



# 2023

## YEAR IN REVIEW



## Contents

3 A Message from the  
NEMA President & CEO

4 Public Affairs

6 Business Intelligence

7 Standards

8 Membership

10 Board Directory

12 Committees & Coalitions

15 Senior Leadership

# ELEVATE. ACCELERATE. DELIVER. DEPLOY

## *Our journey towards an all-electric future.*

**W**herever electricity is at work, NEMA is there. Safe, resilient, and sustainable electrical products are at the core of what we do. As the leading electroindustry voice in Washington D.C., NEMA continues to elevate, accelerate, deliver, and deploy influential policies, technical excellence, and world-class market intelligence.

By implementing a comprehensive campaign-style approach with a strategic focus on major industry-wide priorities, NEMA was able to effectively tackle top industry issues and provide exceptional value to our members.

NEMA elevated industry-wide advocacy priorities like shaping domestic content guidelines for IJJA and IRA appropriated dollars and providing members line of sight for IJJA and IRA funding opportunities, while also delivering product-specific wins for battery, arc welding, lighting and motor manufacturers.

Through a NEMA-led coalition, we successfully included \$1.2 billion in the Senate's Energy and Water Appropriations bill to support supply chain issues facing critical grid technologies, which will help to ensure that there is a steady supply of these essential components for the nation's electric grid. NEMA also elevated our members' profile by hosting the 2023 Grid Innovation Expo in the halls of Congress, with over 300 attendees including multiple members of Congress, federal agency officials and Congressional staff.

NEMA's market intelligence is unparalleled in tracking and projecting the electroindustry business environment. In 2023, we tapped AI techniques to augment our forecasting models, reducing error magnitude by over half, which will help members better plan for the future and inform business decisions.

We are at an inflection point in the electroindustry—where rapidly changing technologies are accelerating the electrified economy. NEMA is fostering the development, deployment and scaling of new & emerging technology through standards, Code adoption, and market incentives — brought to life in our recently published NEMA Technology Roadmap.

As we look ahead to 2024, the future is bright at your trade association. NEMA will expand market opportunities and remove business barriers by developing industry standards, advocating on behalf of the industry at the international, federal, and state levels, delivering exclusive industry data, and facilitating networking opportunities to move the industry forward in pursuit of our all-electric future.

Sincerely,



Debra C. M. Phillips



## Public Affairs

### INFRASTRUCTURE ACCOMPLISHMENTS

Created **Funding Portal** to give members timely notice of state and federal IJJA/IRA funding opportunities for

**\$1.2 trillion**  
in federal funding

NEMA **Grid Innovation Expo** on Capitol Hill **showcased NEMA member products** to audience of 300, including Members of Congress and Department of Energy officials

### SUPPLY CHAIN AND TRADE ACCOMPLISHMENTS

**\$1.2 billion**

Secured supply chain issues facing critical grid technologies, including **distribution transformers** in the Senate Energy and Water Appropriations bill

Advocated with the United States Trade Representative, securing the extension of **Section 301 exclusion** in 2023 saving electroindustry importers

**\$3.2 billion in duties**

### PRODUCT-SPECIFIC DELIVERABLES

**\$25 million**

Delivered in federal funding for the Solid State Lighting program in the House Energy and Water Appropriations bill

**\$20 million**

increase from the last two appropriation cycles

## PRODUCT-SPECIFIC DELIVERABLES

**\$100–\$125 million**

Saved for the battery industry by successfully advocating for additional time to develop compliant packaging

Advocated for removal of arc welding industry from onerous CPSC regulation, potentially saving the industry

**\$300–500 million**

Led a coalition of stakeholders that successfully negotiated new efficiency levels for electric motors, saving the motor industry nearly

**\$1 billion**

## STATE ADVOCACY ACHIEVEMENTS

Defeated WA State legislation that would have cost the lighting industry at least

**\$12 million**

over the next 10 years



## Right to Repair

Defeated or secured exemptions for  
**42 bills in 25 states**

## PET

Successfully advocated for the Centers for Medicare & Medicaid Services (CMS) to remove national coverage determination (NCD) for positron emission tomography (PET) beta-amyloid imaging

