



NEWS RELEASE

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NAED Expands Branch Management University

Career development portal equips up-and-coming leaders for running profitable businesses

ST. LOUIS... The [National Association of Electrical Distributors](http://www.naed.org) today unveiled a new look and format for Branch Management University, an online education portal equipping the industry's emerging leaders with the knowledge they need to operate profitable, engaging and productive businesses.

"From rallying sales to managing employee and customer relationships, branch managers are expected to wear many hats," said Michelle McNamara, NAED senior vice president and executive director of the NAED Education & Research Foundation. "Branch Management University is their one-stop spot for tools, advice and training that helps them be successful."

First launched in April 2011, Branch Management University focuses on strengthening management skills in four areas: customers, operations, financials and employees. The updated format builds on these areas, featuring:

- Three new courses on business ethics, sexual harassment and financial decision making;
- Two-day training bootcamps led by industry experts;
- Access to relevant industry news and features;
- Easy online enrollment forms; and
- A formal position-based curriculum organized into core and elective courses at the 100, 200 and 300 level that will be available in October 2012.

"Branch managers are an integral part of the industry," said Tom Naber, NAED president and CEO. "And the enhanced Branch Management University focuses on advancing our leaders of tomorrow."

Enter Branch Management University at www.naed.org/BMU. For more information on the branch manager curriculum, or any of the new enhancements, contact NAED Member Services at 888-791-2512 or memberservices@naed.org.

NAED is the trade association for the \$70+ billion electrical distribution industry. Through networking, education, research, and benchmarking, NAED helps electrical distributors increase profitability and improve the channel. NAED's membership operates in approximately 4,400 locations internationally.

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