NEMA’S 87TH ANNUAL MEETING

Illuminations Weekend 2013

NOVEMBER 8 + 9

Palm Beach // Florida
We would like to thank our sponsors for their generous contributions

TABLE OF CONTENTS

01 // AGENDA
02 // ACTIVITES
04 // KITE + KEY AWARD WINNERS
07 // FEATURED PRESENTERS
08 // SMART GRID
09 // SPEAKER LUNCHEON
10 // BUILDINGS PANEL
11 // HEALTHCARE PANEL
12 // ESFI AWARDS
14 // FALK TRIBUTE
15 // TEAR OUT AGENDA
Thursday/November 7

8:00 a.m. – 4:00 p.m.  
ESFI Executive Committee (until 11 a.m.) & Board Meeting  
*Mezzanine 9/10*

8:00 a.m. – 12:00 p.m.  
5EV Electric Vehicles  
*Gulfstream 4*

12:00 p.m. – 2:45 p.m.  
NEMA–UL Policy Committee  
*Ponce D 6*

3:00 p.m. – 5:00 p.m.  
NEMA–CSA  
*Ponce D 6*

7:00 p.m. – 9:30 p.m.  
ESFI Board Reception & Dinner  
*Top of the Point*

Friday/November 8

6:30 p.m. – 9:00 p.m.  
Lighting Board of Directors Reception & Dinner  
*Top of the Point*

7:00 a.m. – 9:30 a.m.  
Lighting Systems Board of Directors  
*South Mezzanine 9/10*

8:00 a.m. – 12:00 p.m.  
Ground Fault Personnel Protection  
*South Mezzanine 3/4*

8:00 a.m. – 11:00 a.m.  
NEMA Smart Grid Council  
*Gulfstream 4*

9:00 a.m. – 4:00 p.m.  
High Performance Buildings Council (HPBC)  
*Gulfstream 3*

9:00 a.m. – 12:00 p.m.  
Executive Committee NEMA Board of Governors  
*Flagler Board Room*

12:00 p.m. – 4:00 p.m.  
Wiring Devices Section  
*South Mezzanine 3/4*

2:00 p.m. – 5:00 p.m.  
Board of Governors Meeting  
*Ponce D 1 & 2*

3:00 p.m. – 5:00 p.m.  
Power Equipment Board of Directors  
*Flagler Boardroom*

6:00 p.m. – 7:30 p.m.  
Welcome Reception  
*Ocean Lawn*

7:30 p.m. – 9:00 p.m.  
Board of Governor Dinner (invitation only)  
*Circle Dining Room*

Saturday/November 9

7:00 a.m. – 8:00 a.m.  
Breakfast  
*Mediterranean Ballroom*

8:00 a.m. – 9:45 a.m.  
General Session, Keynote Address  
*Venetian Ballroom*

2:15 p.m. – 2:30 p.m.  
Break  
*Gold Room*

2:30 p.m. – 4:00 p.m.  
Affordable Healthcare Panel  
*Venetian Ballroom*

6:00 p.m. – 7:00 p.m.  
Gala Reception  
*Mediterranean Courtyard*

7:00 p.m. – 10:00 p.m.  
Awards Gala & Entertainment  
*Venetian Ballroom*
ACTIVITIES

NEMA Golf
9:00 a.m. – 1:00 p.m.

The event will take place at the Breakers Ocean Course with a shotgun start. The cost is $185.00 plus tax. Golf clubs may be rented for $85.00 per player. Registration is required.

Mar-a-Lago Club Tour and Luncheon
10:30 a.m. – 3:00 p.m.

Join us for a historical guided tour of the Mar-a-Lago Club, formerly the Marjorie Merriweather Post Estate, and learn of the rich history from its establishment in 1927 to its current owner and resident Donald Trump. Afterward, dine on a three-course lunch in the main dining room prepared by the finest chefs.

From Mar-a-Lago, enjoy a short ride to the National Croquet Center for a croquet lesson. A working knowledge of croquet is not required, just a pair of flat-soled shoes. The center’s professionally trained coaching team will show you proper technique. Unlike a traditional 18-hole golf course, here you can have your whole group playing together at one time.
2013 AWARD WINNERS

Michael (Mike) Babiak

Director of Technology

Energizer Battery Manufacturing, Inc.

After securing his Bachelor of Science degree in Chemical Engineering from Case School of Engineering, Michael Babiak began his employment with Energizer in 1974 and currently holds the position director of technology.

Mr. Babiak currently serves as chair of the American National Standards Institute (ANSI) ASC C18 on Portable Cells and Batteries and the International Electrotechnical Commission (IEC) TC35 on Primary Cells and Batteries. He has also been certified as a certified quality engineer by the American Society for Quality Control.