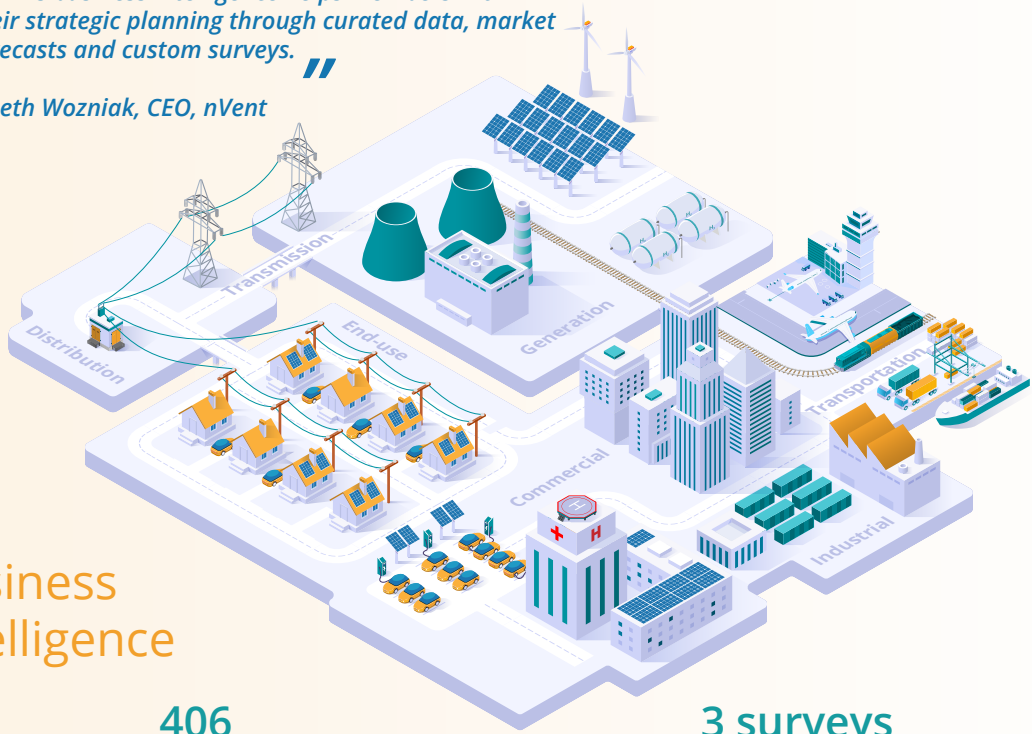
“*NEMA is the voice of the electroindustry on Capitol Hill, with federal regulators and in state legislatures. NEMA works tirelessly to tell our industry's story and delivers policy outcomes that bring value to every company in NEMA.*”

– Rich Stinson, President & CEO, Southwire



“ NEMA’s business intelligence helps members with their strategic planning through curated data, market forecasts and custom surveys. ”

– Beth Wozniak, CEO, nVent



## Business Intelligence

406

Unique market data reports published for NEMA Product Groups

\$2 billion

In electroindustry U.S. investments tracked YTD, and used by the White House on Build.Gov

50%

Reduction in forecast error magnitude with revamped forecasting models, integrated AI and use of economic theory

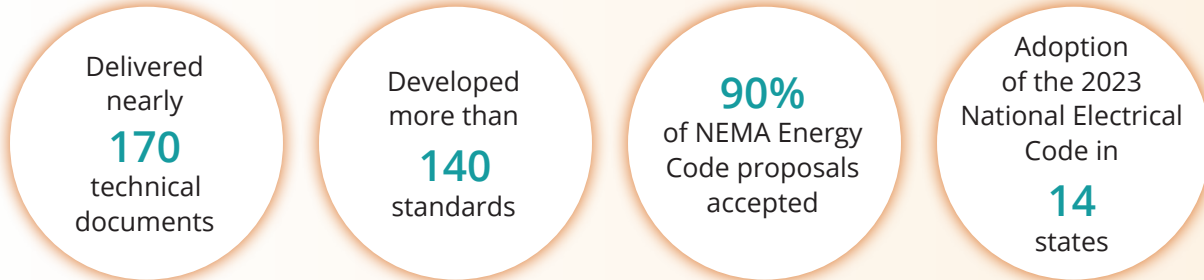
3 surveys

Conducted to understand safety needs related to EVSE

Constructed an **econometric model to forecast** shipments of low voltage distribution equipment sales

