

Electrical Wholesaling®

MARCH/APRIL 2022
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Lighting Controls— The Next Frontier?

*How Technology Created
New Sales Opportunities in
This Key Market Segment.
Read more on pg. 14*



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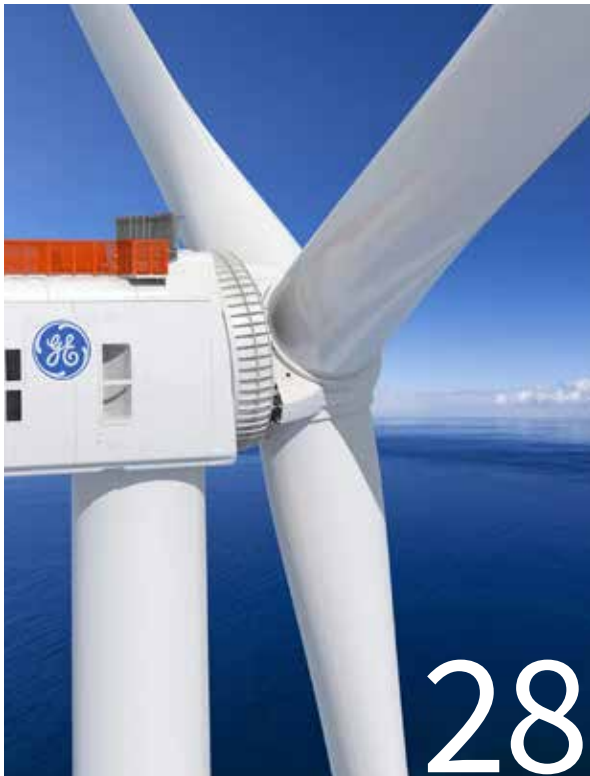
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Photo Courtesy of GE



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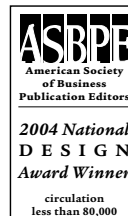
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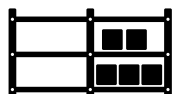
Halco Lighting Technologies has a complete portfolio of ProLED Select lamps and fixtures for both indoor and outdoor applications. Designed with contractors in mind, Halco's ProLED Select products feature user friendly switches and quality materials that make installation and on-the-job changes fast and easy.



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Where there's *light*, there's **Halco**
LIGHTING TECHNOLOGIES

Serving the Need for Knowledge

Electrical Wholesaling is launching a new online training resource that will help managers and salespeople in the electrical market learn more about the key trends shaping the industry.

While cleaning up my office the other day, I found a still-serviceable pencil stub that reminded me of *Electrical Wholesaling's* pre-computer days.

When I was as a cub reporter with the magazine in 1982, the owner of the magazine at the time, McGraw-Hill, equipped the editors on its 40-plus business magazines with hundreds of #2 pencils to mark up the articles they typed on old IBM and Royal typewriters. The pencils, colored green as a subtle reminder of the McGraw-Hill family's Irish heritage, all had a simple slogan on them: "Serving the Need for Knowledge."

Over the past 40 years, those five words still rings true as *Electrical Wholesaling's* core editorial mission. Many things have changed with *Electrical Wholesaling* since I rode the elevator up to the 36th floor of the McGraw-Hill Building in Manhattan's Rockefeller Center to join *Electrical Wholesaling's* team for my first day of work in Nov. 1982. Over the past four decades, the magazine's editorial team traded in creaky, old and barely electric typewriters for personal computers to write our articles; integrated modems and fax machines into the production process; harnessed the power of the internet to cut down on countless visits to business libraries for article

research; and launched www.ewweb.com, email newsletters, social media feeds, podcasts and webinars.

EW's editorial team is launching a new resource for readers this month that also serves the need for knowledge



in the electrical wholesaling industry – *Electrical Wholesaling's* Lunchtime Learning Series. The basic idea for this new online training comes from a conversation I had with industry veteran Ned Camuti many years ago. Early in his electrical career, Ned was a branch manager for Maddux Supply and would tear out pages of *Electrical Wholesaling* and use them for impromptu classes in the Maddux branch's lunchroom. Like Ned's classes, *EW's* Lunchtime Learning will also be using *Electrical Wholesaling* content as an educational resource, but with a new twist.

The classes will be available in a YouTube video format, in "bite-sized chunks" of no longer than 10-15 minutes in length so you and your employees can watch them whenever and wherever it's most convenient. They will include content based on articles such as this issue's "5 Trends that Will Shake the Electrical Market," (page 24); *EW's* series Electrical Market 101 series on the commercial, industrial and residential markets; and *Electrical Wholesaling's* Electrical Pyramid. The Lunchtime Learning series will also include a quarterly review of key economic indicators; pricing activity; mergers and acquisitions; and large construction projects breaking ground or on the drawing boards.

These online classes are intended to help our readers manage their businesses more profitably and sell more electrical products, just as our print magazine has done for more than 100 years. Although the *EW* Lunchtime Learning classes will be part of a new online learning resource, they serve the same editorial responsibility that editors for *Electrical Wholesaling* and other business publications have tried to fulfill for more than 100 years. Charlie Mill, former head of the American Business Press, outlined this responsibility many years ago in this quote:

"Unlike their consumer counterparts, business publication editors write for an audience of experts. Their audience can't be kidded or beguiled with half-baked fact or opinion, or comments that ignore the realities of any situation. No reader can afford to gamble — with the lives, dollars or his company's future — with the information he or she seeks from their business publications."

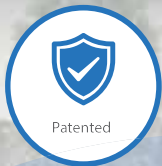
Electrical Wholesaling's staff believes the Lunchtime Learning series will fulfill this responsibility by helping readers learn more about the key trends driving this industry. We are excited to get started with it and want to hear what you think about this new training resource. **EW**

By Jim Lucy, Chief Editor



Virtually **eliminate** warranty **callbacks** and **save** installation **time** and **cost** with NICOR's line of Electronic Door Chimes.

PrimeChimeTM 2
ELECTRONIC DOORBELL KIT



The PrimeChime Plus 2[®] features an electronic doorbell kit with added compatibility with most video doorbells. The PRCP2 combines both line and low voltage in one unit and offers a paintable, screwless faceplate for a seamless look. Separate doorbell chimes for front and rear doors allow you to keep track of which door to answer.



ELECTRONIC DOOR CHIME

EDC1120WH1



The patent-pending Electronic Door Chime (EDC) can be installed in new construction homes or retrofitted in existing homes. It uniquely features a door chime that fits in most single-gang junction boxes and while using the voltage divider, combines both line and low voltage in one unit.

Industrial Projects Drive +9% Increase in Total Construction

Total construction starts rose +9% in February to a seasonally adjusted annual rate of \$1 trillion, according to Dodge Construction Network. Nonresidential building starts swelled +32% due to the start of three large manufacturing facilities. By contrast, residential starts fell -3%, and nonbuilding starts fell by less than -1%. Without the three large manufacturing projects, total construction would have declined -6% in February.

Year-to-date, total construction was +14% higher in the first two months of 2022 than in the same period of 2021. Nonresidential building starts jumped +39%, nonbuilding starts rose +4% and residential starts gained +5%.

“The manufacturing sector has been an important success story for construction since the pandemic began,” said Richard Branch, chief economist for Dodge Construction Network, in the press release. “Domestic producers are expected to seek more control over their supply chains in the future, so that aspect of construction should continue to flourish. However, as evident in February’s data, other sectors are struggling to gain traction in the face of high material prices and worker shortages. The conflict in Ukraine

will continue to put upward pressure on costs, making the sector’s recovery more tenuous in 2022.”

Nonresidential building starts jumped +32% in February to a seasonally adjusted annual rate of \$385.6 billion. Manufacturing starts more than doubled as three large plants got underway. If not for these three projects, total nonresidential starts would have lost -15%. In February, commercial starts fell -8%, and institutional starts lost -22%.

The largest nonresidential building projects to break ground in February were the \$10-billion Intel chip fabrication plant in Chandler, AZ; U.S. Steel’s \$1.5-billion steel mill in Osceola, LA, and Intel’s \$550-million renovation of the Rio Rancho, NM, semiconductor facility. The largest nonbuilding projects include the \$385-million solar farm in Ventress, LA, and the \$350-million Sapphire Sky wind farm in Farmer City, IL.

Residential building starts fell -3% in February to an annual rate of \$429 billion. The largest multi-family structures to break ground in February were the \$400-million 400 Central condos in St. Petersburg, FL; the \$220-million Journal Squared apartments in Jersey City, NJ; and the \$147-million Miami World Tower building in Miami, FL.

ANAMET, NVENT, SOUTHWIRE, SERVICE WIRE & TTS JOIN ETIM

Several major electrical manufacturers and one software company recently joined ETIM North America, Salt Lake City, UT. ANAMET Electrical, nVent, Southwire, Service Wire and TradeTech Solutions (TTS), a software platform serving the business needs of manufacturers, agents and distributors, will be integrating their data into ETIM North America’s product classification system. More than 30 electrical companies participate in ETIM NA.

TradeTech promote its service, the TTS Platform, as “the electrical manufacturers’ reps ERP system.” This all-in-one rep solution provides the five key business functions that reps need to effectively compete in today’s world — quotations, sales analysis, CRM, total order entry and marketing.

Matt Scarborough, TradeTech Solutions president, said in the release, “As manufacturers adopt the ETIM standards, TradeTech Solutions will be able to integrate the information into our platform, helping get the right information to the right people easily.”

Southwire’s recent decision to join ETIM will help the group overcome the challenge of standardizing product attributes in the wire and cable business. According to the press release, the wire and cable segment has historically been challenged to assign product attributes for product classification and e-commerce utilization purposes. ETIM North America’s Product Expert Group for wire & cable now

brings together Southwire with Prysmian, Priority Wire & Cable, Atkore, Electri-Flex, ANAMET and Service Wire to develop standards for the electrical industry.

Phil Tuggle, senior VP of business transformation at Southwire, said in the press release, “I have been a proponent of the ETIM model for a number of years. It’s what the wire & cable industry needs to enable us to achieve digital transformation benefits that will benefit all elements of our channel. ETIM NA’s vision of utilizing industry-sourced features and values and then enabling them to be used throughout the industry will benefit all.”

Mary Shaw, ETIM’s executive director, said in the release that it’s “gratifying to see another major company in a product category that is commonly considered a ‘commodity’ recognize that industry-developed standards that are globally recognized and locally refined can help a company achieve their digital transformation objectives.”

Shaw believes it’s important manufacturers and distributors to recognize the electrical ecosystem is undergoing a digital transformation, and they are encouraged to be part of the process. ETIM North America is designed to be open, collaborative and to embrace all manufacturers and distributors. Industry standards are designed through a collective process.

To learn more about ETIM North America, visit www.etim-na.org

LEDucation Draws 4,000 Attendees to Big Apple

LEDucation 2022, held March 15-16 at the New York Hilton in midtown Manhattan, got universally high marks from the exhibitors and attendees. *Electrical Wholesaling* visited with at the show. Many lighting folks at the event said they were “Zoomed-out” and happy to finally be meeting with customers face-to-face.

With more than 4,000 attendees at the show, 26 conference sessions and close to 400 booths, the show floor was buzzing, particularly on the first day. LEDucation has a different format than LightFair in that the majority of exhibitors were in 6-ft tabletop booths, instead of LightFair’s often larger and occasionally extravagant booths. Some companies did have multiple tabletops, and in many cases New York area lighting reps had all of their vendors in the same aisle.