Mr. Babiak will retire at the end of this year having been involved with standardization activities and NEMA for more than 40 years. During that time he has participated in more than two dozen NEMA product sections and other technical activities, most recently as the chair of the NEMA Dry Battery Section.

Alexander (Alec) McMillan

Director, Global Standards & Trade

Rockwell Automation

Alexander (Alec) McMillan is responsible for leading Rockwell Automation’s standards and trade programs in support of the company’s global business interests.

Mr. McMillan joined Allen-Bradley/Rockwell Automation Europe in 1985 and transferred to the U.S. in 1989. He had previously worked with Plessey Company (UK), Westinghouse Electric (U.S.) and Kongsberg Data Systems (Norway), and spent three years at Heriot-Watt University in an Industrial Consulting Practice,
linking academia with local industry to provide or enhance existing technical solutions that meet customer needs.


He served as vice president of finance for the U.S. National Committee (USNC) of the IEC since 2006. He also sits on the ANSI Finance Committee and the IEC Finance Committee. In addition, Mr. McMillan served as chairman of the ANSI Regional Committee of the Americas, the USNC’s representative to the IEC Asia Pacific Steering Group, and a participant in the Industry Cooperation for Standards and Conformity Assessment.

He is a long-standing member of the NEMA Standards and Conformity Assessment Policy Committee, and over the years has participated in more than 30 NEMA technical committees and other activities.

He has published several technical papers at industry conferences throughout his career, and since 2002 has actively sponsored and participated in standards education, primarily through his association with the Northwestern University Center for Technology Innovation Management and ANSI. In addition to the NEMA Kite & Key Award, in 2008 he was awarded the ANSI Finegan Standards Medal honoring individuals who have shown extraordinary leadership in the actual development and application of voluntary standards.
The Economy
Keynote Speaker
The Honorable Christine T. Whitman
*Sponsored by EC&M*

Governor Whitman served as Administrator of the Environmental Protection Agency from January 2001 to June 2003. She was the first female governor of New Jersey from 1994 until 2001. An author and consultant, Governor Whitman serves on a number of non-profit organizations including the Board of Trustees’ Executive Committee of the Eisenhower Fellowships and the Board of Directors of the Council on Foreign Relations. She is a member of the advisory boards of Reform New Jersey Now and the Institute of Politics at Harvard University.

Electroindustry Economic Outlook
Donald R. Leavens, PhD
*Sponsored by ABB, Inc.*

Dr. Donald Leavens, NEMA vice president and chief economist, holds a doctorate in economics from George Mason University. At NEMA, he specializes in the economics of the electrical manufacturing industry, providing analysis and forecasts of the economic forces affecting the industry. Dr. Leavens has also written articles on public choice and public finance economics that have been published in academic journals and has contributed articles to several books.

He has also served as a member of the Governor of Virginia’s Advisory Board of Economists.

In addition to published articles on public choice and public finance economics, Dr. Leavens has contributed articles to several books.
Jesse Berst  
*Chairman Smart Cities*

Jesse Berst is the founder and chairman of the Smart Cities Council, a coalition of organizations that seeks to accelerate the move to smart cities. He is a co-founder of the Smart Grid Consumer Collaborative and serves on the Advisory Council for Pacific Northwest National Laboratory. He also sits on the advisory boards of Voyager Capital, Calico Energy, GridGlo, and 1Energy.

Bryan Olnick  
*Vice President Customer Service Smart Grid Solutions & Operations*  
*Florida Power & Light Company*

Bryan Olnick is the Vice President of Customer Service Smart Grid Solutions and Operations for Florida Power & Light Company. He is a member of Institute of Electrical and Electronics Engineers, Florida Engineering Society, Gridwise Alliance, and Smart Grid Consumer Collaborative.

Paul Molitor  
*Assistant Vice President and Head of Communications*  
*National Electrical Manufacturers Association*

Paul Molitor serves as an Assistant Vice President and Head of Communications for NEMA. He is an established figure in Smart Grid holding numerous positions in industry bodies including the IEC, the Smart Grid Interoperability Panel, the Canadian Task Force for Smart Grid Technologies and Standards, and the Carnegie Mellon Smart Grid Maturity Model stakeholder panel.
Dr. Eric Isaacs
Prominent Physicist

Dr. Eric Isaacs is a prominent University of Chicago physicist, president of UChicago Argonne, LLC, and director of Argonne National Laboratory. He is a fellow of the American Physical Society and has served on a number of national scientific advisory committees.
HIGH PERFORMANCE BUILDINGS PANEL

Gregory Kats  
President of Capital E

Gregory Kats is president of Capital E, a firm that invests in early stage cleantech/green firms, and works with cities, corporations, and financial institutions to design and implement clean energy and low carbon strategies. He is a founder of the American Council on Renewable Energy, a founder of the country’s first green bank, and was the first recipient of the U.S. Green Building Council’s Lifetime Achievement Award in 2011.