Developed a research-based list of the **top 10 technologies driving the energy transition** to inform policy advocacy and reduce standards gaps

# Standards



## International Influence and Collaboration

Signed MOUs with key International Partners

- ▶ CANAME: Mexican Chamber of Electrical Manufacturing
- ▶ ANCE Estándares: Mexican Association for Standardization and Certification
- ▶ Electro Federation Canada: Canadian Electroindustry Trade Association - DONE
- ▶ Orgalim: Europe’s Technology Industries
- ▶ Korean Unified Bulk Joint Industry Project: Korean energy industry equipment manufacturers

- ▶ Device Language Message Specification User Association: Global electricity metering standards
- ▶ International Ultra-Violet Association: Global germicidal lighting standards

Secured leadership positions within International Electrotechnical Commission (IEC)

Lead nearly 70 U.S. Committees that develop international technical positions

## NEMA Technology Roadmap



Electric Transportation & Charging

Smart, Connected, Electrified Buildings

Energy Storage

Grid Modernization & Power Electronics

Renewables & Distributed Generation

“ Our nearly 1,000 technical standards are the foundation of our electrified world. NEMA members shape these standards to usher in new technologies to fully digitize and automate our future, while reducing carbon intensity. ”

– Annette Clayton, CEO & President, NA, Schneider Electric

DEPLOY

## Membership

+25

Members recruited  
in emerging technologies

---

+ \$225,000

net non-dues revenue

---

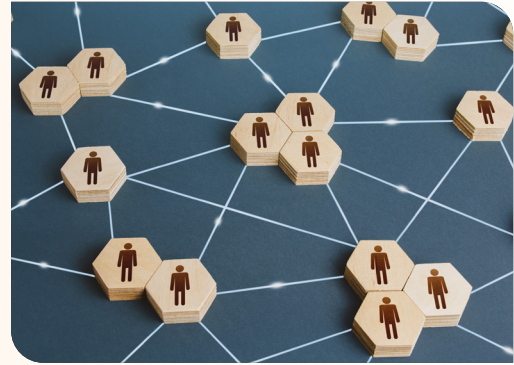
> 98%

retention rate of  
existing members

---

\$238,000

of new revenue generated by  
Associate Member program



“  
*Membership in NEMA also provides an opportunity to work with and learn from other industry leaders from over 300 companies across the country and around the world.*  
”

– Barry Powell, Head of Electrical Products Business Unit,  
North America, Siemens Corporation





**\$22,000**

Raised from NEMA staff, members, eligible individuals, and other PACs

Supported Candidates



Rep.  
Jeff Duncan  
(R-SC)



Rep.  
Garret Graves  
(R-LA)



Rep.  
Josh Gottheimer  
(D-NJ)



Rep.  
Richard Hudson  
(R-NC)



Rep.  
Guy Reschenthaler  
(R-PA)



Rep.  
Lisa Blunt-Rochester  
(D-DE)



Rep.  
Cathy McMorris Rogers  
(R-WA)



Rep.  
Steve Scalise  
(R-LA)

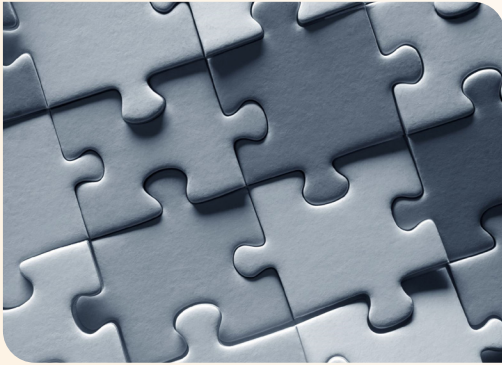


Rep.  
Marilyn Strickland  
(D-WA)



