn Cosgrove at 647-258-7481 or by email at kcogrove@electrofed.com

BUSINESS INTERACTION AND NETWORKING

GOLD EFC PINS

Please extend a warm welcome to delegates and companions sporting a gold EFC pin on their name badge, as these people are attending the conference for the first time. Please help make their conference experience a memorable one!



NEW!

THIS YEAR! NEW GENERATION RECEPTION

Tuesday, May 29, 5:00 pm – 6:00 pm

Delegates who were born in or after 1963 are invited to a special New Gen Reception. This one-hour cocktail reception is to encourage and stimulate dialogue amongst the New Gen group. This new reception replaces the traditional First Year Attendee Reception.

WELCOME RECEPTION: Whistler Mountain Welcome

Tuesday, May 29, 5:30 pm – 7:00 pm

Whistler is a world class leader in resort destinations. Whether it's your first time in Whistler or you're a returning visitor, what better place to be than in the most scenic and natural mountain resort in the country. The 2010 Winter Olympic and Paralympic Games have come and gone, but the spirit and energy are alive and well in Whistler.



The Electrical Council executives eagerly anticipate welcoming all conference delegates and companions to Whistler, where attendees will have the opportunity to connect with industry colleagues and meet new friends.

WALK-AROUND LUNCHEON: Mountain High Picnic

Wednesday, May 30, 12:00 pm – 1:00 pm

Survey says... the Walk-around Luncheon is one of the most valuable networking opportunities for conference attendees. All conference delegates and companions are invited to the Mountain High Picnic Walk-around Luncheon.

HEAD OFFICE MEETINGS

Wednesday, May 30, 2:00 pm – 5:00 pm

Thursday, May 31, 1:30 pm – 5:00 pm

Distributors and manufacturers will once again be able to host private meetings during the conference. To register your company for a meeting space, visit www.electrofed.com/Conference2012/meetings and indicate which day(s) you would like to schedule your company's meeting(s). Members can arrange meeting times directly with one another by visiting the conference Website to access a list of member companies who are holding meetings. Note: it is the responsibility of the manufacturer and distributor to arrange for a convenient meeting time. EFC staff will not schedule or confirm any appointments.

TOURS AND ACTIVITIES

A wide range of unique and exciting adventures have been planned for you to enjoy during your stay in Whistler. The tours and activities offer you the opportunity to explore some of the most original and scenic places that this mountain area has to offer. See next page for full-tour descriptions, or visit www.electrofed.com/Conference2012/tours.



EC CHAIR'S AWARDS BANQUET

Wednesday, May 30

6:30 pm – Chair's Reception

7:30 pm – Awards Dinner, Entertainment & Dance "Black & Crystal"

Join the Electrical Council's Chair Tim Horsman and his wife Kerry as they welcome you to this extraordinary awards banquet. We will be honouring those who, through dedication, advocacy and ingenuity, have made significant and lasting contributions to our industry. This banquet will also feature an elegant dinner and special entertainment, followed by dancing for those who wish to kick it up! Attire for the evening is semi-formal: "Black & Crystal" cocktail dress for the ladies; dark suits and ties for the men. Again this year, all business speeches and the exchange of the chairmanship component will be conducted at the closing conference luncheon on the following day.

CONFERENCE CLOSING LUNCHEON AND CHANGE OF CHAIRMANSHIP

Thursday, May 31, 12:00 pm – 1:30 pm

The exchange of the gavel will take place at this closing luncheon, officially concluding Tim Horsman's term as the Electrical Council Chair and formally inaugurating Mark Schroeder, Rockwell Automation, as the new Chair. Learn what Mark and the executives have in store for you and the membership for the coming year.

CLOSING RECEPTION: Après Style

Thursday, May 31, 5:00 pm – 6:00 pm

Conference attendees have indicated that networking with industry peers is one of their primary reasons for participating in this annual conference. With that in mind, this year's conference includes a closing reception to provide you with an opportunity to bid farewell to fellow conference attendees with an après style cocktail.

OPTIONAL DINNER EVENT BY CEMRA: Peak-to-Peak House Party

Thursday, May 31, 6:30 pm – 10:30 pm

Pre-registration required. All delegates and companions are welcome.

\$150.00 + HST (meet in hotel lobby at 6:00 pm)



You're invited to join CEMRA for one of their most unique and breathtaking evenings yet. Upon boarding the Gondola, you will be whisked away to the Roundhouse at the top of Whistler Mountain for CEMRA's Peak-to-Peak House Party. From the moment you set foot on top of the mountain, where you will be greeted with a Mountain Mojo cocktail, you will feel as if you are at a lodge party amongst industry friends and surrounded by panoramic views. Don't forget your camera!

