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The Electrical Board of Missouri and Illinois

Vol. 115 No.04

April 15, 2024



Emerging Illinois Energy Topics

4 PDH's offered | Being offered at multiple locations—different dates. | 8AM– Noon

May 2nd Lincoln Land Community College [5250 Shepherd Road](#)
in Trutter Center Springfield IL 62794

May 22nd Doubletree by Hilton [222 Potomac Blvd.](#) Mt. Vernon IL 62864

Topics include:

- Ameren Illinois Overview of Energy Efficiency Incentives (Larry Erwin | Leidos)
- Lighting Controls Strategy for Your Business (Justin Heckroth | Springfield Electric Supply, a Sonepar Company)
- State of the Grid– National Perspective (Haresh Kameth | EPRI) (May 2nd only)
- Adoption of IECC Code (James Chan | Electro Industries)
- 2024 Beneficial Electrification Team Program Ameren Illinois (Mark Minden | Ameren Illinois (he will be presenting virtually on May 22nd only)

EBMI Members: \$45 if received by April 25th | Nonmembers: \$60

Add \$25 if registering after April 25th

Registration Form

Email this form, before April 25th, and send to annie@electricalboard.org

Name: _____ Email: _____

Make selection to all that apply:

I will attend the May 2nd | Springfield event I will attend the May 22nd | Mt.Vernon event

I will call with Credit Card I will mail check prior to April 25th

Need PDHS Yes No

Company: _____ Phone: (____) _____

Address _____ City|State|Zip: _____

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Election of Officers and Board of Directors

All EBMI members received an official ballot by email (using surveymonkey) and we collected votes. Please contact Kim Johnston if you did not receive and would like one.

The nominees were listed in the March *Flash*. We will announce the results in the May *Flash*.

Are you interested in learning more about serving on a committee or The Board of Directors. Email info@electricalboard.org today!



46th Annual Sportsman's Holiday Golf Tournament | June 3rd

LIMITED AVAILABILITY!
This popular event sells out fast. Historically we have had over 200 people in attendance, from all segments of our industry.

We appreciate our volunteers and couldn't do this without you. Use the same form to sign up to volunteer. Click [here](#) for full details including the registration/ sponsorship forms.



EBMI Foundation Scholarship

Click [here](#) for more details about the foundation.

Don't forget you can donate today using Zelle®, check, credit card. Contact info@electricalboard.org for more information.

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Calendar of Events

2024	
April 23rd	Golf League Begins
April 25th	Protection of Elec Systems Seminar
May 2nd	Ameren Illinois Emerging Energy Topics in Springfield, IL
May 14th	WEB Meeting
May 20th	EBMI night at the SOLD OUT-Thank You! STL Cardinals Game
May 22nd	Ameren Illinois Emerging Energy Topics in Mt. Vernon, IL
June 3rd	Sportsman's Holiday at Forest Park Golf Course
June 20th	EBMI Board Meeting- Installation of Officers
August 23rd	Ameren Missouri Clean Energy Summit
Sept-TBD	GolfFest
Sept 26th	EBMI Board Meeting
October TBD	EBMI-Vets BBQ at VA St. Louis Health Care
November 6th	Ameren Missouri Electric Power Topics Seminar
December 5th	2024 Christmas Mixer

Call EBMI at 636.305.6434 or email events@electricalboard.org click [here](#) for more information on any of our events.

Register for classes by emailing annie@electricalboard.org Click [here](#) for full class schedule.

Could AI be the Solution to Your Challenges?

Content provided by: [Selvan Dinakaran selvand@neuconcept.com](mailto:selvand@neuconcept.com)

Don't miss the AI Bus

If you aren't thinking about Artificial Intelligence (AI) and its implications, then you're missing the bus. In the next few years, AI will permeate every part of our lives, just like the internet and mobile are "normal" now.

You should think about AI if you are having trouble with running out of stock, unpredictable demand, poor customer service, and missed sales opportunities.

Above all: AI can help increase your revenue.

According to McKinsey, 35% of Amazon's revenue is generated by its recommendation engine alone, which Amazon uses in email campaigns and throughout its website. Similarly, Netflix estimates that its recommendation engine saves more than \$1 billion annually by preventing users from unsubscribing.

Find out what AI is and how it can help you.

Success Story: Enel Group's AI-Powered Efficiency

Italian energy giant Enel Group is a great example of how AI is transforming industries.

With a vast electrical network, traditional inspection methods were slow and error-prone. Enel integrated AI and machine learning into their maintenance processes, leading to faster issue identification, improved network reliability, and a more efficient workforce.

This showcases the power of AI to drive innovation, even in established industries.

What is AI?

Artificial Intelligence (AI), is a term coined by emeritus Stanford Professor John McCarthy in 1955, as "the science and engineering of making intelligent machines."

But, in this article, our focus will be on **Business AI**.

What is Business AI?

According to Kavitha Ganesan in her book, "The Business Case for AI: A Leader's Guide to AI Strategies, Best Practices & Real-World Applications," business AI is:

- **Focused:** AI can perform a handful of tasks exceptionally well.
- **Data-Driven:** It relies on the availability of data for learning—small or big data.