Sen.  
Peter Welch  
(D-VT)

## Board Directory



### **CHAIR**

#### **Richard Stinson**

President & CEO,  
Southwire Company

### **VICE-CHAIR, TREASURER**

#### **Beth Wozniak**

Chief Executive Officer,  
nVent

### **IMMEDIATE PAST CHAIR**

#### **Annette Clayton**

Chief Executive Officer & President,  
North America,  
Schneider Electric

### **Board of Governors**

#### **Anthony Allard**

Executive Vice President North America,  
Hitachi Energy USA Inc.

#### **Gerben Bakker**

Chairman of the Board, President, and CEO,  
Hubbell Incorporated

#### **Tricia Breeger**

President,  
Mitsubishi Electric Power Products, Inc.

#### **Thomas Deitrich**

President & CEO,  
Itron, Inc.

#### **Gabriel Garza**

Vice President Business Development,  
Corporativo Xignux

#### **Greg Gorman**

Chief Growth Officer,  
Nidec Motor Corporation

#### **Susan Hakkarainen**

Chair and CEO,  
Lutron Electronics Company, Inc.

#### **Jay Hill**

Chief Technology Officer, MICT,  
GE Healthcare

#### **Daniel Jones**

Chairman, President & CEO,  
Encore Wire Corporation

**Frank Kulaszewicz**

Senior Vice President, Lifecycle Services,  
Rockwell Automation

**Daryoush Larizadeh**

President & CEO,  
Leviton Manufacturing Co., Inc.

**Rob McIlroy**

CEO,  
Robroy Industries

**Jack Nehlig**

President,  
Phoenix Contact

**Sue Ozdemir**

CEO,  
Exro Technologies Inc.

**Trevor Palmer**

President,  
Acuity Brands, Inc.

**Louis Pinkham**

Chief Executive Officer,  
Regal Rexnord Corporation

**Michael Plaster**

Executive Vice President, Lead Business Manager  
Electrification Business, US,  
ABB Inc.

**Barry Powell**

Head of Electrical Products Business Unit,  
North America,  
Siemens Corporation

**Kevin Poyck**

CEO & President,  
Signify North America Corporation

**John Selldorff**

CEO,  
Legrand, North and Central America

**Anders Sjoelin**

President and CEO,  
S&C Electric Company

**Rick Sporrer**

President North America,  
Danfoss LLC

**Kathy Sterio**

President,  
GE Lighting, a Savant company

**Richard Stinson**

President & CEO,  
Southwire Company

**Bill Waltz**

President and CEO,  
Atkore

**Mike Yelton**

President, Americas Region – Electrical Sector,  
Eaton Corporation

“*In our first year of membership, we have engaged with peers, customers and standards groups to resolve a number of issues that have affected not only TESCO but our industry in general. By using the leverage of NEMA, we have found a means to raise these issues and reach a consensus on how to approach them together.*”

– Tom Lawton, President, TESCO Metering

## Board Committees

### **Audit Committee**

The Committee assists the Board by providing oversight of management of NEMA's systems of internal controls and risk management, financial statements, compliance with legal and regulatory requirements and ethical standards, and NEMA's independent auditors.

### **Executive Committee**

Assists the Board in fulfilling the Board's responsibility to oversee the management of the association's finances, budget, and investments; executive compensation; approval of new members and member resignations; matters that require action between regular meetings of the Board where a special meeting cannot be timely convened; and such other matters delegated by the Board.

### **Government Relations & Communications Committee**

Is the single entity ultimately responsible for establishing NEMA policy positions and steering NEMA advocacy priorities. *\*Board Committee*

### **Nominating and Awards Committee**

Receives and nominates awardees and individuals to the Board for approval by members.

### **Section Affairs Policy Committee**

Comprised of the chairs and vice chairs from every product group, this committee advises the Board of Governors on membership and product group issues.

### **Standards & Conformity Assessment Committee**

Comprised of appointed technical executives, SCAPC directs the association's technical strategy and governance.



