

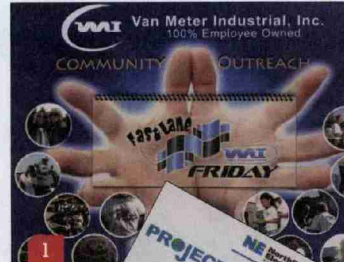
# Eight earn top honors

2010 Best of the Best Awards coverage wraps up with winning entries for the Public Relations/Community Outreach and Website categories. **by Misty Byers**

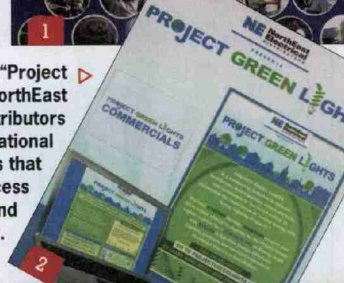


**For Van Meter Industrial (VMI) [1]** of Cedar Rapids, Iowa—the winner in the distributor, \$25 million to \$200 million division of the PR/Community Outreach category—incorporating community giving was a top concern. VMI used flyers, web ads, and press releases to announce that it would pay the admission fee for anyone in the area who wanted to attend its yearly Family Night at Hawkeye Downs Raceway. Attendees were then encouraged to donate to the “Flood of 2008” fund.

With its Fast-Lane Friday event, VMI gave more than 4,000 people a family night out and made a \$10,000 donation to the “Flood of 2008” fund.



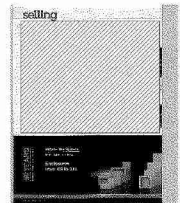
To support “Project Green Lights,” NorthEast Electrical Distributors created educational radio ads that featured success stories and green tips.



Taking top honors in the distributor over \$200 million division, **North-East Electrical Distributors [2]**, a Canton, Mass., unit of Sonepar USA, launched an initiative to promote Project Green Lights, a contest that provided public schools in New England the opportunity to win a lighting upgrade. An 800 number, email address, and website were

created, while WEEI Sports Radio’s station and website featured educational commercials and green tips. In the supplier over \$250 million division, **GE Lighting [3]** strengthened a 20-year partnership with the Cleveland Metropolitan School District when its Nela Park facility became the home for the first ninth-grade class of MC<sup>2</sup>STEM High

**GE Lighting’s [3]** Nela Park facility is home to MC<sup>2</sup>STEM—a year-round project-based school that focuses on activities that deal with issues of energy and sustainability.





▲ [4] Founded in 2002, CableOrganizer.com has grown from a simple consumer website into an Internet success story. [5] State Electric Supply's redesigned website keeps viewers coming back with constant updates. [6] Graybar's website features job openings throughout the country. [7] At Madison Electric Products's website, industry professionals can share ideas and solutions. [8] Registered users gain 24/7 access to all of Lutron's training modules on the LCI Online site.

School—a year-round, project-based school that focuses on activities that deal with issues of energy and sustainability.

**WEBSITE WINNERS**

In the distributor under \$25 million division, **CableOrganizer.com** [4] earned kudos for its one-stop shop that more than 150,000 customers worldwide rely upon for more than 30,000 products. Site navigation is easy, and offerings include instructional videos, how-to articles, product showcase blogs, and 24/7 tech support.

**State Electric Supply** [5], Huntington, W.Va., ruled the distributor, \$25 million to \$200 million, division with its redesigned and restructured website. In addition to being more user-friendly, the new site is constantly updated to provide news, training, events, promotions, products, and more.

St. Louis-based **Graybar** [6]—in the distributor over \$200 million division—added the Graybar Recruitment site to its newly designed Graybar.com website. Featuring a link to search for jobs throughout the country and links to “life at

Graybar” details, the site is the perfect venue to illustrate the Graybar Advantage to prospective employees.

When Madison Electric Products [7]—in the supplier under \$250 million division—embarked on a rebranding journey, making sure its web presence reflected its new direction and attitude topped the list of priorities. First, the site was rebuilt from scratch; this was followed by a focus on integrating web data with the ERP system. Finally, newsletter sign-up and social media links were established.

In the supplier over \$250 million category, Lutron [8] launched the Lighting Control Institute Online, a free training portal where electrical distributor employees and customers can take e-learning modules on relevant Lutron topics and new product solutions. Registered users can track training sessions and provide proof of training completion. ■

**LOOK FOR THE 2011 BEST OF THE BEST WINNERS IN THE AUGUST ISSUE OF tED.**

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