Randy Reid, executive director for the National Lighting Bureau, said vendors like to use the smaller booth format to focus on a carefully curated group of products. Reid reported in his *Edison Lighting Report* that more than 2,400 attendees were at the first day of the show. While the show draws primarily from the New York metropolitan area’s lighting community, exhibitors said they saw lighting designers and other lighting pros from other East Coast markets at the show.

LEDucation also provided a venue for presentation of industry awards. The National Lighting Bureau (NLB) presented the 2nd annual Art & Science of Lighting Awards at LEDucation on March 16. Mary Beth Gotti, chair of the NLB, and Randy Reid executive director, presented the awards. The purpose of the awards program is to give recognition to outstanding products that advance the following categories.

The Science of Lighting Award - Seoul Semiconductor Sunlike. A lighting product that demonstrates exceptional technical innovation.

The Art of Lighting Award -OCL Architectural Lighting Petals. A lighting product that provides outstanding aesthetic appeal and high-quality lighting, based on the innovative use of lighting technology, materials, or sculptural forms.

The Art and Science of Lighting Award-Fluxwerx Portal. A lighting product introduced that meets the criteria for both the Art and Science of Lighting categories.

NLB’s juror panel consisted of some of the most knowledgeable and experienced professionals in the lighting industry. The jurors were: Jim Benya, Jean Paul Freyssinier, Terry McGowan, Jim Yorgey, Cary Mendelsohn and Howard Lewis.

Check www.ewweb.com for the other companies that received special citations and honorable mentions.

LEDucation 2023 will be held March 7-8, 2023 at the New York Hilton.

NEWS ITEMS

Sonepar Sells Vallen

Sonepar plans to sell its Vallen Distribution unit to Nautic Partners a private-equity firm with a large portfolio of industrial, healthcare and service companies based in Providence, RI. The sale will include all Vallen’s North American business (United States, Canada, and Mexico), which is heavily focused in industrial maintenance, repair & operations (MRO) and integrated supply services. The sale does not include Sonepar’s Vallen businesses in Asia which will remain part of the Sonepar Group. In 2021, Vallen North America recorded sales of approximately \$1.8 billion and employed 4,200 associates. The sale is anticipated to close as soon as possible, following regulatory approval.

Chelsea Lighting Opens New Location in Florida

Chelsea Lighting, New York, a provider of lighting and lighting controls solutions, has opened an additional office in Fort Lauderdale, FL. Leading the team in Fort Lauderdale is Michael Biebel, senior project manager, who has served as a key member of Chelsea’s project management team in New York. Biebel brings an extensive background in electrical engineering, project management and client relationship development to the new office. Chelsea has also expanded on its relationship with Blisset LLC, which provides warehousing and logistics locally in Florida. Chelsea Lighting was ranked #76 on *Electrical Wholesaling’s* 2021 Top 150 Distributors listing.

Crescent Electric Relocates Minneapolis Branch

Crescent Electric Supply Co., East Dubuque, IL, recently relocated its Minneapolis branch for better customer access and enhanced service. The new branch, located at 7035 Winnetka Ave. North, Suite C, Brooklyn Park, MN, opened March 7, and offers customers faster material delivery to job sites in the Twin City area; easily accessible location for will call; efficient project services for wire management and material staging and storage; and 24-hour emergency service.

VITAL STATISTICS

CONSTRUCTION

New Construction Put-in-Place (\$ billions, SAAR)

	Jan '22 ₁	Dec '21 ₂	Mo. % Change	Jan '21	YTY % Change
Total Construction	1,677.20	1,655.80	1.3	1,549.8	8.2
Total Private Construction₁	1,326.50	1,307.10	1.5	1,194.6	11
Residential	829.4	819	1.3	731.2	13.4
New single family	445.1	439.6	1.2	385.7	15.4
New multifamily	101.5	101.5	-0.1	96.8	4.8
Nonresidential	497.2	488.2	1.8	463.4	7.3
Lodging	17.6	17.8	-0.7	22.9	-23.1
Office	72.5	72.6	-0.1	71.3	1.7
Commercial	94.7	95.2	-0.5	80.3	18
Health care	39.9	40.1	-0.7	38.9	2.5
Educational	17.5	17.5	-0.3	15.9	9.9
Religious	2.9	3	-3.4	3.4	-14.3
Amusement and recreation	12.5	12.6	-0.8	11.7	6.3
Transportation	15.5	15.3	1.5	15.9	-2.3
Communication	21.7	21.8	-0.3	21.9	-0.7
Power	107.5	104.7	2.7	109	-1.4
Electric	82.9	80.7	2.8	83.8	-1.1
Manufacturing	92.9	85.6	8.5	70.8	31.2
Public Construction (\$ billions) ₂	350.7	348.7	0.6	355.1	-1.3
Residential	9	8.7	3.6	9.5	-5.6
Nonresidential	341.7	340	0.5	345.6	-1.1
Office	12.1	11.8	2.9	11.1	9.1
Commercial	3.4	3.3	3.4	3.8	-8.5
Health care	11.3	10.7	5.9	9.8	15.1
Educational	80.9	81	0	89.8	-9.9
Public safety	10.1	9.9	1.9	15.7	-35.3
Amusement and recreation	13.6	13.4	1	14	-3.4
Transportation	41.4	40.7	1.6	41.3	0.1
Power	9.5	9.8	-2.6	7.8	22.2
Highway and street	105.3	105.5	-0.1	100.2	5.2
Sewage and waste disposal	27	26.8	0.6	26	3.9
Water supply	17.9	18.4	-2.8	17.1	4.7
Conservation and development	8.3	7.7	8.3	7.8	6.4

Housing Starts (SAAR)

	Feb '22 ₁	Jan '22 ₂	Mo. % Change	Feb '21	YTY % Change
Total (thousands of units)	1,769	1,657	6.8%	1,447	22.3%
Single-family (thousands of units)	1,215	1,150	5.7%	1,069	13.7%
Multi-family (thousands)	501	497	0.8%	365	37.3%

EMPLOYMENT WAGE & PRICE STATISTICS

	Mo.	Latest Month	Mo. % Change	Year ago	YTY % Change
Employment, Electrical Contractors (thousands) ₄	JAN	965.3	-1.2	945.7	2.1
Hourly wage, Electrical Contractors (\$) ₄	JAN	32.4	-0.4	31.20	3.8
Copper prices (cents per pound)	FEB	450.22	1.6	386.09	16.6

INDUSTRIAL MARKET

	Mo.	Latest Month	Mo. % Change	Year ago	YTY % Change
Electrical Mfrs' Shipments (\$ millions)	JAN	3,405	-0.8	3,171	7.4
Electrical Mfrs' Inventories (\$ millions SA) ₂	JAN	6,721	0.5	6,178	8.8
Electrical Mfrs' Inventory-to-Shipments ratio	JAN	1,974	1.2	1,948	1.3
Electrical Mfrs' New Orders (\$ millions SA) ₂	JAN	3,633	4.5	3,223	12.7
Machine Tool Orders (\$ millions)	JAN	430.92	-26.7	310.53	38.8
Industrial Capacity Utilization (percent, SA)	FEB	77.95	1.1 pts.	72.78	7.1 pts.
Purchasing Managers Index (percent)	FEB	58.6	1.0 pts.	60.8	-2.2 pts.

Footnotes: 1 - preliminary; 2 - revised; 3 - includes residential improvements; Z - less than 0.005 percent; SA - seasonally adjusted; SAAR - seasonally adjusted annual rate. **Sources:** Construction Put-in-Place statistics - Department of Commerce; Housing starts - Department of Commerce's Census Bureau; Electrical contractor employment numbers and hourly wage - Department of Labor; Copper prices - *Metals Week*; Electrical manufacturers' shipment data - Department of Commerce; Machine Tool Orders - Association for Manufacturing Technology; Industrial Capacity Utilization - Federal Reserve Board; and Purchasing Managers Index - Institute for Supply Management.

Note: Additional economic data relevant to the electrical industry is available on a bi-weekly basis by subscribing to *Electrical Marketing* newsletter. For subscription information see www.electricalmarketing.com.

NEMA'S EBCI SURGES IN FEBRUARY

Bouncing back from last month's dip to 46.4 points, the current conditions component recorded the highest reading since last spring, coming in at 66.7 points in February. The 20-point swing was propelled by a sharp increase in the proportion of respondents that reported "better" conditions, even as "worse" responses dropped to zero.

The ElectroIndustry Business Conditions Index (EBCI) is a monthly survey of senior executives at electrical manufacturers published by the National Electrical Manufacturers Association (NEMA), Rosslyn, VA. Any score over the 50-point level indicates a greater number of panelists see conditions improving than see them deteriorating.

Comments painted a picture of robust demand, as evidenced by strong orders activity, hampered by transportation and other supply chain difficulties, with one executive summing up the situation: "Record quotations and orders, now if we could only ship the stuff."

The outlook regarding future conditions cooled this month but remained in the expansion zone at 54.2 points. After attaining a near-term high point of 78.6 points in January, a sharp uptick in the share of respondents expecting "worse" conditions eroded some of that earlier optimism.

Comments continued to demonstrate concern about supply chain constraints as one respondent noted that they do not expect "improvement on the people or supply chain side until 2023." As with the current conditions component, panel members reported a sense of strong demand held somewhat in check for now.

Private manufacturing showed more growth than other construction market niches with a +8.5% increase for the month to \$92.9 billion, a +31.2% year-over-year increase. Construction spending for Computer/electronic/electrical equipment had a +29.6% monthly increase to \$24.96 billion, a +227.6% year-over-year increase. ■

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Electrical Market Indicators***

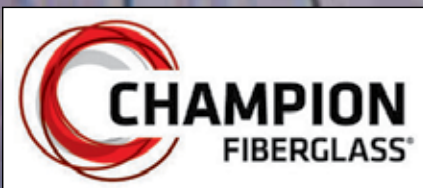
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Kichler Lighting is National Sponsor for St. Jude Dream Home Giveaway

Kichler Lighting recently became the first-ever national sponsor for interior and exterior lighting for the St. Jude Dream Home Giveaway. The annual fundraising effort benefiting St. Jude Children's Research Hospital helps support its mission to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. As a national sponsor, Kichler Lighting is donating nearly \$500,000 in products for custom-built St. Jude Dream Homes across the United States.

Through the St. Jude Dream Home Giveaway program, ticket buyers have a chance to win newly built, single-family homes in more than 40 cities across the United States, with proceeds benefiting St. Jude. Homes range in market value from \$300k to \$700k and are built using donated or deeply discounted products and services.

As stated in the press release, Kichler Lighting plans to outfit St. Jude Dream Homes with a minimum of \$10,000 of



interior and exterior lighting, ceiling fans and landscape lighting, a donation totaling nearly \$500,000 across all Dream Home properties. And it's well worth the effort, said Brian Nobbe, executive vice president of marketing for Kichler Lighting.

"At Kichler, we believe in creating products that allow people to see what matters most," said Nobbe. "Through this national sponsorship, our goal is clear: to support the St. Jude mission: Finding cures. Saving children. We're humbled

to be working with tremendous builder partners and industry professionals in this endeavor, all donating their time and resources to support the lifesaving work of St. Jude."

Dr. Donald Mack created the St. Jude Dream Home Giveaway program in 1991, giving away the first house in Shreveport, Louisiana. Today, the organization has raised more than \$500 million in 30 years, giving away 590 homes. It now has a presence in more than 40 markets in 20-plus states.