Evening entertainment will feature long time Whistler performer, Guitar Doug, back by popular demand from our famous 2001 S&D Whistler Conference, along with his Hair Farmer partner Greg. Doug and Greg were a hit band playing for 10 days straight during the 2010 Winter Olympics.

- Pre-registration is required and includes: welcome cocktail, dinner, entertainment and gondola transfer.
- Each registrant will receive a 50% discount pass for the new Peak-2-Peak Gondola for the following days.
- A cash bar will be available onsite.
- Book early, as CEMRA-hosted events sell out fast! This is one CEMRA event you won't want to miss!
- Attire for this event is casual; jeans and comfortable footwear are suggested.
- The gondola base is a 10-minute walk from the hotel.

Note: if you have any special dietary needs, please let EFC staff know in advance.

www.electrofed.com/Conference2012

Conference Tours and Activities

Discover Whistler with its magnificent scenery and mountain views by exploring the tours and activities that have been arranged for you at this year's conference. Whistler has been deemed one of the nicest places to visit in North America.

All tours and activities will be accompanied by a professional tour guide. Participants are encouraged to wear suitable casual attire and comfortable footwear as tours run rain or shine.

Electro-Federation Canada reserves the right to cancel tours if the minimum number of participants is not reached.

Substitution/Cancellation Policy

Full refund will be granted if cancellations are received in writing to EFC prior to April 30, 2012. Tour cancellations received after April 30th will not be refunded. Substitutions are available up until the tour commences.

WEDNESDAY, MAY 30TH

Tour #1:
**Eco-friendly Hummer
Backcountry Adventure**
Time: 2:00 pm – 4:00 pm
\$119.00 + HST

Hummers are the roughest, toughest backcountry vehicle ever built. The Hummer can navigate virtually any terrain imaginable, all without the bone jarring experience of other off-road vehicles.

All of the capabilities of this military-issued H1 Hummer will be demonstrated to you and best of all... this Whistler eco tour has a low-carbon footprint. These customized Hummers run on recycled vegetable oil! Whistler Hummer Tours are world-class excursions that are appropriate for a very diverse variety of adventurers. Bring the whole family along, sit back and prepare to be amazed by the beauty of Whistler's backcountry. The perfect way to see spectacular glaciers, snow-capped mountains and the abundance of wildlife in the Whistler Valley Wilderness!



Tour #2:
Scandinave Spa Retreat Experience

Time: 2:00 pm – 5:00 pm
\$99.00 + HST

Let Whistler's Scandinave Spa carry your mind, body and spirit! Experience the age-old Finnish tradition of soaking and soothing outdoor baths at Whistler's newest and most unique spa. Scandinave combines rustic elegance with majestic scenery in a peaceful, secluded setting overlooking incredible mountain vistas and valleys. The three stages of the Scandinavian Baths experience are body warming, (Eucalyptus steam bath, Finnish sauna, and hot pools) refreshing rinse, (Nordic waterfalls, cold showers, and cold baths), and total mind and body relaxation as you enjoy the solariums, the hammocks, the terraces, and the outdoor fireplace. Bathing suits are required, and sandals are recommended. Please note access is limited to those aged 19 years and up. Additional Signature Spa Services available at www.scandinave.com/en/whistler



THURSDAY, MAY 31ST

Tour #3:
Whistler Lunch Tasting Tour
Time: 11:30 am – 2:45 pm
\$85.00 + HST

There's no better way to spend an afternoon in Whistler than exploring the eclectic culinary scene. Your tour begins with a visit to the Squamish Lil'wat Cultural Center where in the Istken Hall you will sit down for a taste of native cuisine: Salmon chowder, bannock with crème fresh and smoked salmon. Then we visit the Whistler Brewery for a flight of beer tasting (3x 3oz glasses). To enhance the experience each beer will be paired with a food taster from the menu. Next we visit the Bearfoot Bistro and learn the history and "how-to" of Champagne sabering. "Sabering" is the Napoleonic tradition of taking a sword to lop open a bottle of Champagne. A number of lucky guests get the opportunity to saber a bottle! We complete the tour with a visit to Roger's Chocolate where guests receive a decadent icewine truffle.