Jim Pauley  
Senior Vice President – External Affairs and Government Relations  
Schneider Electric

Jim Pauley is Senior Vice President—External Affairs and Government Relations for Schneider Electric. He is currently the chairman of the board for the American National Standards Institute (ANSI), chair of the Standards Council for the National Fire Protection Association, co-chair of the ANSI Electric Vehicle Standards Panel, and chair of the NEMA High Performance Building Council. He has received the ANSI Meritorious Service Award, NEMA Kite and Key Award, and is a Fellow in the Standards Engineering Society.

Cliff Majersik  
Executive Director Institute for Market Transformation

Cliff Majersik directs the Institute for Market Transformation’s research on building performance policy, energy codes, energy efficiency finance, and green leasing. He is a member of the U.S. Department of Energy’s State & Local Energy Efficiency Action Network and Commercial Buildings Consortium, and serves on the Green Building Advisory Council.

Keith Cook  
Vice President, Technology Policy and Standards, Philips Lighting

Keith Cook has been in the technical side of the lighting industry for 13 years. In his current role as Vice President – Technology Policy and Standards at Philips Lighting, he is currently responsible for representing Philips in various standards development and technical organizations. In addition to chairing the Next Generation Lighting Industry Alliance, he also is on the NEMA Lighting Section Management Committee and is chair of the Lamp Section and vice chair of the NEMA Lighting Division.
AFFORDABLE HEALTHCARE PANEL

Stephen Gold
President, MAPI

Stephen Gold is President and CEO of Manufacturers Alliance for Productivity and Innovation (MAPI), a position he has held since March 2011. Founded in 1933, MAPI is a membership organization that provides unique economic research and analysis and professional development opportunities for senior manufacturing executives.

Mr. Gold has represented U.S. manufacturers in various positions for much of his career. Between 2006 and 2011 he served as senior vice president of operations for the NEMA, where he provided management oversight of the trade association's 50 business units, member recruitment and retention, international operations, business development, and meeting planning.

Kurt Lawson
Partner Hogan Lovells, LLP

Kurt Lawson is a partner in the Washington, D.C., office of Hogan Lovells U.S., LLP and works on a broad range of employee benefit and executive compensation matters. Past experience includes several years working in the Office of Tax Policy within the U.S. Treasury Department. He is a fellow of the American College of Employee Benefits Counsel and the American Bar Foundation.

Bill Scanlan
Host of C-SPAN

Bill Scanlan has been with C-SPAN since 1998 and has been a regular host of C-SPAN’s signature morning program, Washington Journal, since 2007. He has been a regular host for American History TV (C-SPAN3) and has anchored numerous C-SPAN special programs and events. In 1999, he won a Washington Achievement in Radio Award.

Sponsored by
WHO WE ARE

How has ESFI championed electrical safety in 2013?

- Garnered over 1 billion media impressions in 2013 alone, including coverage in *HGTV magazine, This Old House* and *Parents Magazine*.
- Awarded its 5th consecutive DHS/FEMA Fire Prevention Safety Grant in the amount of $834,775 totaling $2,830,658 in federal grant funding to date.
- Rallied the support of 20 of the nation’s governors, officially proclaiming May 2013 as National Electrical Safety Month.
- Provided educational resources to multi-generational audiences reaching over 20,000,000 consumers throughout the nation.

To find out how you can support ESFI’s mission to reduce electrically-related injuries, deaths, and fires through public education and outreach, visit our website at www.esfi.org.
ESFI Safety Award for Excellence (SAFE)

The Electrical Safety Foundation International (ESFI) has named the American National Standards Institute (ANSI) as the recipient of the 2013 Safety Award for Excellence. S. Joe Bhatia, President and CEO of ANSI, is accepting the award on behalf of the organization.

ESFI’s Safety Award for Excellence is presented to an industry-related organization in recognition of its active and sustained efforts in support of ESFI’s mission to improve electrical safety awareness. Relationships with industry organizations are vital role in expanding the reach of ESFI’s safety messages.

Outstanding Service Award in Honor of Harold Leviton

ESFI’s 2013 Outstanding Service Award in Honor of Harold Leviton was presented to Lorraine Carli, Vice President of Communications for the National Fire Protection Association (NFPA), for her continued dedication and commitment to electrical safety and fire prevention demonstrating excellence in service, commitment, and active leadership on the ESFI’s Board of Directors.