Winsupply Holds 2022 Annual Conference in Dallas



Winsupply Inc. welcomed more than 1,800 attendees to their annual meetings and vendor showcase in Dallas, Texas. The conference was held from March 13-18 at the Gaylord Texan Resort and Convention Center. Ven-

dors and Local Company Presidents attended annual meetings, president and manager meetings, vendor one-on-one meetings, a town hall with the Winsupply Leadership Team and training sessions on various topics. The

vendor showcase had more than 200 exhibitors in attendance. The conference also included an awards gala, featuring country singers Clint Black, Sara Evans and Sixwire. Newburgh Windustrial Supply Co. took home the award for Company of the Year. Encore Wire was named as the company's top electrical vendor and Odessa Winlectric in Odessa, TX, was the top-performing local company.

Winsupply Inc. is a diversified distributor of electrical and other residential and commercial construction and industrial supplies headquartered in Dayton, OH. The privately held company has collective sales of \$5.5 billion among 630 locations in 45 states.



CITY ELECTRIC SUPPLY OPENS NEW BRANCHES IN FLORIDA AND TEXAS

After a 10-year hiatus, City Electric Supply (CES) is back in Miramar, FL. CES said in a press release that in when it moved to a nearby town next door, traffic held contractors back by over half an hour to make a trip to the store. The company believes that the new building in the heart of Miramar will make life much easier for its customers. Said District Manager Mark Farnan in the press release, “We’re pleasantly surprised how fast we’ve picked up right where we left off. People remember us, and it feels like we haven’t missed a beat.”

The team that is now serving Miramar is unique as well. Starting out as a driver with CES when he relocated to Florida, CES Miramar Branch Manager Luis Matias has worked his way up in the company says he is honored to be opening this new Miramar location. “Since I relocated to Florida in 2001, CES has been a blessing,” he said in the press release. “I’ve learned a little bit of everything, and it’s been wonderful learning all the different parts of the business. My operations manager, Miguel, and I are both very excited and motivated to make CES Miramar a success. We’re getting a lot of customers who are doing renovations around the house. They’re happy and excited to have a new electrical supply store so close to home.”

In other branch expansion news at City Electric Supply, the company opened its 17th store in Houston and the 41st location in Texas. CES Houston Downtown Branch Manager Michael Martini says the new store is in a perfect location. “We’re as close to downtown as you can possibly get,” he said in the press release. “You step out our front door, and you’re looking at skyscrapers. We can feel the cars speeding by on I-45, so this location makes us very accessible for downtown customers.”

CES says with the vast amount of apartment complexes sprouting up, along with other construction projects, their new branch hopes to meet the needs of its customers in the downtown Houston area.

The company is ranked #7 on Electrical Wholesaling’s 2021 Top 150 listing with more than 600 locations in North America.

NEMRA to Launch Mentoring Program for Reps and Manufacturers

The National Electrical Manufacturers Representatives Association (NEMRA), Carmel, IN, has partnered with industry veterans Kathy Jo Van of KJ Company (www.kjcompany.net) and Stacey Felzer of Chord Marketing Services (www.chordmarketingservices.com) to bring the customized Empowering Mentorship Program to NEMRA and its members.



According to Jim Johnson, NEMRA’s president, the NEMRA Empowering Mentorship Program is designed to bring industry professionals together for the development of future leaders and to increase the awareness of mentorship and the importance of mentoring through a proven program customized for NEMRA. The program is designed to not only help NEMRA reps and manufacturers retain and develop talent, but to increase diversity and inclusion in the electrical industry.

The program kicks off in April and runs for 14 weeks. There is a limited number of spots available. E-mail info@empoweringmentorship.com to sponsor a mentee or sign up as a mentor.

INDUSTRY EVENTS

April 12-14 2022

NAED ADVENTURE CONFERENCE

Baltimore, MD; www.naed.org

April 21-23, 2022

AHTD SPRING MEETING

Ponte Verdra, FL; Association of High Technology Distribution
www.ahtd.org

May 17-22 2022

NAED ANNUAL CONFERENCE

Scottsdale, AZ; www.naed.org

June 19-23, 2022

LIGHTFAIR 2022 TRADE SHOW & CONFERENCE

Las Vegas; www.lightfair.com

June 25-27, 2022

EASA CONVENTION

St. Louis, MO; www.easa.org

September 13-15 2022

NAED LEAD CONFERENCE

Milwaukee, WI; www.naed.org

Oct. 16-18, 2022

NECA SHOW & CONFERENCE

Austin, TX; National Electrical Contractors Association
www.necashow.org

Oct. 16-19, 2022

NALMCO CONVENTION & TRADE SHOW

Glendale, AZ; National Association of Lighting Maintenance Companies
www.nalmco.org

Oct. 26-27, 2022

ELECTRIC EXPO 2022

King of Prussia, PA;
Electrical Association of Philadelphia
www.electricepo.org



Crawford Electric/Sonepar Open New Location Near Austin

Crawford Electric Supply/Sonepar recently opened a branch near Leander, TX, 23 miles from Austin, TX. As the city of Austin and surrounding areas continue to grow, Crawford is excited to expand to better serve its customers in the region. The new location includes 12,000 sq ft in combined warehouse and counter space to allow customers to self-serve when picking material. Customers can walk the aisles to shop the more than 2,600 stock-keeping units (SKU)s of inventory and reduce time spent waiting to pick up their material. The new branch receives daily material shipments from the nearby 90,000-sq-ft Austin facility, ensuring healthy supply levels and accommodating special job-specific needs.

Located at 1501 Volta Drive in Cedar Park, TX, the branch is equipped to service the local residential and commercial markets. Leading the new location is Tyler Kuenast, a Texas A&M graduate with a degree in industrial distribution and more than five years of experience. “This area is rapidly growing, and I am excited to have the opportunity to kick-off the self-service model for Crawford,” he said in the press release. “I am confident it will elevate our customers’ experience and alleviate operational bottlenecks caused by wait times. We are ready to welcome customers today, but our grand opening is scheduled for April 2022.”

NORA LIGHTING DONATES \$15,000-PLUS SUPPORT UKRAINE

Nora Lighting founders Jilla and Fred Farzan offered to double donations made by Nora Lighting employees and sales reps in support of the Ukrainian people. Nora Lighting employees and representatives donated \$5,000 and the Farzan family doubled that donation to \$10,000. 100% of the donations went to support the people of Ukraine.

“As immigrants who fled from our own country, we believe supporting the freedom of Ukrainians and their desire to remain an independent democracy,” said Jilla Farzan, Nora Lighting executive vice president, in the press release.

2022 ELECTRICAL SALES FORECASTS

Powered by Electrical Marketing



NEED RELIABLE LOCAL MARKET DATA ON WHERE THE ELECTRICAL MARKET IS HEADED?

www.electricalmarketing.com is loaded with electrical market sales forecasts and related industry data for the 2022 market planning season.

In addition to keeping electrical executives current on the latest electrical market news, *Electrical Marketing* newsletter now offers a unique package of Electrical Sales Potential estimates at the national, state and local area, as well as state and national sales estimates for 17 key electrical products. This package of data and industry news is not available anywhere else in the electrical market. You can get it today as part of a special \$99 annual subscription to *Electrical Marketing*.

As part of your \$99 annual subscription, you get both online access to this data and 24 issues of *Electrical Marketing* newsletter, available either in print or online in a convenient downloadable PDF format. Included in *Electrical Marketing*'s new package of industry data:

ELECTRICAL SALES POTENTIAL

State & Metropolitan Statistical Area (MSA) data

Updated quarterly

Electrical Marketing's estimates for total electrical sales, as well as estimates for the electrical contractor and industrial market – the two core electrical market that account for more than 75% of all electrical sales through full-line distributors.

County-Level Sales Data

Updated twice-a-year

Drill down to the core electrical sales potential in the electrical contractor and industrial markets in more than 900 counties.

State-Level Electrical Product Sales Potential in 17 product groups

Updated annually

Electrical Marketing's estimates for state-level electrical sales potential are based on product mix data from more than 100 Top 200 electrical distributors.

Local Electrical Market Indicators

Updated quarterly

Keep tabs on building permits, gross metropolitan product, population growth and employment trends in core market segments.

Electrical Marketing

OTHER MARKET DATA

Local Construction Projects

Updated quarterly

A database of the largest construction projects in local markets across the U.S., with links to additional project information in news reports.

Electrical Market Indicators

Regular posts on the key electrical market indicators shaping this industry.

ELECTRICAL PRICE INDEX

Having a tough time keeping up with all of the price increases for electrical products? The Electrical Price Index offers a monthly update on pricing trends for more than 20 key electrical product groups.

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For questions on *Electrical Marketing*'s new market data, contact Jim Lucy, *Electrical Marketing*'s Editor-in-Chief, at jlucy@endeavorb2b.com.

The World of Lighting Controls

Here's an overview of the key trends in the lighting controls market and EW's picks for the best sources of information about this important product segment.



The latest in office lighting control factors in daylighting, occupancy and time of day to craft the best lighting for occupants.

The post-Covid era is a particularly interesting time for the lighting controls market right now. Most lighting salespeople were not able to meet face-to-face with many customers over the past two years to demonstrate new lighting controls, LED and fixtures. That's a big deal in lighting, because a huge part of the sale being able to compare and contrast different lighting systems for potential customers.

Merger and acquisition activity in the lighting market hasn't slowed down, either. GE Current bought the Hubbell Lighting division in 2021, and Signify closed on its acquisition of Eaton's Cooper Lighting unit in March 2020. In 2021, Signify acquired Telensa, a developer of lighting networks for smart cities and Fluence, a provider of lighting products for the agricultural market.

As electrical distributors, independent reps and manufacturers recalibrate their sales and marketing strategies to increase

their share of an important product area that accounts for 2.2% (approximately \$2.64 billion) of the estimated \$120 billion-plus in sales through full-line electrical distributors, they will be confronted with four major trends now reshaping the lighting controls market:

- App-based lighting control is commonplace for homes and other smaller applications.

- Wireless lighting control is popular for applications with a small footprint and retrofit work with a relatively limited number of fixtures to control.

- Networked lighting control systems are often tied in with HVAC, building automation and security systems in larger applications.

- Field-selectable CCT (correlated color temperature) and wattage is now widely available across the lighting industry.

App-based lighting controls. When someone says, "There's an app for that," they may be talking about one of the lighting manufacturers that over the past 10 years have developed

By Jim Lucy, Editor-in-Chief

apps for smartphone or tablet-based control of LED lighting systems. One of the first smart apps controlled the hue LED lighting systems introduced by Philips Lighting/Signify in Oct. 2012. The company promoted its ability to save favorite lighting scenes, tune white light from warm candlelight to vibrant, cool white light; and control and monitor lights remotely when not at home for security. Since the hue LED system hit the market, app-based lighting control for residential, smaller offices and other commercial lighting applications have become commonplace.

Wireless lighting control. When customers need to manage lighting in a medium-sized office, commercial or retail application with a dozen or two fixtures and moderate square footage in an open design, wireless lighting control may be an option. Paul Farris, Northeast regional manager for Leviton's Lighting & Controls business, says wireless lighting

control systems may also be an option in some retrofit applications where it may be difficult to install a hard-wired control system. He has seen them used in schools that want to convert underutilized areas into classrooms.

Networked lighting control systems. When building owners and tenants want to maximize their energy savings, they may need to link their lighting controls systems to a building's HVAC, security and automation systems for more sophisticated control of their lighting systems. In the recent LEDucation seminar, "Evaluating Lighting Control Sequence of Operations for High-Performing Buildings," Acuity's John McBride and Mark Lane said users want lighting control that's simple, easy to access and capable of producing major energy savings. Lane said another customer benefit of linking these building systems is cutting down on the number of maintenance contracts for HVAC,

lighting systems and other building systems. One interesting product that helps monitor these building systems is Amerlux's O3 Sensor Hub, a multi-sensor device that mounts to the ceiling and monitors temperature, humidity, motion, sound, light level and color.

