

# NEWS RELEASE

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## LURA McBride NAMED 2023 NAED TRAILBLAZER

CEDAR RAPIDS, IOWA – (June 6, 2023) – tED Magazine announced Thursday that Van Meter’s President and CEO, Lura McBride, is the 2023 NAED Women in Industry Trailblazer honoree. The recognition is given to a woman who has had an exceptional career in distribution and has had a positive impact on supporting women in the electrical distribution industry.

“I was shocked, humbled, proud and honored all at the same time,” said McBride. “I know I have some unique and important abilities, but it’s the people around me at Van Meter and the industry who help me use those abilities to do good things.”

Van Meter is a 100-percent employee-owned electrical distributor based out of Cedar Rapids with more than 800 employee-owners across 25 locations in eight states. McBride joined the company in 2008 and has been the President and CEO since 2016.

She has made continued efforts to understand and address the unique challenges women at Van Meter (and in the electrical industry) face and initiated programs to support those women, like training, leadership conferences and a Women of Van Meter group.

“Women in leadership have to leverage their influence to ensure our industry is a place where women have opportunities to succeed in the careers they desire,” she said. “Whether it’s working on jobsites, in wire centers, in sales or as a product specialist, women need to be role models and advocate.”

McBride will receive her award at the NAED Women in Industry Forum in Salt Lake City June 12-14. For the full profile on McBride, [check out the cover story](#) of the June edition of tED Magazine.

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*Headquartered in Cedar Rapids, Iowa, Van Meter is an award-winning workplace and the nation’s 14th largest electrical distributor with twenty-five locations in seven states. The 100 percent employee-owned company provides electrical and automation products and services to contractor, industrial and commercial customers. Van Meter’s offering encompasses lighting, data communications, utility, automation, power transmission, renewable energy, core electrical components and more. To learn more visit [www.vanmeterinc.com](http://www.vanmeterinc.com)*