*Contact [membership@nema.org](mailto:membership@nema.org) to get involved.*

## Committees & Coalitions

### **Advanced Manufacturing Committee**

Supported by a grant from the U.S. Department of Commerce, this committee promotes a global vision for the adoption of advanced manufacturing products and systems.

### **Automotive Components Coalition**

Fosters collaboration among manufacturers in the expanding automotive component market, advocating for favorable government policies and regulations and the development of relevant standards, qualification programs, and industry best practices.

### **Build America, Buy America (BABA)**

#### **Working Group**

Serves as the forum for Member discussion of Build America, Buy American policies as established by the Infrastructure Investment and Jobs Act.

### **Codes and Standards Committee**

Comprised of appointed technical experts, the C&S Committee is responsible for correlating all domestic codes and standards activities.

### **Council for Small Businesses**

Seeks to enhance value to small- and medium-sized enterprises (those with in-scope sales of no more than \$50 million or that have fewer than 500 employees).

### **Cyber Security Subcommittee**

Serves as the forum for Member discussion of cyber security, data security, AI, and other related issues.

### **Energy and Environment Subcommittee**

Serves as the forum for Member discussion of public policy matters related to energy, environment, and climate, among other issues.

### **Federal Government Affairs Committee**

Serves as the primary forum for government relations professionals to discuss federal legislative, regulatory, and political issues.

### **Healthcare Facilities Committee**

Provides a forum to influence building codes, share knowledge and best practices in healthcare delivery environments, and execute projects that improve the healthcare, electrical, and medical imaging industries.

### **High-Performance Buildings Committee**

This committee works to promote the adoption of high-performance building technologies through market transparency, government policies, and building codes, labels, and standards.

*Contact [membership@nema.org](mailto:membership@nema.org) to get involved.*



### **Imaging and Communication Coalition**

Promotes and coordinates the adoption of imaging and communication technologies, developing consensus-based standards, advocating for favorable government policies, and disseminating educational materials.

### **International and Regional Standardization Committee**

Comprised of appointed technical experts, IRSC is responsible for international technical activities, including standards and conformity assessment.

### **Materials Management Committee**

Serves as the forum for Member discussion of technical and policy activities for materials used in electroindustry products and systems including chemicals, restricted substances, and critical minerals.

### **Rail Electrification Coalition**

Promotes electricity as the primary motive power for domestic rail transportation and advocates for electric grid expansion and integration through public policies, regulation, standards, best practices, communications, and idea sharing.

### **Seismic Committee**

Coordinates NEMA activities regarding seismic qualification of electrical and medical imaging equipment for commercial building code applications.

### **SF<sub>6</sub> and Alternatives Coalition**

Facilitates advocacy and industry dialogue on SF<sub>6</sub> and alternative insulation technologies used in electric transmission and distribution equipment.

### **Solar Photovoltaic Coalition**

Exists to develop standards and technical documents and provide education and training to facilitate the safe and reliable integration of Solar PV into the grid.

### **State Government Affairs Committee**

Serves as the primary forum for government relations professionals to discuss state legislative, regulatory, and political issues.

### **Supply Chain & International Trade Subcommittee**

Serves as the forum for Member discussion of trade, tariffs, supply chain, domestic content requirements, and other related issues.

### **Transportation & Infrastructure Subcommittee**

Serves as the forum for Member discussion of public policy matters related to transportation, infrastructure, and other related issues.

*Contact [membership@nema.org](mailto:membership@nema.org) to get involved.*

## Senior Leadership



**Debra Phillips**  
President and CEO



**Karin Moore**  
Senior Vice President,  
Legal and Regulatory Affairs,  
General Counsel & Corporate Secretary



**Patrick Hughes**  
Senior Vice President,  
Technical and Industry Affairs



**Spencer Pederson**  
Senior Vice President,  
Public Affairs



**Donald R. Leavens, PhD**  
Senior Vice President,  
Chief Economist



**Michael Pfeiffer**  
Chief Financial Officer



**John Modine**  
Chief Growth Officer



**Sean Sullivan**  
Chief Human Resources Officer