Tour #4:

Pemberton Valley Tour

Time: 1:00 pm – 5:00 pm

\$125.00 + HST

Journey off the beaten path. Just north of Whistler Village, along the spectacular Sea to Sky Highway, lies Pemberton. This village is a stunning “best kept secret” of the area, nestled among breathtaking mountains, and surrounded by lush farmlands.



The Pemberton Distillery offers a taste of some of the excellent artisan “produce” coming from this area. You’ll visit the tasting room to enjoy award-winning, family-made Schramm Vodka, the world’s only organic Potato Vodka, and a new limited batch organic Gin.

Naim Falls is an exhilarating slice of West Coast wilderness – a short beginner friendly hike puts you face to face with the waterfalls. Hike through western hemlock, western red cedar, and coastal Douglas fir, while keeping your eyes open for small mammals and birds such as squirrel, raccoon, gray jay, and raven. The viewing platform provides excellent views of Naim Falls, long a spiritual site for the Lil’wat First Nation. Please wear proper hiking attire.

Tour #5:

Whistler 2010 Olympics Tour

Time: 1:00 pm – 5:00 pm

\$130.00 + HST

Relive the excitement of the 2010 Winter Olympic and Paralympic Games. Surrounded by towering peaks, rushing waterfalls, glacial lakes and pristine forest, Whistler Olympic Park will take your breath away. Located 18 km south of Whistler in the stunning Callaghan Valley, Whistler Olympic Park is the first Olympic Nordic venue to include all three traditional Nordic sport stadiums in one site: cross-country, ski jumping and biathlon. You’ll also visit the Whistler Sliding Centre, home of the luge, skeleton, and bobsleigh events.



FRIDAY, JUNE 1ST

Tour # 6

White Water Rafting: Green River Tour

Time: 9:00 am – 12:00 pm

\$109.00 + HST

Head down on nature’s white water roller coaster, framed by the jagged peaks of the Coast Mountain Range, and featuring beautiful west coast scenery. Crystal clear water, old growth forests and continuous white water action provide thrills for all ages. The river is set among vertical canyon walls, cascading waterfalls and glacier-studded peaks. This is one rafting experience you won’t want to miss.

Note: Participants are encouraged to bring a change of clothes.



Tour # 7

Monkido Aerial Tree Top Adventure

Time: 9:30 am – 12:00 pm

\$60.00 + HST

Take to the trees to test your courage, have fun, and evolve beyond your self-perceived limits! Nestled in spectacular natural settings, the Monkido Adventure tree-top obstacle course is designed to entertain and challenge guests both young and old, as they climb and zip through the park in a breathtaking ecological adventure. Traverse zip lines, rope swings, scrambling walls, hanging nets, wobbly bridges, and other suspended “surprises”. ...and test your limits!



Bucket List Activities

We all know the terms “one for the bucket list”, or “check it off the bucket list” pertain to individual dream items people place on a list of things to see, do or experience during their lifetime.

While in Whistler there are certainly ample things to add to your bucket list, and check off your list as well! Please refer to www.whistler.com for additional information and to arrange. Here are a few suggestions:

- Glacier Hiking
- Float Plane Tours
- Helicopter Tours
- Canoe or Kayak on the River of Golden Dreams
- Whistler Alta Lake Resort Fishing
- Golf Trio, Big Sky, Furry Creek, Nicklaus North



LEADERSHIP FOR THE

MONDAY, MAY 28TH

2:00

National Steering Committee Meeting

4:00

TUESDAY, MAY 29TH

9:00

10:00

Canadian Regions Meeting

EEMAC Electrical Heating Section Meeting

11:00

12:00

1:00

2:00

CEMRA Annual Meeting

3:00

4:00

5:00

New Gen Reception

6:00

Whistler Mountain Welcome Opening Reception

7:00

Dinner Appointments

WEDNESDAY, MAY 30TH

7:00

Breakfast for Registered Delegates and Companions

All Delegates and Companions are Welcome to all Plenary Sessions

9:00

"Talent [R]Evolution: Future-Focused Strategies for Leveraging Human Capital"
Peter Sheahan

10:00

Executive review – General assembly Overview of C and EFC Activity

Refreshment Break

11:00

"Freeing Electricity from the Grid – The Nanotech Revolution"
Justin Hall-Tipping

