

# tED

the ELECTRICAL DISTRIBUTOR

## Contact your representative:

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**Electronic Media Specialist:** Craig Riley  
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## October 2010 Issue Preview

CLOSING DATE FOR ADS: September 3



### EDITORIAL FOCUS

#### *Selling Value-Added Solutions*

Where are distributors taking value-added services during this "Great Recession"? What services are hot—and which are not? And is it possible to get paid (and maybe even make a profit) off of these services? *tED's* October editorial focus will take a look at these and other questions related to the value-added offerings electrical distributors are involved in.

### SELLING FOCUS

#### *The Education Market*

October's Selling Section takes readers back to school. In this issue, we'll examine how spending on nonresidential building construction—including pre-K-12 schools and higher education—may be down and expected to remain so through 2012, but distributors that sell to the education market are still finding pockets of growth.

### PRODUCTS

To submit a product for inclusion in one of *tED's* October product sections, send your product announcement, along with art, to [mbyers@naed.org](mailto:mbyers@naed.org). Be sure to include the words "October Product Section" in the subject line.

**Electrical products:** Chemicals and lubricants; **VDV products:** Cable, wire, and fiber optics; **Lighting products:** Schools and education; **What's new:** New product offerings

**CLOSING DATE FOR ALL PRODUCT SUBMISSIONS: August 27\***

### ADVERTISER BONUS

#### **NEW!** *Digital Edition*

Print ads now hot-linked at [TedMag.com](http://TedMag.com).

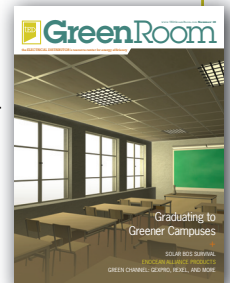
### SHOW DISTRIBUTION

Distribution at the **NAED Eastern Region Conference**, to be held Nov. 10-13 in Orlando, Fla. Inquire about *tED* room deliveries to the top distributor executives during NAED conferences.

(\* Products selected to appear in the issue at editor's discretion; editor reserves the right to alter submissions for content and style.)

## Supplement

*tED's* quarterly *GreenRoom* supplement offers manufacturers and suppliers the opportunity to tell electrical distributors about their energy-efficient and/or renewable energy products.



**Advertiser Bonus:** Advertisers receive an ad of the same size in *tED's* quarterly *GreenRoom* supplement at 50% discount. (Those not advertising in the October issue can still purchase a *GreenRoom* ad at rate card price.)

### Fall 2010 Edition Highlights:

- **Selling energy efficiency:** The U.S. market for solar energy is picking up speed—how can electrical distributors plug into the solar energy express?
- **Product focus:** EV charging stations: What role will electrical distributors play?
- **Renewables review:** Wind balance of system.
- **Energy-efficient product spotlight:** Send your product announcement along with art and the words "October *GreenRoom* Product Section" in the subject line to [mbyers@naed.org](mailto:mbyers@naed.org).