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JULY/AUGUST 2022
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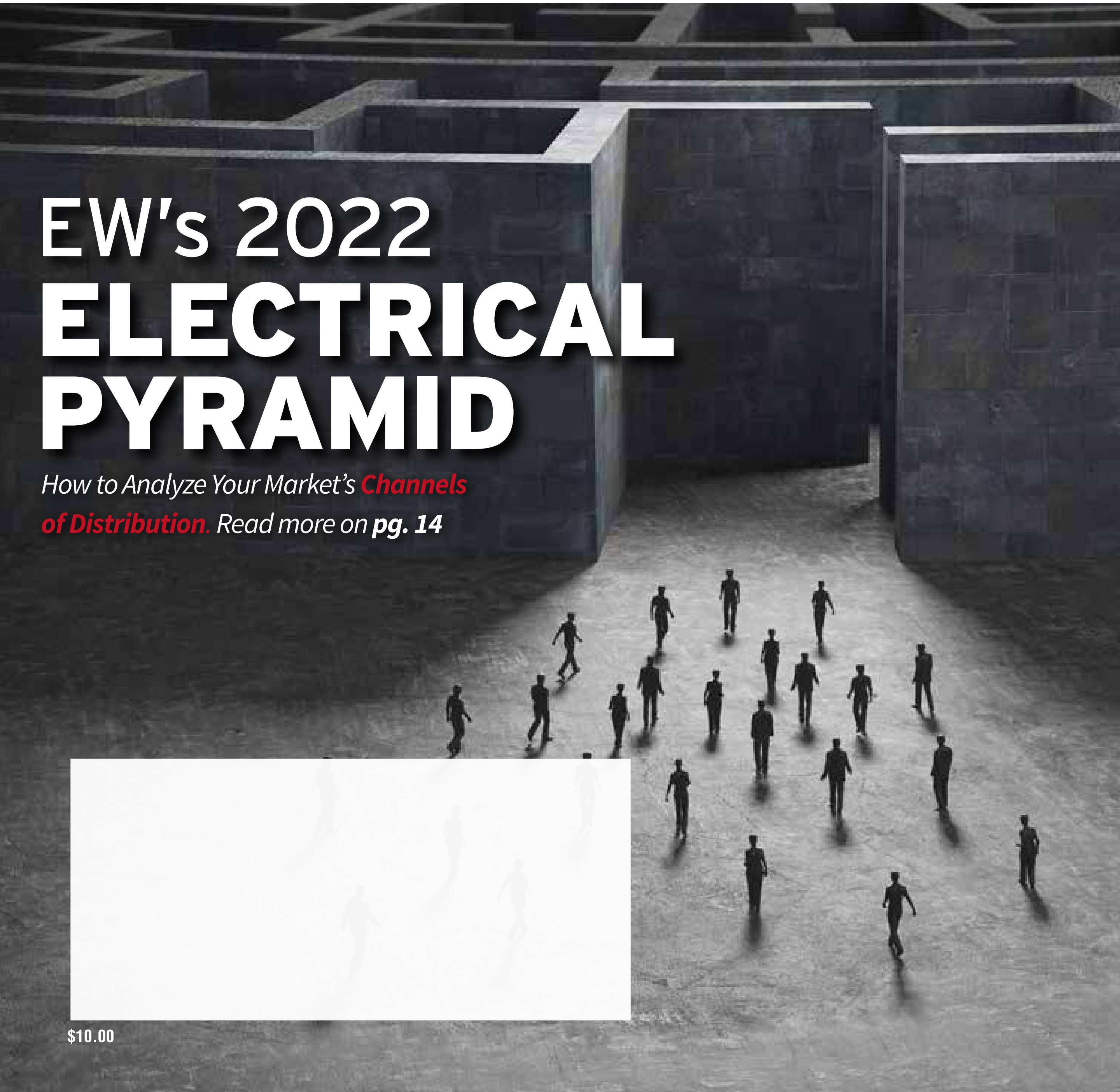

EW's 2022 ELECTRICAL PYRAMID

How to Analyze Your Market's ***Channels of Distribution****. Read more on* ***pg. 14***