"The Smart Utilities" David De Yagher

12:00

Walk-around Lunch
Mountain High Picnic

1:00

Breakout Meetings:
Distributor Session
Manufacturer Session
Rep Session

2:00

Head Office Program

CEMRA Ice Cream Station



Tour #1
Eco-friendly Hummer Backcountry Adventure

Tour #2
Scandinave Spa Retreat Experience



3:00

4:00

5:00

6:00

EC Chair's Awards Banquet – *Black & Crystal*

6:30 pm Chair's Reception

7:30 pm to midnight
Awards Banquet and Entertainment

REGISTRATION DESK HOURS

REGISTRATION DESK HOURS

NEW GENERATION

THURSDAY, MAY 31 ST	
7:00	
8:00	Breakfast
9:00	"No Opportunity Wasted: Exploring the Frontiers of Our Potential" Bruce Kirkby
10:00	Refreshment Break
	"The Future of e-Business in B2B Market" Steve Bieszczyk
11:00	"E-commerce Panel: Crafting a Road Map for Better Efficiency in the Canadian Electrical Channel"
12:00	The Canadian Economy: A Map to the Future
1:00	Closing Luncheon
2:00	Head Office Program
3:00	
4:00	
5:00	Closing Reception: Après Style
6:00	
7:00	Dinner Appointments

FRIDAY, JUNE 1 ST	
7:00	7:00 am – 8:00 am Continental Breakfast for golfers and shuttle transfer
8:00	Conference Golf Tournament Shotgun Start 8:30 am
9:00	Fairmont Chateau Whistler Golf Club
10:00	2:00 pm Golf Awards Followed by return shuttle to Hotel
11:00	 
12:00	



Tour #6
White Water Rafting — Green River Tour



Tour #7
Monkido Aerial Tree Top Adventure

CONFERENCE GOLF TOURNAMENT

Friday, June 1, 2012 • 8:30 am Shotgun Start • Fairmont Chateau Whistler Golf Club

Mountain golf at its finest!



Carved out of the slopes of the Coast Mountain range in British Columbia, with elevation changes of more than 400 feet overall, this magnificent Whistler golf course is generous to the eye and provides enough fun and challenge for players of all levels. Designed by Robert Trent Jones Jr. and opened in 1993, this par 72, 18-hole course offers a golf opportunity unmatched in the region.

Whistler has become one of the premier golf destinations in Canada. Be sure to keep your camera with your clubs, so you can take full advantage of all that this great BC course has to offer!

Visit www.fairmontgolf.com/whistler for more details.

PRIZES

Prizes will be awarded in the following categories for each course:
Low Gross – Individual
Low Gross – Foursome

FORMAT OPTIONS

Individual or "Texas" Scramble

TRANSPORTATION

Shuttle service is available from the Fairmont Chateau Whistler lobby.

TOURNAMENT FEES

Cost per golfer:
\$145.00 plus applicable taxes

Foursome fee:

\$580.00 plus applicable taxes
Fairmont Chateau Whistler Golf Club

Rentals: \$65.00 plus applicable taxes

The tournament fee includes: power cart, green fees, continental breakfast, and transportation. All fees are subject to applicable taxes.

Register Early and Secure Your Spot!

With only one course at the Fairmont Chateau Whistler Golf Club, this tournament will sell out quickly! Please register soon to reserve your spot.

Register online at: www.electrofed.com/conference2012

Cancellation/Substitution Policy

All golf cancellations must be received in writing prior to April 30, 2012 for a full refund. No refunds will be granted after this date. All substitutions should be submitted by May 18, 2012.

The Fairmont Chateau Whistler Hotel

Guest Privileges include:

Complimentary unlimited rounds of play are extended to all Fairmont guests on the same day of play following their paid round of golf. **Dress Code:** Proper golf attire required. The Fairmont Chateau Whistler Golf Club is proud to be a metal spike free facility.

DON'T TRY TO PASS THE BUCK OVER

BAD PRODUCT

Understanding your responsibilities under the Canada Consumer Product Safety Act

Jack Kohane

HEALTH CANADA RECALLS IN RECENT MONTHS:

RISK OF FIRE AND BURN



■ LED Night Light

- **HAZARD IDENTIFIED:** an electrical short-circuit in the night light can cause it to over-heat and smoulder or melt, posing fire and burn hazards.
- **CORRECTIVE ACTION:** consumers should immediately stop using the recalled night lights and remove them from the wall sockets.

RISK OF SHOCK



■ Desk lamp

- **HAZARD IDENTIFIED:** the electrical wire that runs through the lamp can be pinched or severed at the lamp's adjustable joint posing a risk of electrical shock.
- **CORRECTIVE ACTION:** consumers should immediately stop using the desk lamp.

RISK OF FIRE



■ Electronic thermostat

- **HAZARD IDENTIFIED:** Upon installation, the recalled units could smoke or develop soot, posing a fire hazard.
- **CORRECTIVE ACTION:** consumers should immediately stop using the recalled thermostats.

