

PEARL Says Thanks to Long-time PEARL Promoter, Advocate, and Webmaster Bob Libbey

When 13 companies joined together to make the reconditioned electrical marketplace safer, Bob Libbey was one of the first calls they made.

“Bob had one of the earliest electrical websites during that time and everyone advertised on it,” recalls Dave Rosenfield, PEARL director and president of ROMAC. “We contacted Bob about our meeting because he seemed to know everything and everybody in the electrical business, and we asked if he could recommend the right people to help us build our organization.”

Libbey did indeed have the contacts to help and connected the group to Mary Jordan, NETA executive director. Ms. Jordan subsequently chaired the group’s second meeting, and, as a result, the group outlined goals, defined its mission, and formed a plan of attack for moving forward. Although Ms. Jordan was unable to continue assisting the group, she put the fledgling association in touch with Doug Ravenhold, who eventually became the group’s first executive director. “Bob Libbey was instrumental in the association’s formation and then took on the new PEARL association’s web work with great enthusiasm,” Rosenfield notes.

Libbey’s 30 years of experience (1966-1996) with Multi-Amp/AVO International/Megger as an applications engineer, sales manager, VP of marketing, and VP/COO led him to form ElectricNet.com in 1996. ElectricNet.com was an online directory and buyers’ guide for the electrical power industry. In 1999, Libbey sold his highly successful directory to VerticalNet, where he spent two years as industry manager. He then formed JBL Global, a marketing company specializing in domain name acquisition; Internet sales, advertising, and marketing campaigns; search engine optimization; and website design. In addition to PEARL, over the last several years Libbey has worked with numerous companies in the electrical industry, including the Group CBS companies, NETA, Multi-Amp Institute, Cadick Corporation, Electrical Test Instruments, TransData, Vanguard Instruments, Davis Vibration, and Balancing USA. Libbey also has launched several online enterprises, including EZ-DomainNameRegistration.com, ElectricalDomains.com, PowerConnection.com, and EmailAddressStore.com.

“From the beginning and still today, Bob has been an excellent sounding board, reference, and PEARL promoter,” Rosenfield says. “All of us at PEARL want to sincerely thank Bob for his hard work and commitment to our association and wish him all the best with his future plans.”