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Volume 103, Number 4

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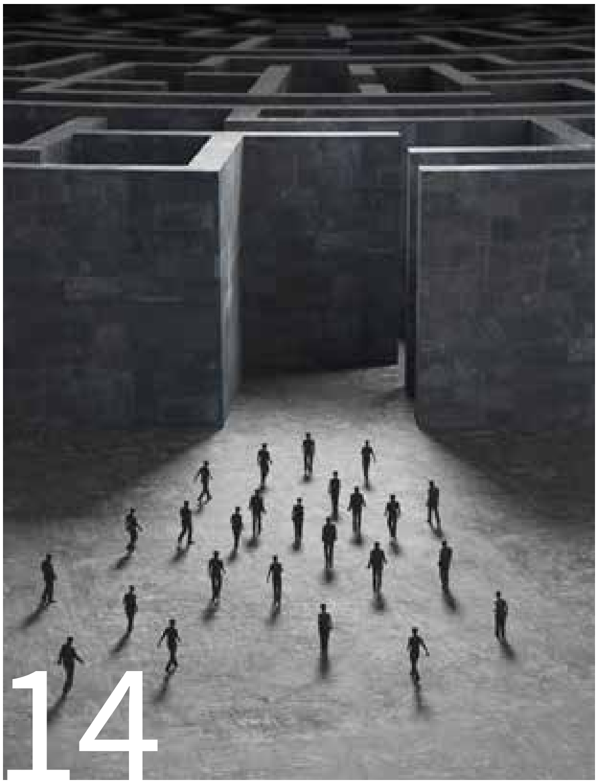

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FEATURES

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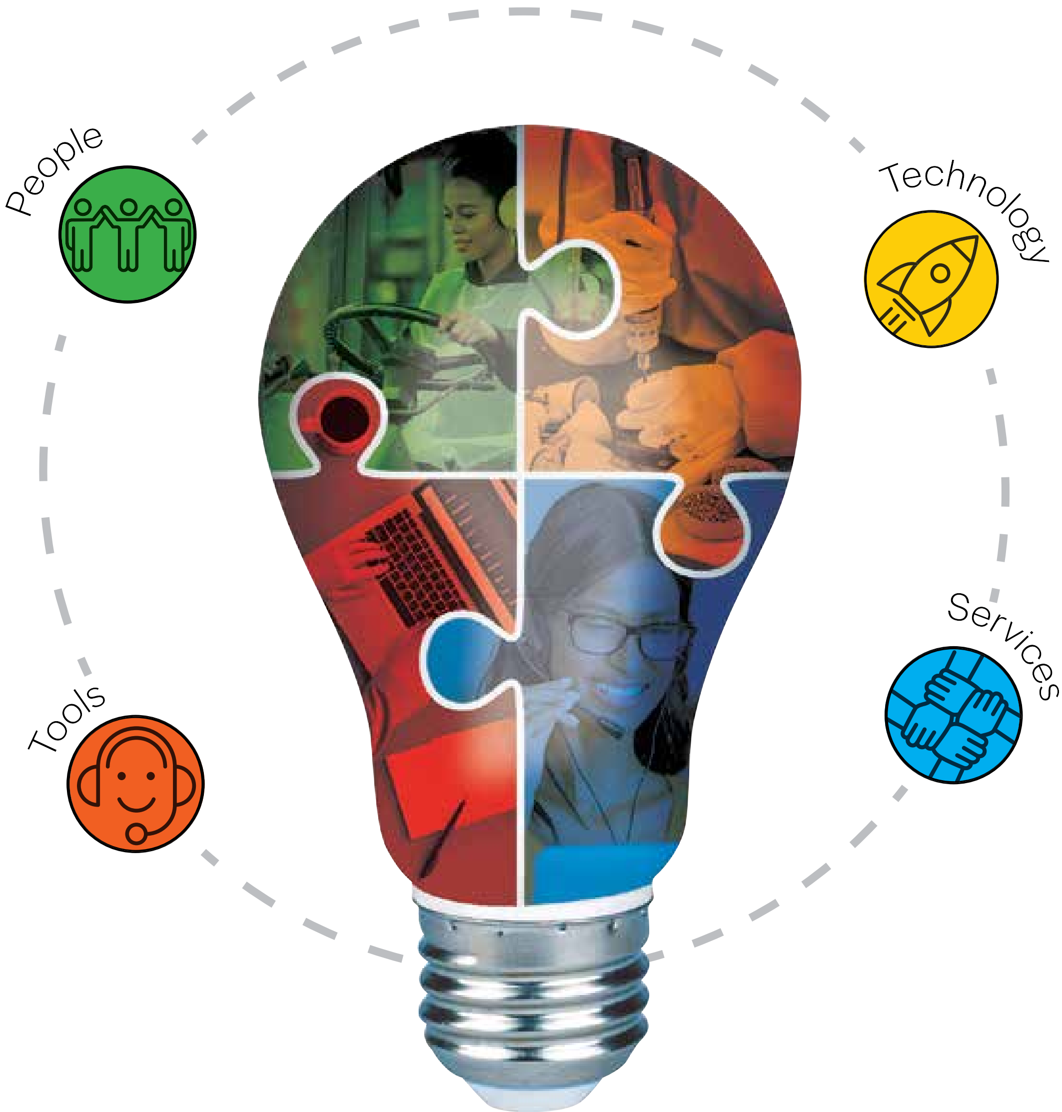

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A Change in the Weather

There's something funky going on in the U.S. economy right now, but it's tough to know what to call it, or to figure out how long it's going to last.