Field-selectable LED control. Over the past few years, *Electrical Wholesaling's* editors have seen field-based control of color temperature and wattage and evolve from a product feature most common in high-end lighting fixtures and systems to one that's now available in basic downlights on the shelves of big-box retailers. This feature makes it super-simple for electrical contractors and other installers to customize color temperatures and wattage in the field. But there's an added bonus for electrical distributors, too. Because one fixture can cover so many different applications, it cuts down on the number of stock-keeping units (SKUs) a distributor must carry.

LIGHTING CONTROL VENDORS FROM A-Z

For product-specific information on lighting controls, here are the website addresses for major lighting control manufacturers. If we missed a vendor, please email Jim Lucy, Editor-in-Chief, at jlucy@endeavorb2b.com, and we will list you in the digital version of this article.

Acuity

www.acuitybrands.com/who-we-are/acuity-brands-lighting/acuity-controls

Audacy (Now under Ideal Industries' Cree Lighting business unit)

www.creelighting.com/products/intelligent-lighting/audacy-wireless

Cooper Lighting Solutions/Signify

www.cooperlighting.com/global/controls-wiring/building-systems

Crestron

www.crestron.com/Products/Lighting-Environment

Digital Lumens

digitallumens.com/solutions/lighting-controls

Douglas Lighting Controls – Universal Lighting

unvlt.com/products/controls

Enlighted – Siemens

www.enlightedinc.com

GE Current - Daintree Wireless Controls

www.gecurrent.com/controls-sensors

Hubbell Lighting (Now owned by GE Current)

www.hubbell.com/hubbellcontrolsolutions/en/Products/Lighting-Controls/Lighting-Controls-Sensors/cl/535416

Intermatic

www.intermatic.com/ARISTA

LEDVANCE

www.ledvance.com/professional/products/product-stories/vivares

Leviton

www.leviton.com/en/solutions/lighting-controls

Liteline

www.liteline.com/page/OnCloud

LSI Industries

www.lsicorp.com/products/controls/control-systems

Lutron

www.lutron.com

Philips Lighting/Signify

www.usa.lighting.philips.com/products/lighting-controls

Sylvania

www.sylvania-lighting.com/product/en-int/category/lighting-controls

Traxon e:cue/Osram

www.osram.com/ecue/

Wattstopper/Legrand

www.legrand.us/wattstopper

LIGHTING RESOURCES FROM A-Z

Where to go when you need to learn more about lighting controls

With all of the technological changes in lighting controls over the past few years, getting the latest available information on products and trends is critical. The associations, government resources, publications, websites and universities listed below are *EW's* picks for the best lighting education, information on trends and new products, and networking/educational opportunities at lighting industry events. We also listed the largest lighting vendors in the sidebar on page 15.

LIGHTING ASSOCIATIONS

When you take a step back and look at the lighting world, you quickly realize it's made up of several dozen individual communities, each with their own distinct areas of interest. While lamps, lighting controls and lighting fixtures account for 25% to 30% of the typical full-line electrical distributor's sales, there are hundreds of retail lighting showrooms, lighting reps, lighting designers and consultants, landscape lighting installers, lighting maintenance companies and other companies that focus on lighting 100%. The trade associations below capture the diversity of business interests in the lighting industry.

American Association of Independent Lighting Agents (AAILA)

www.lightingagents.org

This new group brings together independent lighting reps and lighting manufacturers to discuss issues of common interest. AAILA plans to offer online training and commissioned research for members. At press-time, the association had 26 reps and 28 manufacturers as members. The group plans to hold a member event on June 20 at LightFair in Las Vegas.

American Lighting Association (ALA)

www.alalighting.com

One of the larger trade associations in the lighting industry, ALA provides educational and advocacy services for operators of retail lighting showrooms, residential lighting reps, manufacturers of residential lighting equipment and other companies in the residential lighting market. ALA also publishes *Lighting* magazine and will be holding its annual conference Sept. 11-13 in Austin TX.

Illuminating Engineering Society of North America (IES)

www.ies.org

The 8,000-member IES focuses on helping members design quality lighting systems, and it's respected throughout the lighting world for its training, advocacy, standards, awards and communications programs. It publishes *LD&A (Lighting Design & Accessories)* magazine.

International Association of Lighting Designers (IALD)

www.iald.org

IALD has 1,500 independent lighting design professionals as members. The association provides widely respected training programs and product innovation awards.

InterNational Association of Lighting Management Companies (NALMCO)

www.nalmco.org

NALMCO members focus on the installation and maintenance of energy-efficient lighting systems for the retail commercial and industrial markets. The association's annual meeting will be held Oct. 16-19 at the Renaissance Phoenix Hotel & Spa, Glendale, AZ.

Lighting Controls Association

www.lightingcontrolsassociation.org

The Lighting Controls Association is part of the National Electrical Manufacturers

Association and focuses on educating the professional building design, construction and management communities about lighting controls.

National Electrical Manufacturers Association (NEMA)

www.nema.org

While not focused specifically on lighting, NEMA develops electrical products standards and is an advocate on Capitol Hill for legislation favoring its members' interests. It has historically been quite active in the development of federal energy-efficiency standards. NEMA recently published two new standards for lighting controls and other devices that report energy data.

National Lighting Bureau (NLB)

www.nlb.org

The National Lighting Bureau's main mission is lighting education. It also offers a Trusted Lighting Warranty program and two awards programs for its members. Its Annual Lighting Forums, available on YouTube (<https://nlb.org/annual-lighting-forum>), are always interesting panel discussions on current lighting topics of interest.

National Association of Energy Service Companies (NAESCO)

www.naesco.org

NAESCO members provide performance contracting services in lighting and other building energy services for customers in the government, institutional, educational and Fortune 500 sectors. In these performance contracts, the ESCOs typically install the equipment specified and guarantee the customer certain specific energy savings. The ESCOs in the association are independent companies and the performance contracting arms of manufacturers and utilities.



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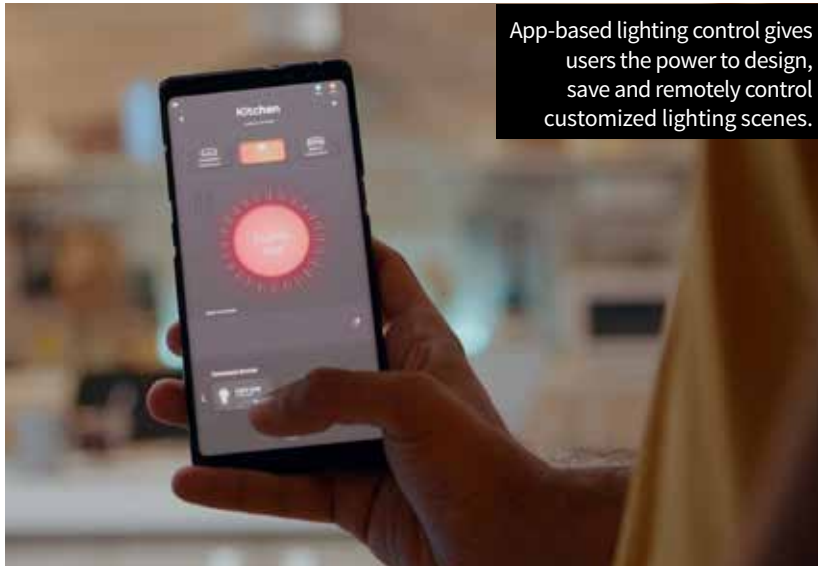
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ewweb.com/NewSub



App-based lighting control gives users the power to design, save and remotely control customized lighting scenes.

National Association of Independent Lighting Distributors (NAILD)

www.naild.org

This group of specialty distributors focus on the sales and supply of energy-efficient lighting products and systems. The group's 2022 annual meeting will be held on Sept. 13-16 at the Dallas Market Center in Dallas, in conjunction with the ArchLIGHT Summit. NAILD says the ArchLIGHT Summit will "showcase new products from hundreds of leading commercial brands reflecting the latest lighting trends and technologies, combined with a full slate of accredited educational and hands-on experiential sessions facilitated by the sharpest minds in design and lighting."

LIGHTING TRADE SHOWS & CONFERENCES

Along with the various events hosted by the trade associations mentioned in this article, these are some of the key lighting events being held over the next 12 months.

■ LightFair, June 21-23, Las Vegas (www.lightfair.com)

■ LightSpec Midwest, Oct. 4-5, Chicago (www.lightspec.midwest.com)

■ LightSpec West, Sept. 21-22, Los Angeles (www.lightspecwest.com)

■ Lightovation, Dallas International Lighting Show, June 22-25 (www.dallas-marketcenter.com)

■ LEDucation 2023, March 7-8, 2023, New York (leducation.com)

LIGHTING REBATES

These are the best sources of information on utility lighting rebates and other financial incentives offered by state or local government entities.

BriteSwitch

www.briteswitch.com

BriteSwitch's specialty is finding and capturing local, utility, state and federal rebates and incentives for commercial buildings across the US & Canada. Company founder Leendert Jan Enthoven is a regular contributor to *Electrical Wholesaling* and talked with *EW* on a recent *EW* Executive Insights podcast.

DSIRE (Database of State Incentives for Renewables & Efficiency)

www.dsireusa.org

DSIRE is another resource for information on rebates and other financial incentives for lighting products and renewables. The organization was founded in 1995 and is operated by the N.C. Clean Energy Technology Center at N.C. State University.

UtilityGenius

www.utilitygenius.com

EW's editors first met the UtilityGenius folks at LightFair 2021 in New York. Like BriteSwitch and DSIRE they collect and update rebate information. They offer some data for free and have monthly and annual plans for full access to the data.

LIGHTING PUBLICATIONS & WEBSITES

Dozens of lighting publications and websites are out there, and most of them cover specific tight verticals or communities within the lighting industry. The information sources below do a nice job of providing a broad perspective on the overall lighting market.

Edison Lighting Report

www.edisonreport.com

Edison Lighting Report is recognized for Randy Reid's coverage of breaking lighting news. Reid also publishes the "Today in Lighting" YouTube video, a regular update on industry news.

DesigningLighting

www.designinglighting.com

DesigningLighting's website and magazine profile innovative lighting designs and provide business information to the lighting design community. Randy Reid is the editor.

InsideLighting

inside.lighting

InsideLighting's website says its goal is to help lighting professionals do their jobs easier and quicker. The website is loaded with informed takes on industry news, video Q&As and other interesting lighting content. Lighting industry veteran Al Uszynski launched the website in 2016.

Lighting Design & Accessories (LD&A)

www.ies.org/lda-magazine

You can always count on LD&A for profiles of lighting projects and coverage of technical issues in the lighting world.

LEDs magazine

www.ledsmagazine.com

A more technical read, the publication's readers are engineers, researchers, scientists and technical professionals involved with solid-state lighting (SSL) technologies.

US Lighting Trends

www.uslightingtrends.com

A new content source for the lighting world, *US Lighting Trends* is a bi-monthly digest of the latest lighting news and trends.

LIGHTING AWARDS PROGRAMS

If you want to get a sense of which lighting products are attracting the praise of the industry's designers and consultants, check out these annual lighting awards programs.