RISK OF MELTING



■ Compact fluorescent lamp, 13W

- **HAZARD IDENTIFIED:** the lamp may overheat and melt the enclosure, exposing live parts.
- **CORRECTIVE ACTION:** consumers should immediately stop using these specific compact fluorescent lamps.

The products shown are stock photos used for illustrative purposes only.

The pace of recalls is accelerating, much of it sparked by the sweeping changes of the year-old Canada Consumer Product Safety Act (CCPSA). Among the changes imposed by the CCPSA—brought into force by that the Federal Government (under Bill C-36)—is a mandatory incident-reporting requirement for all members of the consumer product supply chain.

“It’s good legislation,” insists Normand Breton, general manager of the Electrical Safety Authority’s (ESA) Harm Mitigation programs. “This act is giving Canada some of the strongest consumer product safety legislation in the world. Global manufacturers must know that we now have a uniform set of standards and must comply if they want to bring electrical products, parts and components

into Canada. Safety is the number one concern that this new law addresses.”

Breton points out that although the CCPSA is now the law of the land, consumer electrical products sold and used in Ontario continue to be subject to Regulation 438/07 (Product Safety). ESA is responsible for administering specific regulations related to the Ontario Electrical Safety Code, whereas

CCPSA deals with all consumer products in Canada, including children's toys, household products and sporting goods.

Under the legislation, consumer products are broadly defined to include any product that could reasonably be expected to be obtained by an individual for non-commercial purposes, including components, parts, accessories and packaging. The phrase "danger to human health and safety" is also broadly defined to include any unreasonable existing or potential hazard posed by a consumer product during or as a result of normal or foreseeable use, and that may reasonably be expected to cause death or injury or have an adverse effect on health, whether immediate or chronic.

Many of the requirements under this regulation dealing with incident reporting now overlap or duplicate requirements under the CCPSA. "As a result, consumer electrical products are subject to both Ontario's Product Safety regulation and the CCPSA requirements," Breton emphasizes.

The CCPSA applies to suppliers of consumer products in Canada (including manufacturers, importers, distributors, advertisers and retailers). The act replaces Part I and Schedule I of the Hazardous Products Act, and recognizes that suppliers of consumer products have an essential role to play in addressing any dangers to human health or safety that may be posed by these products in today's global marketplace.

Manufacturers, first importers, distributors and retailers of consumer electrical products are subject to similar incident-reporting requirements and are required to report to both ESA and Health Canada. "ESA and Health Canada, Ontario and the ESA are working to address and move away from the duplication," states Breton. "The ESA is striving to streamline the process, but we're not there yet."

Preparing, maintaining documents

Among the act's other key provisions is the preparation and maintenance of documents pertaining to incident reporting. The CCPSA raises expectations for the record-keeping practices of companies so that documents are easier to review for information related to safety incidents. The legislation contains stipulations on what kinds of documents industry should store and for how long, with a particular focus on records of the source



and destination of consumer products. In the event of a safety incident, Health Canada may request this information to trace products through their supply chain to their origin.

So that unsafe products can be traced back to their source, the CCPSA requires those who manufacture, import, advertise, sell or test consumer products for commercial purposes to prepare and maintain certain documents. Normally, these records would already be part of regular business practice. For example, the CCPSA requires that a retailer document the name and address of the product's supplier; and the location and the period during which they sold the product (but not the name of the individual to whom the product was sold). These requirements are more detailed at higher levels of trade.

With the new law in place, the minister of health has the power to issue product recall orders. According to Geoff Barrett, Health Canada's acting director of the Risk Assessment Bureau in the Consumer Product Safety Directorate, his agency can require manufacturers or importers to provide or obtain safety information, including studies or tests that indicate whether a consumer product meets the requirements of the CCPSA.

"Under the act, there are prohibitions related to the manufacture, importation, sale or advertisement of consumer products that could pose an unreasonable danger to the health or safety of Canadians," Barrett notes, adding that, under the CCPSA, there are also prohibitions related to the packaging, labelling or advertisement of a consumer product in a manner that is false, misleading or deceptive

in respect of its safety "Because product safety is in everyone's best interest, everyone has a role to play," he observes. "Health Canada will work to achieve industry compliance with the CCPSA, including ordering recalls where appropriate. It is expected that recalls—when necessary—would continue to be undertaken on a voluntary basis by industry."