Responsive—AI shouldn't drive you into bankruptcy to operationalize, nor should it take years to see value.

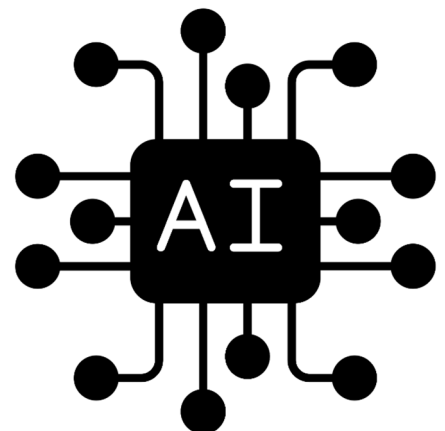
How can Business AI help?

According to Bernard Marr in his book "Artificial Intelligence in Practice," businesses can use AI to:

- (1) change the way they understand and interact with customers,
- (2) offer more intelligent products and services, and
- (3) improve and automate business processes.

Business AI helps:

- **Unlock data-driven insights:** By analyzing data patterns, you can predict customer preferences, offer personalized product recommendations, optimize pricing strategies, and streamline inventory and warehouse management.
- **Automate repetitive tasks:** Many time-consuming work tasks can be automated to free up your employees to do more critical work and build customer relationships.
- **Make decisions with AI:** Get suggestions and recommendations based on your data, giving you guidance and confirmation that you're making the right decisions.



Ready to explore Business AI's potential?

Here's how to get started:

1. **Educate Yourself:** Learn the fundamentals of AI through books, online resources, and industry events.
2. **Pinpoint Your Pain Points:** Where could AI make the biggest difference (e.g., inventory management, sales forecasting)?
3. **Set Measurable Goals:** What specific outcomes do you want to achieve with AI (e.g., increase sales by X%, reduce stock-outs by Y%)?
4. **Secure Team Buy-In:** Ensure leadership and staff are on board for a smooth AI implementation.

Data: The Key to Successful AI Implementation

To make the most of AI, there is a need for a data-driven strategy:

1. **Set Clear Goals:** Align your data initiatives with overall business objectives.
2. **Collaborate with IT:** Partner with IT to ensure the right tools and infrastructure are in place.
3. **Prioritize Data Quality:** Ensure your data is accurate, complete, and up-to-date.
4. **Track Progress:** Measure the impact of your data and AI initiatives regularly.

Finding the Right AI Solution

When choosing an AI solution for your business, consider:

- **Specific Needs:** The solution should address your unique challenges.
- **Technology:** Look for AI techniques that suit your business needs.
- **Data Security:** Choose a vendor that prioritizes data protection.
- **Training and Support:** Opt for a vendor that will train your team.
- **Flexibility:** The solution should adapt to your evolving needs.

While some AI solutions are available off-the-shelf, distributors will likely find they get the best results out of AI tools built just for them.

Overcoming Challenges: Making AI Work for You

There maybe some unique hurdles when implementing AI:

- **Limited Data:** You may need to improve your data collection and quality before reaping AI's full benefits.
- **Legacy Systems:** Integrating AI with older systems can require careful planning and IT support.
- **Skills Gap:** You may need to invest in training or hiring to ensure your team has the necessary AI expertise.

AI in Action: Practical Applications in Distribution

- **Product Recommendations:** AI analyzes customer data to suggest complementary products, boosting sales.
- **Substitute Products:** AI suggests suitable alternatives when items are out of stock, preventing lost sales.
- **Demand Forecasting:** AI predicts future demand, helping you optimize inventory and avoid stockouts.
- **Sales Lead Prioritization:** AI identifies the most promising leads, maximizing your sales team's efforts.
- **Fraud Detection:** AI analyzes transactions for anomalies, protecting you from financial losses.
- **Dynamic Pricing:** AI adjusts prices in real-time based on market conditions and customer preferences, increasing profits.

Check out DCKAP's video here on the [Practical uses of AI in Distribution](#)

Could AI be the Solution to Your Challenges (continued)

Further Reading

- HBR Guide to AI Basics for Managers
- Kavitha Ganesan - "The Business Case for AI: A Leader's Guide to AI Strategies, Best Practices & Real-World Applications"
- The Coming Wave - Mustafa Suleyman

Check out AI courses on the internet.

Check out these events

Applied AI for Distributors - <https://appliedaifordistributors.com/>

2024 DCKAP ROUND-UP - <https://www.dckap.com/events/round-up-2023/>

The Coming Wave

[Mustafa Suleyman, the CEO of Microsoft AI](#) has to say this about AI in his book "The Coming Wave" - "The coming wave is defined by two core technologies: Artificial Intelligence (AI) and synthetic biology. Together they will usher in a new dawn for humanity, creating wealth and surplus unlike anything ever seen. And yet their rapid proliferation also threatens to empower a diverse array of bad actors to unleash disruption, instability, and even catastrophe on an unimaginable scale. This wave creates an immense challenge that will define the twenty-first century: our future depends on these technologies and is imperiled by them."