IES Illumination Awards

ia.ies.org/portfolio-items/2021-illumination-awards

LightFair Innovation Awards

www.lightfair.com/lightfair-innovation-awards

NLB Art & Science of Lighting Awards

edisonreport.com/nlb-2021-art-science-of-lighting-awards-winners-announced

NLB Tesla Awards

nlb.org/tesla-award

UNIVERSITIES OF LIGHTING

IALD offers a listing of the colleges and universities in the United States and abroad that have a focus on architectural lighting design. The U.S.-based universities in the listing are:

New York School of Interior Design, New York

www.nysid.edu/master-of-professional-studies-in-lighting-design

Otis College of Art & Design, Los Angeles

www.otis.edu/extension

Parsons-The New School for Design, New York

<https://sce.parsons.edu>

Penn State University, University Park, PA

www.ae.psu.edu

Rensselaer Polytechnic Institute, Troy, NY

www.lrc.rpi.edu

Texas Christian University, Fort Worth, TX

<https://finearts.tcu.edu>

OTHER GREAT SOURCES FOR LIGHTING INFORMATION

You will also find plenty of solid lighting info on the websites for the Designs Light Consortium, DOE, IES and Rensselaer's Lighting Research Center.

Design Lights Consortium

www.designlights.org

The DLC is a non-profit organization focused on rigorous testing for lighting performance. It's best-known for its DLC Qualified Products Lists. DLC says these lists are the "largest verified lists of high-performing and energy-saving LED lighting solutions in the world," and that the LED lighting products on them undergo thorough vetting and review by DLC experts to ensure they meet rigorous energy and quality requirements. Lighting manufacturers whose products pass this testing often proudly display the DLC listing logo on product packaging.

Department of Energy's Solid State Lighting Program

www.energy.gov/eere/ssl/about-solid-state-lighting-program

Within the DOE's Office of Energy Efficiency & Renewable Energy is a federal program that over the past 20 years has helped save an estimated \$20 billion in annual energy costs and 185 billion kWh annually by funding 347 R&D projects in the lighting field. It also promotes best practices in energy-efficient lighting product design and

offers online and in-person education for lighting professionals.

IES Progress Reports

www.ies.org/lda-magazine/lda-hot-topics/2020-ies-progress-report

The Progress Reports published by the Illuminating Engineering Society are intended to serve as an impartial annual gauge on development of new lighting technology, and the public reports are a good read if you want to cut through the promotional gobbledygook that often obscures which new lighting products are offering something truly different. IES says its Progress Committee's mission is to "keep in touch with developments in the art and science of lighting throughout the world and prepare a yearly report of achievements for the Society."

The organization says all submissions are judged by an impartial panel of lighting experts on their "uniqueness, innovation and significance to the lighting industry." A surprisingly small number of submittals make it into the report. In 2020 there were 171 submittals, but only 82 were accepted into the report.

Lighting Research Center

www.lrc.rpi.edu

The Lighting Research Center at Rensselaer Polytechnic Institute now focuses its research and advocacy efforts on LED lighting, 3D printing for lighting, aviation lighting, photometry and lab testing consultation and industry education. **EW**



Lutron's lighting controls and shading systems can be programmed to factor daylighting into light levels.

Photo courtesy of Lutron

THIS MONTH'S PRODUCT PICKS

Smart Architectural LED Solutions

The STRUT System of Architectural Solutions incorporates direct and indirect illumination, wall wash, downlighting, accent lighting and pendants utilizing connected control technologies. STRUT's magnetic infrastructure allows a user to slide elements within the channel and adjust lighting effects while powered on-site. The STRUT system's Connected Power Unit (CPU) accommodates voltage input ranges of 120-277V AC and is available in various wattages up to 600W. The CPU enables 0-10V, TRIAC/ELV and optional DMX dimming protocols for interfacing with control systems. Each lighting or control element on STRUT is addressed and commissions easily from an iOS or Android app to control and schedule elements in groups, and then integrates with building control systems.



WAC Lighting / www.waclighting.com



Spotlights

ERCO has expanded their Parscan line to now include Parscan 48V for Minirail 48V track and Parscan 120V New for 120V track. The Parscan spotlights use re-engineered and precise Spherolit lenses for controlling the light – in no less than 12 practical light distributions that can be exchanged without tools. The product series offers a range of lighting options for a variety of applications. The Parscan 48V is particularly suitable for lower rooms thanks to the miniaturized dimensions of its adapter and in combination with the Minirail 48V track. For other applications, Parscan 120V is a universal system where versatility is required.

ERCO / www.erco.com

LED Downlights

As part of the Keystone LED Downlights line, Advanta lights are equipped with Power Select and Color Select technologies, allowing users to adjust power output and color temperature in the field with the flick of a switch. Designed for commercial downlighting needs, Advanta features an integrated driver, deep recessed look and flexible metal conduit for all wiring. With its interchangeable trims, Advanta is designed for commercial retrofit applications of existing 4-pin CFL based fixtures as well as new construction projects. The wiring conduit includes a quick disconnect feature to aid in easy installation. Other features include up to 90 CRI, 0-10V and TRIAC dimming options, Energy Star ratings and available use in wet locations.



Keystone / www.keystonetech.com

LED Tape Light

The PrimaLine tape lights now have maximum run lengths of up to 82 ft. In addition to the increased length, the tape lights maintain the same brightness level throughout the length of the tape, according to the company. Ideal for larger coves, hallways, retail displays and other long run applications, the new design is being introduced on the PrimaLine DC tape lights, including the PrimaLine 1.5 (12V and 24V), PrimaLine 3 (12V and 24V) and the PrimaLine 1.5 XT and 3 XT long run tape lights. The UL-listed PrimaLine tape lights are offered in multiple lumen outputs, color temperatures and high 95+ CRI options. The LED products also feature high R9 and R13 values for superb rendering of warm tones.



Alloy LED / www.alloyled.com

Undercabinet Light

The Contrax 2 Builder Grade Undercabinet Light is designed for residential applications. Created for homebuilders, the Contrax 2 Builder Grade LED Undercabinet Light offers contractor-friendly knockouts with a versatile access panel, delivering a simple and straightforward hard-wiring process. In addition to allowing low power consumption of up to 24W, Contrax 2 is surface mounted for an ultra-low profile and available in 8 in., 16 in., 24 in., 32 in. and 40 in. size options. With white or dark bronze finishes and a 120-degree beam angle, the product provides essential task lighting for a variety of applications. Contrax 2 features 120V AV input and is available in 3000K CCT with a high color rendering index of 90+ CRI. The product is also dimmable 10-100% with TRIAC and CL options.



American Lighting / www.americanlighting.com

UV-Free Antimicrobial Lighting

ActiveCLEAN, a UV-free antimicrobial LED lighting solution, is a 405-nanometer lighting solution which, according to the company, kills 90% or more of bacteria, fungi, yeast, mold and viruses, including SARS-CoV-2, the virus that causes COVID-19. The product is ideal for high-traffic environments where people congregate. Currently available in the Linea and Gräv LED family of luminaires, ActiveCLEAN offers two modes for providing antimicrobial surface cleaning around the clock. The first is single mode that utilizes white Antimicrobial+Light to provide uninterrupted antimicrobial activity and comfortable task and ambient lighting in 3,000K or 4,000K with 80 CRI during standard working hours. The second mode, dual mode, pairs white Antimicrobial+Light with Enhanced Antimicrobial Light, doubling the antimicrobial dosage in a single LED light diode.



Amerlux / www.bestlight.amerlux.com



Can-less LED Downlights

HALO QuickLink is a can-less low voltage lighting system now available with phase cut dimming control for residential applications. QuickLink is powered by a single LED remote driver and junction box. The product can twist-connect up to eight fixtures to the low voltage cable. According to the company, QuickLink wiring is 85% faster compared to traditional downlighting. QuickLink phase cut dimming kits come in size 4" and 6" HLBQL and LTQL-DM.

Cooper Lighting / www.cooperlighting.com

LED Temporary Work Light

The Appleton TL LED temporary work light family allows bright, energy-efficient 360-degree illumination. The company has expanded the line to include 60W (200W HID equivalent – 7,200 lumens), 100W (400W HID equivalent – 12,000 lumens), or 150W (600W HID equivalent – 18,000 lumens) TL models. According to the company, the product requires only 25% of the power consumed by the High Intensity Discharge (HID) temporary fixtures or incandescent stringer lights. Appleton TL LED lights operate at a lower temperature to prevent burns if the lamp is touched accidentally.

Emerson / www.emerson.com



THIS MONTH'S PRODUCT PICKS

Fixtures for Retrofit Applications

The Pearl retrofit series has expanded to include a 5 in./6 in. trim compatible with new and existing recessed housings. According to the company, the product delivers over 1,200 lumen output for brighter illumination in residential or light commercial applications. Additionally, the Pearl retrofit series is available in 13 trim styles and multiple finishes. The luminaires are cULus classified for use in most existing IC or non-IC housings and compatible with shallow plenum housings. LED module/driver assembly includes field changeable optics (spot, narrow flood and flood) to customize the luminaires per application. Color temperature options include 2,700K, 3,000K, 3,500K, 4,000K or Comfort Dim technology. Comfort Dim creates a warm ambience in residential and hospitality settings by adjusting the color temperature from a bright 3,100K to an intimate 2,000K on a gradual, even curve.

Nora Lighting / www.noralighting.com



Tunable LED Light Fixtures

The new LED Light Fixtures are created to meet the design, intelligence and customization that homeowners need. The fully tunable light fixtures add real-time personalized lighting control into the Crestron Home operating system. Through the Crestron Home platform, homeowners have full control of the color of their lights including hue, saturation, color temperature and intensity of light, or they can opt to synchronize the LED Light Fixtures with their natural circadian rhythm or utilize a Crestron Solar Sync sensor to match the natural light outside. Other features include scene-based control, whole home settings that can be used for lighting and further customizable options to add focal points of light to any space in a home.

Crestron / www.crestron.com

LED Roadway Luminaire

The RoadMax series of roadway luminaires will include three sizes: small, medium and large and a range of wattages designed to replace legacy HID 100W, 250W and 400W cobraheads. According to the company, the first model in the series, the RoadMax RX1, will have wattages ranging from 30W-70W and an estimated output range of 3,000 to 9,000 lumens. The luminaire was designed with RP-8-18 roadway requirements in mind. The optical design offers a combination of roadway performance and glare control that addresses concerns regarding disability glare and light trespass from roadway lighting. The product is compatible with ConnectLED, a Bluetooth app for wireless lighting controls that enables dimming and dimming schedules without the need for a network.

EVLUMA / www.evluma.com



Speaking Out

(Continued from page 32)
your strategies and priorities. Customers change. Business models change. Leaders change.

It's a best practice to evaluate your business on a semi-annual or annual basis, or when circumstances change. You may find that you need to adjust your approach. Maybe that old customer

who was friends with your retired boss isn't paying their bills on time. Maybe that other old customer is going after business that doesn't offer a solid profit. Maybe a non-customer bought a good customer. These changes should be a trigger for a reevaluation.

Executing your strategy successfully is saying yes to the right things, and equally

important, saying no to the things that are wrong for your business.

Get comfortable saying no, and you'll have a greater ability to say yes when you really should. Your customers will respect you and your owners will be pleased with the higher profits. That's the value of saying no when the opportunity isn't right. **EW**

E-Biz Meeting Sets Attendance Record

More than 200 industry executives enjoyed the educational and networking opportunities at the event.

The 2022 IDEA E-Biz Conference, held March 7-9 in Chantilly, VA, smashed the event's all-time attendance record, with 217 attendees. Approximately one-third of the registrants were first-timers, which delighted an IDEA staff that went all-out to put on the association's first live conference in two years.