Safety in a global market

In developing international safety standards, Breton sees more consensus than quarrels. "Because we all live in a complex world economy, we're working with other jurisdictions to improve product safety practices," he nods. Some of the biggest initiatives are the recently signed Memorandum of Understanding (MOU) between the ESA and the U.S. Consumer Product Safety Commission (CPSC), which includes sharing information on emerging safety issues and recalls. Breton forecasts that a binding confidentiality agreement to allow sharing of information on incidents may also be achieved.

Bill Bryans, vice-president of technical services (Electrical) for Electro-Federation Canada (EFC), believes it's crucial to harmonize any differences between Canada and the United States. "As the U.S. States and Canadian provinces' electrical systems are—for all intents and purposes—identical, it doesn't make any sense to have differences or dual reporting within the same country in our case. Differences actually impede and can easily confuse both those wanting to report a potential field incident, as well as the responsible manufacturer or importer/supplier quickly

being able to focus on identifying, reporting and resolving any potential issue. Having extra, duplicate or differing procedures distract from the primary objective and introduce risk of making a mistake.”

Harmonized standards and compliance processes streamline common understanding and cost effectiveness of the ‘regulatory objective/standards/compliance’ system. “Our biggest problem right now is the competition between different standards development organizations (SDOs) in the U.S. and Canada for the same subject areas,” contends Bryans, adding that this is complicated by the fact that both SDOs also have a third-party certification organization (CO). “However, only one of them is actually a for-profit organization, which it didn’t use to be until about five years ago. Since then, their SDO under the same corporate umbrella has become less cooperative on adopting international, or establishing bi-national standards where our electrical infrastructure does not readily match the IEC standards. This becomes a ‘whack-a-mole’ scenario between component/product standards and component/product compliance self-serving protection racket that doesn’t add necessarily true value to the safety process.”

“Canada is catching up to rest of world [with the act]. Most countries have more stringent product safety laws in place, and there are mandatory reporting obligations in the U.S., Australia and in Europe,” adds Breton. ESA is collaborating with Health Canada to create consistency between provincial and federal protocols in this area.

Integral to the global effort to bolster standards and improve consumer safety is the Canadian Standards Association (CSA). Affixing the CSA mark to a product means it has been tested and meets applicable standards for safety and/or performance, including the standards of the American National Standards Institute (ANSI), Underwriters Laboratories (UL), NSF International (NSF), and others. “We work with manufacturers if a potential defect or failure of a product is identified, evaluating the incident, analyzing it, and making recommendations,” explains Daniel Langlois, CSA’s senior manager, Global Mark Integrity. “If a manufacturer does not make us aware of a potential hazard or defect with their product, it voids the certification of our mark. It’s in everyone’s interest to share information of an incident.”



Contraventions of obligations imposed by CCPSA can incur heavy financial penalties and potential prison terms.

Recall triggers and reporting

Under the CCPSA, incidents are defined as an occurrence in Canada or elsewhere that has resulted in, or may reasonably have been expected to result in, an individual’s death or a serious injury. It includes a defect that may reasonably be expected to result in an individual’s death or a serious injury. As well, a product recall initiated for human health or safety reasons by another jurisdiction (foreign agencies and countries) can be viewed as a potentially hazardous product here in Canada.

And what triggers a recall? Consumer product recalls are one of several measures that can be taken to address a danger in the marketplace. In the event that a danger must be addressed, product safety officers will work directly with industry to determine what corrective measures are appropriate for industry to achieve compliance. Each incident will be evaluated on a case-by-case basis, taking into account factors such as the nature of the hazard, the severity of reported or potential incidents, and the number of products sold to consumers.

To verify compliance with the CCPSA, Health Canada inspectors will have the power to enter, at any reasonable time, any place (or vehicle) in which they have reasonable grounds to believe that a consumer product is manufactured, imported, packaged, stored, advertised, sold, labelled, tested or transported. Among other things, an inspector will be able to examine or test anything, take samples, seize articles, search computers, copy documents and stop the activity in question. Persons in charge of the premises are required to provide inspectors with reasonable assistance and with any information that they reasonably require.

When the minister of health believes on reasonable grounds that a consumer product is a danger to human health or safety, the minister can order a manufacturer, importer or seller to recall it. The minister also has the authority to stop the manufacturing, importing, packaging, storing, advertising, selling, labelling, testing or transporting of the product, or to take any measure he considers necessary to remedy non-compliance with the act or regulations.

Should the party fail to comply with a Minister’s Order, then the minister can carry out the recall or other remedial measure at the party’s expense.