The U.S. economy probably isn't in a recession (yet), which is technically defined by two quarters of negative GDP (gross domestic product) growth. But the stock market is in or near bear market territory, with prices down around -20% from recent highs, and inflation is higher than we have seen in years. But a 3.6% national unemployment level is tolerable; jobs are still plentiful in most business sectors; the commercial construction market is still showing some signs of growth; and the employment numbers for electrical contractors and factory workers continue to increase.

While trying to make sense of these conflicting cross currents of data, I decided to check out what several reputable economists and business associations had to say about the current economic environment. Below is a summary of their thinking.

AIA's Consensus Construction Forecast. Kermit Baker, chief economist, American Institute of Architects (AIA), says in his analysis of this forecast, which combines the prognostications of eight leading construction economists, that construction spending on buildings is projected to increase just over +9% this year and another +6% in 2023, despite a "significant deterioration" in the outlook for the broader economy.

Said Baker in his analysis of market conditions, "A growing set of economic indicators have turned negative, and many economists feel that the prospects of an economy-wide recession have increased."

He added that the most worrisome indicators are the decline in the stock market to bear market territory, inflation, rising interest rates, declining consumer and business sentiment and plummeting housing starts.

The Conference Board's U.S. Leading Economic Index (LEI). The LEI decreased by -0.8% in June 2022 to 117.1 (2016=100), after declining by -0.6% in May. The LEI was down by -1.8% over the first half of 2022, a reversal from its +3.3% growth over the second half of 2021.

Ataman Ozyildirim, the Conference Board's senior director of economic research, said in the June LEI press release, "Consumer pessimism about future business conditions, moderating labor market conditions, falling stock prices and weaker manufacturing new orders drove the LEI's decline in June.

"Amid high inflation and rapidly tightening monetary policy, the Conference Board expects economic growth will continue to cool throughout 2022. A U.S. recession around the end of this year and early next is now likely."

Electroindustry Business Confidence Index (EBCI). Published monthly by Don Leavens, VP and chief economist, and his team at the National Electrical Manufacturers Association (NEMA), the EBCI is a survey of senior executives at electrical manufacturers on current and future business conditions in the electrical market. They don't like what they see for the future, according to the June survey, and their read on future conditions reached its lowest point since the depths of the Great Recession.

According to the June EBCI, "Three-quarters of survey respondents anticipate 'worse' conditions in six months. Although some positive embers remain, most of the comments suggest the myriad of external shocks, such as inflation and the bitter medicine the Fed will use to fight it; dogged supply chain problems; domestic and international conflict; and cooling economies around the world, will create headwinds for electrical manufacturers."

By Jim Lucy, Editor-in-Chief

TOP 150 CORRECTION

Villa Lighting Supply, St. Louis, MO, is now ranked #49 in *EW's* updated 2022 Top 150 listing with $225.5 million in 2021 sales, 115 employees and two locations. The updated listing is available at *www.ewweb.com.* The company was incorrectly ranked in the original listing due to a production error. *EW* has ranked Villa Lighting as one of the largest electrical distributors in the United States on our annual listing for many years, and we regret the error.

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Rep Megamergers Changing Local Market Dynamics

While acquisitions and mergers of distributors and manufacturers make up most of the M&A headlines in this industry, in recent months several large reps expanded their regional market coverage with some big acquisitions.

In July, two reps moved into the Intermountain states with mergers or acquisitions. Ewing-Foley Inc. (EFI), Cupertino, CA, acquired the Ryall Group, Denver, and JD Martin, Houston, and I-Pro, Denver, have joined forces in the Rocky Mountain region through a merger to form I-Pro Martin. And back in April, Lester Sales Co., Indianapolis, IN, expanded into western Pennsylvania and West Virginia by acquiring Cardel-Criste and certain assets of Paolicelli/One Source Associates' western PA/West Virginia operations. The company said these acquisitions serve its long-term plan for progressive growth into the contiguous NEMRA territories, and that it now serves customers in nine states.