The meeting was a reboot of sorts for IDEA for several reasons. It was the first opportunity IDEA had to get face-to-face feedback about the launch of IDEA Connector, a revamped version of its legacy IDW (Industry Data Warehouse), which the association's technical experts managed to launch in the midst of the Covid-19 pandemic. IDEA Connector was engineered to provide IDEA distributor and manufacturer members with a secure, accurate "single source of truth" for electrical product data. It currently contains 2.9 million stock-keeping units (SKUs) from more than 1,000 electrical brands. Nineteen of the 20 largest electrical distributors on *Electrical Wholesaling's* latest Top 150 listing utilize the IDEA Connector, and it serves more than 7,000 branches of NAED distributors, which jointly account for 90% of the association's total member revenue volume.

David Oldfather, IDEA's president and CEO, gave attendees at the conference's opening session an overview of some new services IDEA is now developing for electrical distributor and manufacturer members including:

- In-house data mapping tools;
- The association's new rebate management partnership with Enable;
- Global syndication of electrical product data;
- A new weights and measures program designed to help companies accurately track procurement movement in automated warehouses;
- And its harmonized data initiative.

The conference also offered two full days of technical sessions and round tables and an intriguing presentation by futurist Jack Shaw about how he believes businesses



The meeting was the first opportunity for David Oldfather and the IDEA team to get face-to-face feedback about the new IDEA Connector, which updated the legacy IDW.

will soon use blockchain technology to securely share information such as financial transaction data, change order and legal contracts. He believes blockchain will be commonly used in the business world within 10 years.

Further down the road, the company is working on a new data auditing system to track which products in the IDEA Connector database distributors are accessing most and is considering development of a web storefront package for distributors not currently using an online storefront.

Attendees also enjoyed a dinner sponsored by XCHANGE at the Bull Run Winery, and learned that Susan Streich, one of everybody's favorite people out on the electrical circuit, will be retiring from IDEA in July.

Next year's IDEA E-Biz Conference will be held Sept. 17-21 2023, at the Loews Vanderbilt Hotel in Nashville. **EW**

By Jim Lucy, Chief Editor

5 TRENDS THAT WILL SHAKE THE ELECTRICAL MARKET

EW's new Lunchtime Learning series will offer the electrical market a new training resource for new employees.

EDITOR'S NOTE

This article is part of *Electrical Wholesaling's* EW's Lunchtime Learning classes, a new educational resource for the electrical market aimed at both newcomers and industry veterans in the electrical market.

In addition to articles in *Electrical Wholesaling's* print magazine and on ewweb.com, the classes will also be available in a YouTube video format. Each video is no longer than 10-15 minutes in length. EW's editors believe breaking the content into bite-sized chunks will enable viewers to watch the videos whenever and however works best in their busy schedules. And because the classes are in a YouTube video format, you can watch it on a mobile device, laptop or desktop computer.

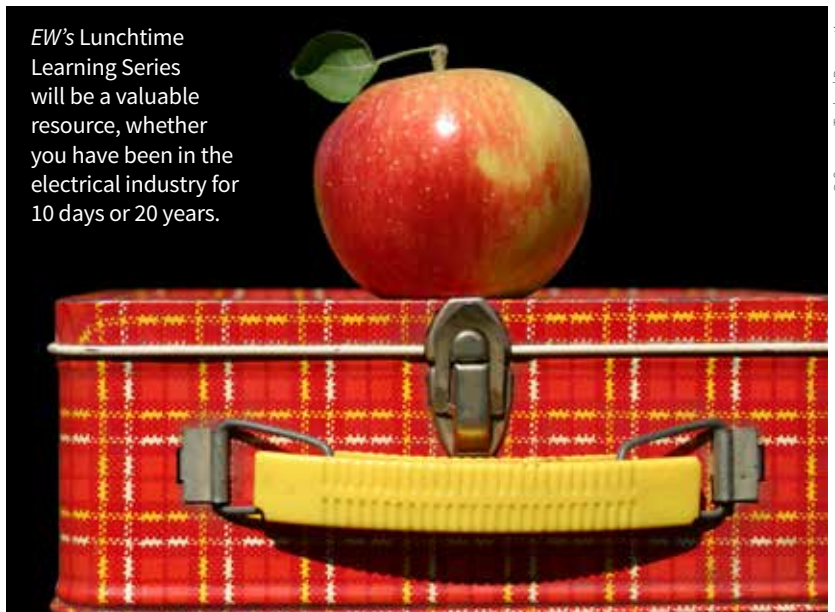
We learned from the success of *Electrical Wholesaling's* Today's Electrical Economy podcasts that EW's subscribers enjoy the shorter format. And because we broke down the content into bite-sized chunks, you can squeeze a quick class into your lunch hour, or whenever you have a few extra minutes for some online learning.

If you are a manager, you can use the classes for lunch-and-learns for your team. To help you do that, each session includes some "Points to Ponder" — suggested questions about the subject matter to generate a discussion on the content. Each class also offers suggestions for additional resources in case you want to learn more.

EW's LunchTime Learning series has two tracks — one for newcomers to the electrical market and one for managers

By Jim Lucy, Editor-in-Chief

EW's Lunchtime Learning Series will be a valuable resource, whether you have been in the electrical industry for 10 days or 20 years.



© Suzanne Tucker | Dreamstime

and industry veterans. The classes for new employees include an overview of the electrical wholesaling industry and EW's popular *Electrical Market 101* content, which introduces students to the basis of the industry's three largest market segments, the commercial, industrial and residential markets.

EW's Lunchtime Learning Series will be a valuable resource for you, whether you have been in the electrical industry for 10 days or 20 years. *Electrical Wholesaling's* editors here at Endeavor Business Media are excited about this new learning resource and think it's a new and exciting format that will help us carry out the same editorial mission we have had for more than 100 years — to help you run your company more profitably and to sell more electrical products.

"Five Trends that Could Shake the Electrical Market," *Electrical Wholesaling's* editors make their picks for the trends that we believe will have the most impact on the electrical industry in this post-COVID era. These trends are:

1. Inflation-fueled electrical price increases will continue
2. Acquisitions are off to a slow start in 2022, but they are bound to heat up again & follow the long-term trend of consolidation
3. Massive population shifts are reshaping which local markets will grow fastest in the future
4. The talent crunch will continue for distributors & their customers
5. Technology is creating exciting new sales opportunities

#1 Inflation-fueled electrical price increases will continue. It's tough to forecast exactly how long we will see this historic rise in electrical prices. Inflationary pressures stemming from materials shortages, supply chain snafus, uncertainty over the health of the economy and more recently the war in Ukraine have driven electrical prices to heights not seen in more than a decade.

Electrical Marketing newsletter's monthly Electrical Price Index has been tracking the prices of more than 20 electrical products since 1990, and over the past year the index as a whole has shown double-digit year-over-year increases since March 2021. Its most recent data for Feb. 2022 is up +19.36 over Feb. 2021. That mind-blowing increase pales in comparison to eight other product categories riding even higher over that time period: Conduit Fittings (+49.3%); Non-metallic Conduit (+45.2%); Pole-Line Hardware (+45.1%); Boxes (+44.7%); Power Wire & Cable (+41.6%); Ballasts (+39.1%); and Building Wire & Cable (+25.7%); and Motors (+21%). If you need monthly estimates for changes in 28 core electrical product categories developed by S&P Global for *Electrical Marketing* newsletter, they are available as part of a \$99 annual subscription.

#2 Acquisitions are off to a slow start in 2022, but they are bound to heat up again & follow the long-term trend of consolidation. Last year was one of the busiest acquisition years ever for distributor M&A activity. Last year, *Electrical Marketing* had reported on 26 deals. Eleven of them involved the sale of electrical supply houses on *Electrical Wholesaling's* 2021 Top 150 Distributors list (see chart).

But it wasn't the number of acquisitions that stands out; it's the amount of sales dollars changing hands. *EW* estimates that no less than \$2.5 billion in industry sales is now under new ownership. Rexel's acquisition of Mayer Electric Supply, Birmingham, AL, accounted for approximately \$1.1

billion of that amount, but there were at least six other deals that involved distributorships with \$100 million-plus in sales. The Mayer acquisition was one of the largest acquisitions in the industry over the past decade, and it dramatically increases Rexel's presence across the Southeast, Texas and western Pennsylvania. Rexel also

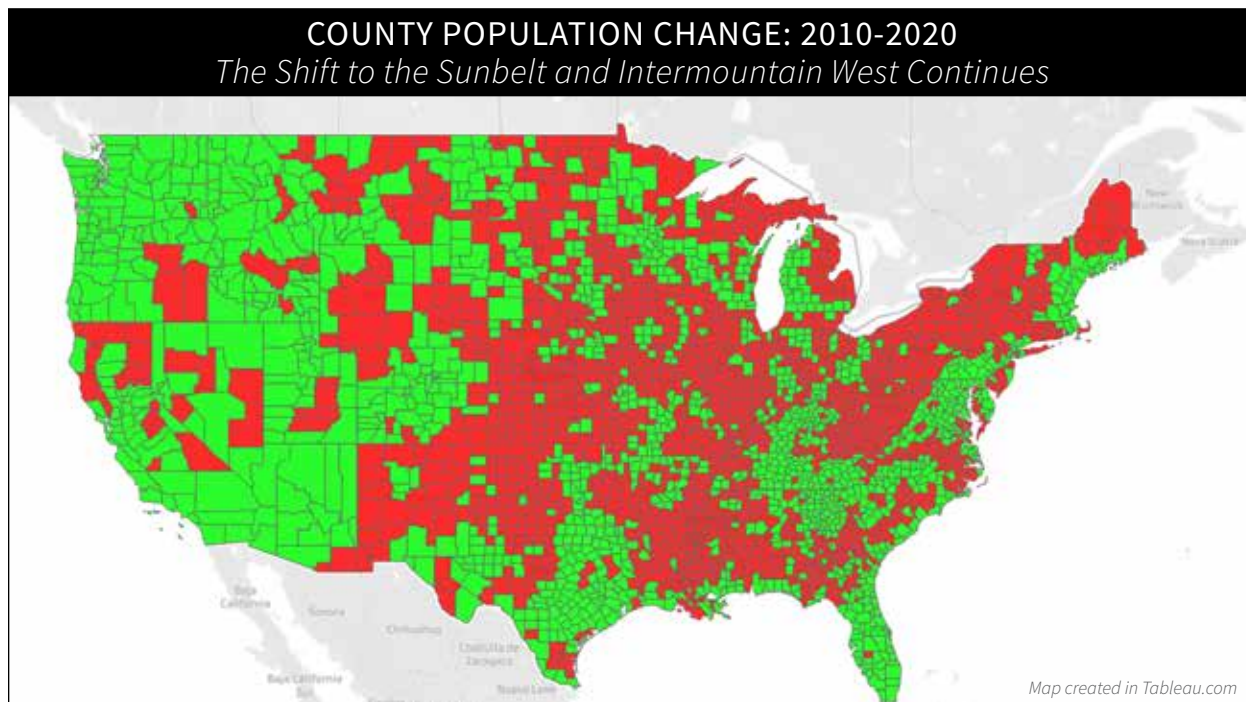
recently purchased Winkle Electric Co. in Youngstown, OH.