AI is poised to reshape the distribution industry. By embracing this transformative technology, distributors can outpace competitors, boost customer satisfaction, and achieve long-term success.

About DCKAP

DCKAP is a cloud-based software product company that empowers distributors to build, connect, automate & grow their online business. *DCKAP Integrator, the ERP Integration platform, connects distributors' ERP systems with eCommerce, CRM, Inventory, Accounting, Logistics, Marketplaces like 3M, and more, so that data automatically flows between applications in real-time. To learn more, visit www.dckap.com or follow [@DCKAP](#) on LinkedIn.*

What technology topics does your team need more information?

Let us know by submitting the topics [here](#).



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We are now recruiting for instructors.

EBMI has been providing courses and seminars since 1978, with over four thousand students benefiting from these offerings. We have a legacy of providing experienced and qualified instructors. Would you be interested in earning extra income by teaching a course for EBMI?

- We continually evaluate our course offerings. Subjects could include but not limited to: Understanding the National Electric Code
NEC Calculations.

Click [here](#) to see our current list of classes.

Contact Kim Johnston kim.johnston@electricalboard.org for more information.

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Innovation is at the core of everything we do. With the support of the CK Family, we stay ahead of the curve, bringing you product offerings and services to exceed your expectations.



Sustainable Growth

Together we seamlessly navigate business complexities to ensure stable operations and uninterrupted service that empowers your success.



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Nine locations across the US amplify our capabilities, allowing us to serve you wherever you are.

Leveraging our collective strengths – we're more than just power. We're your trusted partner ready to drive your success.

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allows our members to advertise employment opportunities at no charge and these are also listed on our website.

For UpToDate listings, visit:
[Click here.](#)

JOB OPPORTUNITIES

Contact EBMI office for more information.

022724-Outside Sales Representative- Central Ill.

Join a growing company!

Are you looking for a career opportunity in sales? Do you reside in central Illinois? Are you a sales solutions expert?

Schaeffer Marketing Group, a Manufacturer Rep agency located in St. Louis, is seeking a self-motivated outside sales professional to sell electrical and lighting products to distributors, specifiers, contractors, and end users. Sales territory includes central Illinois. It is a full-time salary, benefit-eligible position.

The successful candidate will be required to:
Travel the assigned territory on a regular and consistent basis.

Occasionally travel overnight.

Make end user call independently and with distributors.

Close sales and achieve sales goals.

Provide training and educational seminars to distributors, engineers, and contractors.

Attend and exhibit at local conventions and product shows.

Qualifications:

Sales experience is required.

Electrical industry or lighting experience is preferred.

Bachelor's degree is preferred.

Central Il residency is preferred.

If excellent earning potential, professional growth, and working for a growing company known for integrity sounds like the perfect opportunity, click [here](#) to apply. Your future starts now!

12323- Customer Service

Lighting Associates, LLC is seeking a Customer Service representative.

Job Description:

Process and review purchase orders for accuracy; send orders to corresponding factories.

Follow-up with shipment dates and tracking information. Resolve after sales problems (ie. Freight damage, shortages, return authorizations, problems with fixtures etc.).

Manage large amounts of emails and answer in a timely manner.

Contribute to team effort by working with other departments to achieve company goals. Handle complaints, provide appropriate solutions and alternatives; follow up to ensure resolution.

Document records of customer /factory interactions.

Answer phone calls and handle with a professional attitude. Stay updated on product knowledge with company/factory training.

Send resume to:

Kelley Koenig KKoenig@laiweb.net and cc Laura Richardson at lrichardson@laiweb.net

100

YEARS
ANNIVERSARY
MEMBERSHIP
CELEBRATION



EBMI recognized and celebrated Ameren's 100th year of membership at the Energy Efficiency Symposium on March 22nd.

Thank you to the Ameren team for partnering with EBMI to continually provide education on the industry's latest topics.

Left to right: John Luth, EBMI Board Member & Director AMI Strategy and Implementation, at Ameren
Gwen Mizell, Senior Vice President, Chief Sustainability, Diversity & Philanthropy Officer, at Ameren
Kim Johnston, President of EBMI
Brad Haley, EBMI Committee Chair Ameren Missouri-Task Force & Key Account Executive, at Ameren.



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The
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The mission of The Electrical Board of Missouri and Illinois is to provide services which develop, improve and preserve business opportunities for our members in the electrical industry. EBMI welcomes our newest members:



Company	Member (s)	Company	Member (s)
Corporate Member Companies		New Corporate Representatives (or changes)	
Lebanon Electric	Douglas Kittstein Denise Burton		Sean Baker
Individual Memberships			Kate Hoynacki
	Ryan Meyer	D & R Electric	Mark Manzonelli
	Lisa Cummings Kaeli Westcott		Brandon Beck
			James Kerschinske
		Saint Louis University	Rawan Samad
			Kevin Rooney
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