Lorraine has been instrumental in helping ESFI grow its communications practice by going above and beyond to provide strategic insight and by leveraging the visibility of NFPA to further raise awareness of ESFI’s safety campaigns and resources.

The Outstanding Service Award was formally established in 2008 as a tribute to Harold Leviton’s enduring legacy and dedication to improving electrical safety. The award honors an individual who has gone above and beyond the call of duty in expanding the Foundation’s interests through steadfast involvement and effective leadership.

AWARD WINNERS

ESFI AWARDS

ESFi

Electrical Safety Foundation International
THE BERNARD H. FALK LEGACY

Former NEMA President Bernard H. Falk passed away in September, leaving a legacy commemorated with the association’s most prestigious award. The Bernard H. Falk Award is reserved for outstanding contributions to the electroindustry.

After joining NEMA in 1956, Bernie served as president from 1972 through 1991, a period when globalization became increasingly common in every sector of the U.S. economy. Throughout this time, Bernie remained a staunch advocate for U.S. electrical manufacturers, driving the development of technical standards to ensure that NEMA members would be able to compete internationally on an equal footing. His tenure also included the supervision of NEMA’s move from New York to Washington, D.C., as the association’s vision expanded from technical stewardship of the industry to a greater policy focus.

In addition to his duties as NEMA’s chief executive, Bernie served as president of the International Electrical Commission (IEC) and was a member of the board of directors for Underwriters Laboratories. A long-time respected leader in the industry, his legacy lives on with all recipients of the Bernard H. Falk Award.

NEMA extends its acknowledgement and gratitude to Electrical Wholesaling magazine, Legacy.com, and the New York Times for the professional, historical, and biographical information used in this memorial.
Thursday/November 7

8:00 a.m. – 4:00 p.m.
ESFI Executive Committee (until 11 a.m.) & Board Meeting
Mezzanine 9/10

8:00 a.m. – 12:00 p.m.
5EV Electric Vehicles
Gulfstream 4

12:00 p.m. – 2:45 p.m.
NEMA–UL Policy Committee
Ponce D 6

3:00 p.m. – 5:00 p.m.
NEMA–CSA
Ponce D 6

7:00 p.m. – 9:30 p.m.
ESFI Board Reception & Dinner
Top of the Point

Friday/November 8

6:30 p.m. – 9:00 p.m.
Lighting Board of Directors Reception & Dinner
Top of the Point

7:00 a.m. – 9:30 a.m.
Lighting Systems Board of Directors
South Mezzanine 9/10

8:00 a.m. – 12:00 p.m.
Ground Fault Personnel Protection
South Mezzanine 3/4

8:00 a.m. – 11:00 a.m.
NEMA Smart Grid Council
Gulfstream 4

9:00 a.m. – 4:00 p.m.
High Performance Buildings Council (HPBC)
Gulfstream 3

9:00 a.m. – 12:00 p.m.
Executive Committee NEMA Board of Governors
Flagler Board Room

12:00 p.m. – 4:00 p.m.
Wiring Devices Section
South Mezzanine 3/4

2:00 p.m. – 5:00 p.m.
Board of Governors Meeting
Ponce D 1 & 2

3:00 p.m. – 5:00 p.m.
Power Equipment Board of Directors
Flagler Boardroom

6:00 p.m. – 7:30 p.m.
Welcome Reception
Ocean Lawn

7:30 p.m. – 9:00 p.m.
Board of Governor Dinner (invitation only)
Circle Dining Room

Saturday/November 9

7:00 a.m. – 8:00 a.m.
Breakfast
Mediterranean Ballroom

8:00 a.m. – 9:45 a.m.
General Session, Keynote Address
Venetian Ballroom

9:45 a.m. – 10:00 a.m.
Break
Gold Room

10:00 a.m. – 11:00 a.m.
Economic Outlook
Venetian Ballroom

11:00 a.m. – 11:10 a.m.
Break
Gold Room

11:10 a.m. – 12:10 a.m.
Smart Grid Panel
Venetian Ballroom

12:15 p.m. – 1:15 p.m.
Lunch Speaker Luncheon
Eric Isaacs
Mediterranean Ballroom

1:15 p.m. – 2:15 p.m.
High Performance Buildings Panel
Venetian Ballroom

2:15 p.m. – 2:30 p.m.
Break
Gold Room

2:30 p.m. – 4:00 p.m.
Affordable Healthcare Panel
Venetian Ballroom

6:00 p.m. – 7:00 p.m.
Gala Reception
Mediterranean Courtyard

7:00 p.m. – 10:00 p.m.
Awards Gala & Entertainment
Venetian Ballroom
Increasing energy efficiency by 25%?

Certainly.
Increasing energy efficiency by 25%?

Certainly.

www.abb.com/betterworld