According to *EW's* database of distributor acquisitions, Rexel has acquired at least 30 wholesalers in the United States and Canada since the 1980s, including well-known players like Platt Electric Supply, Beaverton, OR (2012); Branch Group, Upper Marlboro, MD

ELECTRICAL MARKETING'S ELECTRICAL PRICE INDEX FOR FEBRUARY 2022					
Product Categories	Feb.22	Jan.21	Feb.21	% Change Mo. Ago	% Change Yr. Ago
Conduit Fittings	263.7	267.4	176.6	-1.4	49.3
Nonmetallic Conduit	258.6	260.4	178.1	-0.7	45.2
Pole Line Hardware	262.8	266.9	181.1	-1.5	45.1
Boxes	276.9	276	191.3	0.3	44.7
Power Wire & Cable	333.5	334.1	235.6	-0.2	41.6
Ballasts	214.6	213.4	154.2	0.6	39.1
Building Wire & Cable	256.6	254.3	204.1	0.9	25.7
Switchgear	216.4	195.9	176	10.5	23
Motors	199.6	190.9	164.9	4.6	21
Total Index	192	190.8	160.5	0.6	19.6
Metal Conduit	228	226.4	191.1	0.7	19.3
Panelboards & Switches	205.6	195.6	175.3	5.1	17.3
Telephone	226.5	225.6	194.6	0.4	16.4
Generators	179.6	174.5	155.2	2.9	15.7
Fuses	188.6	182.6	164.1	3.3	14.9
Fasteners	190	186.8	166.3	1.7	14.3
Residential Lighting	168.9	167.7	149.5	0.7	13
Fans & Blowers	191.5	189.3	169.6	1.2	12.9
Circuit Breakers	204.4	212.6	181.8	-3.9	12.4
Industrial Controls	185.8	185	166.1	0.5	11.9
Wiring Devices & Connectors	153.2	152.1	137.3	0.7	11.6
Elec. Heating Equip.	165.7	164.8	149.4	0.5	10.9
Industrial Fixtures	159.6	158.6	144.4	0.6	10.5
Appliances	127.3	126.5	116.5	0.6	9.2
Lamps	177.7	177.7	163.3	0	8.8
Air Conditioners	177.2	176.6	164.2	0.3	7.9
Hand & Power Tools	158.5	157.7	147.2	0.6	7.7
Transformers	153.5	153.2	142.6	0.2	7.7
Elect. Meas. & Integ. Inst.	134.8	134.8	127.1	0	6.1

Monthly estimates for changes in these 28 electrical product categories are developed by S&P Global exclusively for Electrical Marketing newsletter and are available as part of a \$99 annual subscription.

As a whole, Electrical Marketing's Electrical Price Index's is up +19.6% year-over-year (YOY) increase. Typical YOY increases are usually less than +1%.



In this map, the counties outlined in green had population increases over the past 10 years, while the counties in red lost population. It illustrates how a “green wave” of population growth is sweeping over the Sunbelt and Intermountain states.

(2000); Westburne, St. Laurent, Quebec (2000); GE Supply, Shelton, CT (2006); and Capitol Light & Supply (CLS), Hartford, CT (2006).

Graybar Electric Co., St. Louis, also made headlines with its acquisition of three Top 150 distributors: Metro Electric Supply, St. Louis; Shingle & Gibb Automation, Moorestown, NJ; and Stevens Engineering, South San Francisco, CA. Together, the three companies add an estimated \$180 million in revenues to Graybar, which logged approximately \$7.2 billion in 2020 sales.

Sonepar USA, North Charleston, SC, also made waves, with its acquisitions of two well-known Midwestern distributors — Springfield Electric Supply, Springfield, IL, and Richard Electric Supply, Cincinnati.

OmniCable, West Chester, PA, surprised the wire and cable world with its purchase of Houston Wire & Cable, Houston, and Consolidated Electrical Distributors, Irving, TX, adding to an already strong position in the Sunbelt with its acquisition of Wildcat Electric Supply, Houston. Another Pennsylvania distributor was in the news this year,

with the sale of Rumsey Electric Co., Conshohocken, PA, to Kendall Electric Inc., Portage, MI.

Another acquisition of note was the deal where Supply Chain Equity Partners (SCEP), Tampa, FL, bought the largest independent distributor headquarter in Florida — Electric Supply of Tampa. The company is one of the 100 largest distributors in the United States. This deal was also unique because of SCEP’s background. According to Jim Miller, one of the company’s partners, SCEP is the only 100% distribution-centric private equity fund in the U.S. SCEP’s investors include more than 40 distribution veterans, including eight former owners of Top 200 electrical wholesalers. ESI is SCEP’s 44th distribution investment since 2007.

Prior to founding SCEP, Miller and the principals of the fund worked in an advisory capacity for some of the biggest electrical wholesalers in the U.S. and abroad, including Warren Electric, Stuart C. Irby, Edson Electric, Leff Electric, Platt Electric, Melexa, Heritage/One-Source, Calvert Wire & Cable, Houston Wire & Cable, Roden Electric and Western Extralite.

#3 Many of the fastest-growing local electrical economies are located

in the Sunbelt and Intermountain states. Population growth (or decline) has a direct impact on the electrical construction industry because new residents need places to live, shop, go to school, worship, work and play. When folks move into or leave a local market area it immediately affects the potential demand for the construction and renovation of homes and apartments, schools and colleges, churches, synagogues and other houses of worship, hospitals and medical offices, Main St. shops and strip malls, government offices, sporting facilities and other retail, commercial and institutional construction.

With the U.S. Census Bureau’s population data (released annually), you can quickly identify where the most residents are moving into or leaving a geographic area. The map above uses this data to show you which counties have added or lost population over the past 10 years and clearly illustrates the massive population shift the United States is experiencing, with tens of thousands of people moving from areas in the Midwest and Northeast to Sunbelt

locations in the Carolinas, Georgia, Florida, Texas and Arizona, as well as Intermountain states like Colorado, Idaho and Utah.

The population growth in the fastest-growing counties in these states is staggering. For instance, from 2010 to 2020, the Phoenix metropolitan area in Maricopa County, Ariz., added 761,964 new residents (+20%), and Texas had five of the Top 10 counties that added the most new residents from 2010 to 2020: Harris County (Houston) added 645,794 residents; Tarrant County (Dallas) was up 314,313 residents; Bexar County increased its population by 312,050 residents; Collin County was up 289,728 residents; and Travis County (Austin) added 276,237 residents.

#4 The talent crunch will continue for distributors' electrical contractor customers. Electrical contractors are feeling the current labor shortage. According to *EW* estimates developed from the monthly job opening data collected by the U.S. Bureau of Labor Statistics, at least 49,000 job openings exist at electrical contractors. Many of these job openings are posted on LinkedIn. *EW*'s editors track the LinkedIn job postings by the 10 largest electrical

contractors on *EC&M*'s Top 50 Contractors listing and found that at press-time more than 2,000 jobs were posted by these companies, including M.C. Dean (741 jobs posted); Quanta Services (439 jobs); Berge Electric (148 jobs); Faith Technologies (136 jobs); and MYR Group (132 jobs).

Some electrical distributors are helping their contractor customers with their talent crunch by stocking preassembled electrical products and systems so they don't have to spend valuable labor and time wiring or assembling products on the job-site. For example, in Graybar Electric Co.'s "Install This-Not That" initiative, the company suggests time-savings preassembled products such as pre-wired receptacles, prefab box assemblies, conduit trapeze supports and metal boxes that snap on to metal stubs instead of having to be fastened with screws.

#5 Despite the current economic uncertainties, new technologies will create exciting sales opportunities in the near future. Many electrical distributors are already taking advantage of all the new business now available in lighting retrofits because of the technological developments in LED lighting.

The sale of electric vehicle charging stations will be big business for the electrical contractors trained to install them, and distributors are in the perfect position to stock and sell EV chargers because many of their existing suppliers are already selling them, including Schneider Electric, Siemens, Leviton and Eaton.

Out in the field, you may find new sales opportunities with customers involved in new types of construction. Two of the more interesting trends *EW*'s editors have seen is the conversion of vacant or underutilized or office space in urban areas into apartments and the modular construction industry. Modular construction companies like Factory OS (www.factoryos.com), MiTek Modular (www.mitekmodular.com) and even Marriott Hotels now prefabricate individual apartment units, hotel rooms, hospital patient rooms and other types of buildings that have units with the same footprint at a central construction facility and ship them to the building site, where they are picked up by cranes and stacked up like Lego bricks. **EW**

Did we miss any big trends out in the market? We would love to chat with you about them. Contact Jim Lucy, Editor-in-Chief at jlucy@endeavorb2b.com.



Photo courtesy of Danny Forster & Architects

Danny Forster & Architects provided Marriott Hotels with prefabricated hotel rooms for a project in the Big Apple.

Offshore Wind Farms Ready to Power Sales of Electrical Construction Materials

The recent auction for wind farm development rights covering more than 480,000 acres off the coasts of New Jersey and New York is the latest indication that U.S. offshore wind farms will be ramping up in the next few years.

Some wire and cable manufacturers will supply the high-voltage undersea cables linking the wind turbines and offshore substations several miles to the onshore electric utility network. But the big play for many electrical manufacturers, distributors, contractors and engineering firms will be the development of onshore electrical infrastructure



Photo: Courtesy of GE

for the staging areas at U.S. ports where crews will ferry equipment out to the wind farms; facilities to build or assemble foundations and towers for the turbines; training facilities for workers in the wind industry; and shipyards building the CTVs (crew transfer vehicles) that will take workers to the wind farms, which will typically be at least 9 miles to 30 miles offshore.

While some small-scale wind farms are operating or are being built off the coasts of New England and Virginia, right now the bulk of the development activity is being planned

off the coasts of New Jersey and New York. According to a press release from the Bureau of Ocean Energy Management (BOEM), the areas covered by the New York Bight leases in the Feb. 23 auction could eventually provide 5.6 GW (gigawatts) to 7 GW of offshore wind energy — enough to power nearly 2 million homes. According to a report at www.offshorewind.biz, this auction attracted 25 bidders, including big names in the offshore wind business like BP, Equinor and Shell.

There's been a steady flow of news about development activity in this niche with a direct impact on the electrical wholesaling industry. For example, Southwire recently announced that it would manufacture 32 miles of cable for the Vineyard Wind project off Cape Cod, and the New Jersey Wind Port, a \$300-million to \$400-million project south of Philadelphia on Delaware Bay is moving quickly through the planning process. It will service the 1,100-MW facility that will be built by Ørsted off of Atlantic City, NJ.

New York will also see quite a bit of onshore development related to the Empire Wind, Beacon Wind and Sunrise Wind projects to be built off Long Island's coast. These projects will include a tower manufacturing facility on the banks of the Hudson River in Albany, NY; a staging and assembly yard at the South Brooklyn Marine Terminal in Brooklyn, NY; operations/maintenance facility in Port Jefferson/East Setauket, NY; and training facilities at the SUNY Stony Brook and SUNY Farmingdale state college campuses.

Several U.S. shipyards are also seeing new orders for the vessels bringing workers and supplies to the offshore wind farms. For example, Rhode Island's Blount Boats and Senesco Marine received order for a total of five CTVs, according to a report in the Rhode Island Business Journal, and Edison Chouest Offshore (ECO) is working with Ørsted, Eversource and several other wind and maritime players to build SOVs (Service Operations Vessels) at its shipyards in Florida, Mississippi and Louisiana.



Need more green news? Check out G-Biz, a free e-mail newsletter published twice-a-month by the editors of *Electrical Wholesaling* and *Electrical Construction and Maintenance* magazine. You can subscribe by visiting www.ewweb.com and clicking on the "G-Biz" link in the left column.