Contraventions of obligations imposed by CCPSA can incur heavy financial penalties and potential prison terms. The contravention of certain provisions of the CCPSA can result in a fine of up to \$5 million or imprisonment for a term of up to two years—or both. The contravention of certain other provisions of the CCPSA, or contraventions committed knowingly or recklessly, can exact a fine in an amount at the discretion of the court or imprisonment for a term of up to five years or both. Further monetary penalties may be imposed for violations of recall or related measures ordered by the minister.

“Health Canada has stated that a mandatory recall would be a drastic and final measure action only if Health Canada feels that the responsible company is being obstructionist and not working to address the health hazard,” remarks Brisette Lucas, vice-president, government relations and policy for Electro-Federation Canada.

Lucas, a former compliance manager in the legal department at LG Electronics Canada Inc., points out that EFC has worked closely through a coalition of 12 like-minded associations over the past couple of years with Health Canada staff and governmental committees in consultations leading up to the enactment of Bill C-36. “The coalition identified those aspects of the bill that are most likely to have an adverse impact on business, including those that would have imposed unrealistic and unreasonable operational burdens and risks,” she says. Those aspects include: reporting timelines; ad practices; search and seizure provisions; documentation requirements; and the handling of confidential business information.

Consumers have rights too. “They have the right to buy products in the marketplace free

from health and safety hazards,” Lucas opines. “Though consumers do not have the obligation to report on hazards they see, they do have the right to do so.”

Asked about the role and responsibilities of electrical products distributors in this new normal, Lucas says, “Distributors would have mandatory reporting obligations under the CCPSA if they import, or sell a consumer product into the Canadian market.”

In reporting an incident, Lucas recommends they take the following steps:

1. Determine whether an incident occurred. Lucas cautions: “Contrary to popular belief, a company can take as much reasonable time as necessary to determine whether an incident actually occurred, and it does not have to be reported the moment a customer complains. The amount of time companies take to become ‘aware’ should be reasonably guided by the seriousness of the complaint”. It is only once a person or company has come to this determination and become “aware” of an incident that

the reporting timelines specified in the CCPSA commence.

2. Once a person or company becomes “aware” of the incident (as cited above), they must file an incident report with Health Canada within two days. A distributor would also have an obligation to report it to the importer or manufacturer of the product.

3. Within 10 days of becoming “aware”, the manufacturer or importer must follow up with a written report to Health Canada. (Note: the 10-day written report requirement is for manufacturers and importers, not sellers/distributors).

“Most companies are reasonable, the vast majority of them are just as concerned with being good corporate citizens and maintaining a positive image,” asserts Lucas. She doubts that mandatory recalls will be very common: “The CCPSA is about making and distributing products that are safe to use for everyone. It’s a change for the better”. ■



RECALL PROCEDURES

A company recalling a product is responsible for notifying all customers who bought the affected products. They should also verify that all customers have stopped distributing the affected products, and that all recalled products have been returned to the processors’ or distributors’ control, or other designated area as instructed in the recall notification.

For each recall, the electrical product manufacturer and/or distributor should:

- Identify the concern.
- Assemble the recall team.
- Notify your applicable regulatory agencies.
- Identify all products to be recalled.
- Segregate (put on hold) affected products that are in your control.
- Prepare a distribution list.
- Prepare a press release (if necessary).
- Notify customers (informing them what to do with the recalled products).
- Control recalled products and decide what to do with them.
- Dispose of recalled products.
- Fix the cause of the recall. ■

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Is community marketing slipping away?

Roger Partington

Contractors expect a lot from their distributors, and they frequently view rewards as a symbol of preferred status.

Distributor branches are the original community marketers of the electrical industry. Before web browsers, the local distributor was the most important resource customers had for acquiring application knowledge. Distributors facilitated a local industry community through their sales reps, in-branch training, tradeshow and events.

Here, customers could hook-up with application experts and business contacts from all corners of the industry. In facilitating this, distributors were able to showcase their capabilities. It gave them a soap-box from which to pitch their products and services.

This role is changing significantly as online information sources and communities displace much of the networking and information exchange once provided by distributors. This is no accident. Industry forums like ElectricianTalk, Control.com and ContractorTalk are engaging users by providing the same elements as a real community—a sense of belonging and influence. These elements are created by functionality that facilitates personal profiles and reputation ratings, and providing the ability to ‘friend’ other forum members and exchange information. Online communities offer peer reviews of products and allow members to share their real user experience with a product or application.