MaxLite Announces the Grand Opening of its New and Expanded Warehouse in Indiana

MaxLite recently announced the grand opening of its new state-of-the-art distribution center in Greenwood, Indiana. The new 100,000-sq-ft facility, located just outside Indianapolis, doubles the size of its existing facility in the same city and will significantly improve delivery times to customers. It also expands MaxLite's growing network, with additional distribution centers in northern New Jersey and Anaheim, CA.

In addition, the center will serve as the central hub to store secondary products



and solutions from MaxLite's product portfolio. Located less than two miles from the company's original facility, it will allow deliveries to customers throughout

the continental U.S. in three days or less, according to the release. Within the central region, MaxLite says customers can expect delivery in 1-2 business days.

As part of a focus on green initiatives, MaxLite has outfitted the facility with its energy-efficient linear highbays and innovative c-Max controls. In addition to the energy savings realized from the LED lighting, the control sensors will further reduce energy consumption by only lighting active areas while maintaining safe lighting levels for warehouse associates.

\$5 Billion Earmarked for National EV Charging Network

The U.S. Departments of Transportation and Energy recently announced that nearly \$5 billion in federal funding will be made available under the new National Electric Vehicle Infrastructure (NEVI) Formula Program established by President Biden's Bipartisan Infrastructure Law, to build out a national electric vehicle charging network, an important step towards making electric vehicle (EV) charging accessible to all Americans.

The program will provide nearly \$5 billion over five years to help states create a network of EV charging stations along designated Alternative Fuel Corridors, particularly along the Interstate Highway System. The total amount available to states in Fiscal Year 2022 under the NEVI Formula Program is \$615 million.



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This index is a service to our readers. Every effort is made to maintain accuracy, but *Electrical Wholesaling* cannot assume responsibility for errors or omissions.

people

Panduit (Tinley Park, IL): **Marc Naese** is now chief commercial officer. A 16-year company executive, Naese most recently served as senior VP of the company's Network Infrastructure business unit. In this newly created position, he will report directly to Shannon McDaniel, Panduit president & CEO.



Naese

Sales Management Performance Consulting (SMPC) (Ridge-wood, NJ): **Bill Marshall** has established a new sales consultancy firm to help electrical manufacturers and distributors enhance market share and develop new marketing and management capabilities.



Marshall

Marshall, a well-known industry veteran who spent 26 years with Leviton in an electrical career that spanned more than four decades, says his new company, Sales Management Performance Consulting (SMPC), Ridge-wood, NJ, will help clients "build strategy formulations that increase the value of key relationships and assist with talent management planning and critical skills development." For further information contact the MarComm Dept. at marcommsmpc@outlook.com.

Service Wire Co. (Culloden, WV): **Mark Gatewood** has joined Service Wire's sales team as director - business development, a new role created to better serve the company's growing footprint. Gatewood will be working with Service Wire's sales team, advancing relationships with key distribution partners. Gatewood comes with 15 years of various business development and operational leadership experience. He earned his MBA from Marshall University and BBA with a major in marketing from West Virginia University.



Gatewood

In other news at the company, **Kerith Richards** has an expanded sales territory and **Emily Wotring** was promoted to sales representative. Richards will serve as regional sales manager based out of Service Wire's

corporate headquarters, where she will be responsible for commercial and industrial sales in Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island and New York. Wotring has been promoted to sales representative in the Culloden sales office. She will serve the Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island markets.

OBITUARIES

Randy Goldrick, former president of the National Association of Electrical Distributors (NAED), passed away on March 12. According to a post on NAED's www.tedmag.com, the resident of Southport, CT, and husband of Cynthia (Cynn timer) Bone Goldrick of 65 years was born and raised in Rhode Island, son of the late James and Mary Reardon Goldrick. He graduated from La Salle Academy and the University of Connecticut, class of 1956. He then served his country in the United States Army, stationed in Germany until 1958.

Goldrick's electrical career began with the Edwards Co. and then with Hubbell until 1969. He spent 28 years with NAED and retired in 1996.

Industry leader and founder of Wilttrout Sales, **Thomas Wilttrout**, passed away peacefully on March 13 after a fight with cancer that spanned over 20 years. He started in the industry as a purchasing agent with Burnstine's Distributing Corp. in 1973. From there he began his career as a rep in 1976, working first as an outside salesperson for other agencies before starting his own agency, Wilttrout Sales, in 1984 with his wife Margaret in the spare bedroom of their home.

Soon after starting Wilttrout Sales, he saw a need for professional training and development in the manufacturers' representative industry. To meet this need, he partnered with a group of educators and representatives from other industries to form MRERF (Manufacturers Representative Education and Research Foundation). From those early meetings came the Certified Professional Manufacturers Representative (CPMR) training and designation program, which is now governed by The Institute for Professional Advancement (IPA).

James R. Austin, founder of Austin Electrical Enclosures, Yadkinville, NC, passed away. According to information on the company's website, he started what is now known as Austin Electrical Enclosures on March 6, 1964 in Greensboro, NC. In 1970, the plant expanded to include the current manufacturing facility in Yadkinville.

United Electric Supply (Wilmington, DE): **Eric Wyzykowski** and **Lindsey Cropper** have been promoted to the executive team and board of directors. Wyzykowski has been named VP-Finance. He has more than 15 years of accounting experience, most recently as United's corporate controller for eight years. Cropper has been named VP-Human Resources. She has been with United for five years, most recently as manager of talent acquisition.



Wyzykowski



Cropper

Electri-Flex (Roselle, IL): **Tyler Knopp** has been appointed to the role of regional sales manager for the company's Central region. He comes to Electri-Flex with more than six years of sales and management experience for a national electrical distributor. Knopp will work with the company's reps to sell and market Liquatite products, while maintaining distributor relationships and ensuring customer expectations are exceeded.



Knopp

Kichler Lighting (Independence, OH): **Scott Pesta** fills the newly created role of Director of Landscape. Pesta, who joined Kichler in 2007, has served as senior product manager – Landscape Lighting since 2017. In his new role, Pesta will oversee Kichler's landscape product line that's sold across multiple channels. Prior to joining Kichler, he held sales and marketing roles at Labelmatch in Hudson, OH, and the University of Toledo Athletic Department. He earned his bachelor's degree from Bowling Green State University and his Master of Business Administration from the University of Toledo.



Pesta

nVent Electric plc (London): **Nitin Jain** joined the company as senior VP of strategy and business development. He will report to CEO Beth Wozniak. Jain has 18 years of global experience in business transformation, corporate development, program management and customer management. He joins nVent from Schneider Electric where he spent the past eight years in progressive leadership roles, most recently serving as the VP of strategy for the digital energy division.

REP NEWS

RB Sales Corp., Hiawatha, IA, will begin representing Wheatland Conduit in the Kansas and western Missouri market as of April 1, according to a RB Sales LinkedIn post.

Winner of this year's NEMRA NEMMY Awards were: 2021 Partnership of the Year -**Kris Haslam, Lyle W. Williams & Greg Janes, Legrand**; 2021 Rep's Choice-Atkore; 2021 Manufacturer's Choice-**JMA Group**.

DeFazio Industries, Richmond, VA, received Atkore's Circle of Excellence Award for sales performance in Virginia. The company also received the Calbond, Calbrite, and Calconduit's Agent of the Year East and Budget Buster Awards for sales performance in Virginia, North Carolina and South Carolina.

Lex Associates, Edison, NJ, won the 2021 Art Weisberg Founder's Award from Service Wire Co.

G&G Industrial Lighting named **KMS Sales Inc.** as Rep of the Year.

Arlington Industries, Scranton, PA, announced the recipients of its annual rep sales awards at the recent 2022 National Electrical Manufacturers Representatives Association (NEMRA) meeting in Dallas. **Cathy Holbrook, Holbrook-Associated**, received Arlington's Inside Sales Person of the Year given by Arlington's customer service staff to the inside sales person delivering the best performance at a rep firm.

Metra Associates Inc. received the National Sales Achievement Award;

Walker-Loudermilk Co., won the Central Region Sales Achievement Award;

Keyline Sales won the Western Region Sales Achievement Award;

Tower Sales claimed the Southern Region Sales Achievement Award.;

The Eastern Region Sales Achievement Award went to **Damin Sales Inc**;

Munden Enterprises Ltd. took home the Canadian Sales Achievement Award;

And **PAR Products** won the Low Voltage Sales Achievement Award.



The Value of No

Salespeople lean towards yes as an automatic answer. But that is not always the correct response.

Every time we say yes to a customer, a project or an initiative, we are taking time away from something else we could or should be saying yes to. That dilutes our ability to focus and have an impact. Often, we are not pausing and reflecting, to ask ourselves if the yes aligns with our strategy and our priorities.

Let me provide a couple examples to illustrate my point. Many years ago as a territory account manager. I had three large contractors in my territory. One was a professional outfit that valued not just price, but service. This was a perfect fit. The second was an ethical organization, with many projects that valued quality, and some that were price-sensitive. A good fit. The third had a track record of shopping numbers, shading the truth and other behaviors akin to that of your average weasel — not a good fit. After three bad experiences with them, I simply stopped calling on them. I spent more time with the other two.

The result was that I grew our business, built strong partnerships and didn't have to constantly watch my back. The two contractors I chose to focus on learned I didn't even darken the doorstep of the third large contractor in town. It's a small town and a small industry. That sent a message to them about my priorities.

When I worked for a small manufacturer, we were very interested in an

OEM reverse auction that represented a lot of volume for our company. This business would help with our absorption rate and would do other beneficial things for our balance sheet. We cranked the numbers and decided where our lowest price tolerance was in order to bid on the business. In the heat of the competitive bidding, my boss bid lower than that.

The business turned out to be very high-maintenance and time consuming. The prints didn't match the parts on the bid, for example. It didn't take too long to realize we needed to extricate ourselves from the situation and say no the business, which did not align with our overall strategy. Frankly, we shouldn't have pursued it in the first place, and had we known the other aspects of the situation, we wouldn't have. Walking away from this business freed up resources to focus on more profitable opportunities.

Your sales brain may be shocked. Walk away from a customer, you say? Did I read that right? Yes, you did. Here

is an example where saying no, and walking away paid off in a big way. Midwestern Distribution won a storeroom contract with a large manufacturer we will call "The Not-So-Jolly Green Giant." Green had a habit of negotiating hard and being high-maintenance. The distributor declined to bid on a renewal of the contract. Using activity-based-costing, the wise Midwesterners had concluded they barely broke even on the business. Green, after getting over the shock of Midwestern walking away, went with Plan B. Plan B did not execute to the level of their predecessor, and after multiple internal complaints, Green fired Plan B and went back to Midwestern with a novel approach — "What would it take to make this a win-win?" Like all businesses, Midwestern knew it needed to make a profit on their work. The final result was a much more favorable contract, and more respect for the distributor.

It's important to validate that what you are doing is in alignment with your
(Continued on page 22)

ABOUT THE AUTHOR

Desiree Grace is currently adjunct faculty at Augustana College in Rock Island, IL. She teaches marketing, marketing strategy advertising and other subjects. Her most recent role in the electrical market was VP, Strategic Distribution, North America, for Panduit. She previously managed the utility channel for Eaton North America, as their VP, Channel Development and Operations. Prior to this role, she served as VP, Sales & Marketing, Anamet Electrical; district manager, Panduit; and branch manager, WESCO.

She holds a bachelor's degree in accounting and political science from Augustana College, and an MBA with concentrations in marketing and operations from the University of Iowa. You may contact Desiree at desiree.c.grace@gmail.com, or find her on LinkedIn under www.linkedin.com/in/desireecgrace.

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