With these interactive tools—along with extensive manufacturer content—your customers now have more control over the information they receive. They can be more selective, so your message will be ignored when it’s not relevant or meaningful. You cannot push your message through by tacking it onto a branch event or an email.

Meanwhile, manufacturers are beginning to invest heavily in new software tools that automate and measure local marketing. National brands see local marketing as the last-mile problem, a new frontier that offers higher marketing returns than their upstream marketing programs. In the electrical industry, manufacturers are looking more closely—and expecting more input—into local distributor marketing efforts.

Distributors are caught in the middle... sound familiar? Customers are getting harder to reach and manufacturer expectations are ramping up. What should you be doing to turn this potential big headache into a smaller one?

Relate to your customer

This is the magic that will make one distributor brand succeed where another is ignored. You need to manage

and parcel your content so that it means something to somebody. A good approach is to create scenarios of common customer problems and buying situations, then build content that helps solve these problems. For example, one scenario might involve a customer who is dealing with long cable pulls. What solutions should he be considering? Another common customer problem is the uncertainty of using LEDs as replacement lamps. You might provide a head-to-head review of LED lamps versus those they replace. Open it to user comments to build engagement.

Think content creation and management

Distributors have access to a lot of content from their manufacturers but, just like the products they sell, they have a responsibility to aggregate and parcel this content so that it is more relevant to the user. Content needs to be broken down into the right-sized chunks for whatever media is being employed.

Seminar-level detail is still needed, but so are the homepage teasers and email newsletter versions. Your content needs more give-and-take to meet the expectations of the media-savvy customer. Too much push will turn them off.

Make careful investment in events

As the distributor role of community facilitator declines, the pay-off from various distributor events is declining as well. Distributors need to better measure the results of these events so they can make better decisions. Manufacturer co-op funding support is also becoming more results-focused.

Utilize more local advertising

One of the trends driving the local marketing craze is that internet usage is becoming more local. Almost three quarters of online search activity is now local. Distributors with a broad customer base can benefit from investing more in local marketing tools such as Google ad words and Canpages.

Work closely with manufacturers

Supportive manufacturers will want to help distributors improve their local marketing effectiveness; the challenge will be in the execution. Incorporating new marketing and measurement tools at the field sales level in the midst of profound industry change may increase the stress in distributor-manufacturer relations. ■



Roger Partington is a management consultant specializing in distribution channels, channel relationships, and sales and marketing strategy for manufacturers and distributors. He can be reached at roger@coherentb2b.com.

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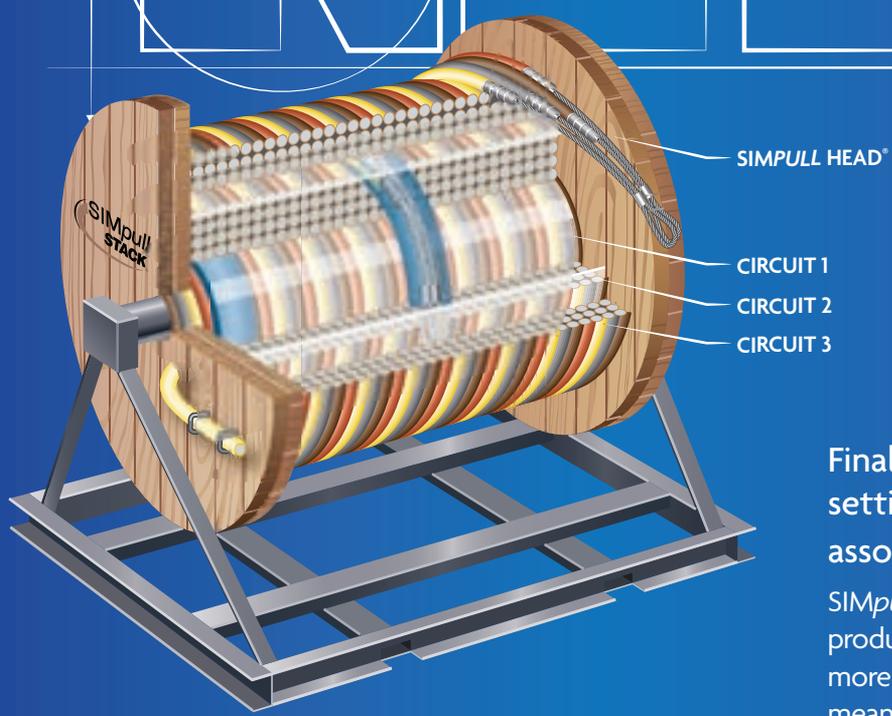
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