Ewing-Foley's acquisition of the Ryall Group supported its ongoing efforts to grow in the Rocky Mountain region. The combined entities will operate as Ryall Ewing-Foley and will begin operations together with more than 20 sales and marketing professionals resident in the region. The Ryall Ewing-Foley management team believe that to be most effective in today's rapidly consolidating market, agencies must combine traditional territories and create business zones that more accurately reflect their customers' cross-territory needs.

JD Martin and I-Pro joined forces in the Rocky Mountain region because they represent many of the same manufacturers, and they believe the merger will accelerate the delivery of services and support for local channel partners and customers, while also expanding growth opportunities for the manufacturers and product portfolios they jointly rep in Colorado, Wyoming and Montana. I-Pro is a veteran presence in this region, having served electrical, electronic, utility and VDV customers in these states since 1995.

With this merger, JD Martin will cover more than 15 states, including Texas, New Mexico, Colorado, Wyoming, Montana, Oklahoma, Arkansas, Louisiana, Mississippi, Tennessee, Kentucky, Virginia, the Carolinas and Florida. In 2018, the company also expanded its regional coverage with an alliance with The Schell Co. to cover Louisiana and Mississippi.

CONSTRUCTION STARTS SLIDE IN JUNE

Total construction starts fell -5% in June to a seasonally adjusted annual rate of $932.3 billion, according to Dodge Construction Network. Nonresidential building starts lost -14% during the month and residential was -6% lower.

Year-to-date, total construction was +5% higher in the first six months of 2022 compared to the same period of 2021. Nonresidential building starts rose +13% and residential starts gained +3%, while nonbuilding starts were -2% lower. "Construction markets are getting jittery as the odds of recession increase," said Richard Branch, chief economist for Dodge Construction Network, in the press release. "While projects are still moving through the planning process, the velocity has downshifted reflecting uncertainties over how rising interest rates will impact the economy, construction material prices and ultimately, construction starts. Over the short-term, construction-facing indicators are likely to be more volatile than normal, particularly in the commercial sector."

Nonresidential building starts dropped -14% in June to a seasonally adjusted annual rate of $301 billion. It was a broad-based decline for the month, with commercial starts falling -16%, manufacturing starts down -14%, and institutional starts moving -12% lower. Through the first six months of 2022, nonresidential building starts were +13% higher than during the first six months of 2021. Commercial starts advanced +14% and institutional starts rose +1%, while manufacturing starts were +83% higher on a year-to-date basis.

The largest nonresidential building projects to break ground in June were a $800-million Facebook data center in Los Lunas, NM, and the $400-million Exxon LaBarge carbon capture plant in Fontenelle, WY.

Residential building starts fell -6% in June to a seasonally adjusted annual rate of $428.3 billion. Single-family starts dropped -7% and multi-family starts were -3% lower. Through the first six months of 2022, residential starts were +3% higher than in the first six months of 2021. Multi-family starts were up +3%, while single family housing slipped -4%.

The largest multi-family structures to break ground in June were the $450-million Neptune/Sixth mixed-use project in Brooklyn, NY; the $425-million 250 Water Street apartments in New York; and the $369-million 5th & Colorado mixed-use building in Austin, TX.

Nonbuilding construction starts rose +13% in June to a seasonally adjusted annual rate of $203.0 billion. Powering the increase was a sharp rise in the utility/gas category due to the start of the $1.3-billion Gemini Solar Project in Las Vegas; the $2 billion PacificCorp Segment F – Aeolus to Mona through Utah and Wyoming; and the $650-million NICTD South Shore train line in Indiana.

NSI Acquires Remke to Product Portfolio with Acquisition

NSI Industries, Huntersville, NC, acquired Remke Industries, a Vernon Hills, IL-based manufacturer and supplier of electrical connectors. NSI made the acquisition to continue its growth in the electrical, HVAC and building technologies markets.

With a foundation dating back more than 50 years, Remke manufactures a wide range of American-made electrical cord connectors, wire mesh grips and molded connectors. At least 95% of Remke's products are manufactured and assembled in its suburban Chicago locations.

NSI Industries has acquired a number of electrical, tool, electronic and VDV manufacturers over the years, including Bridgeport Fittings, TORK, Platinum Tools, Lynn Electronics and Polaris.

ABB to Spin Off Turbocharging Division

ABB plans to spin off Accelleron (formerly ABB Turbocharging), its turbocharging division. Accelleron develops, produces and services turbochargers and large turbocharging components for engines. Its key market segments include the marine, energy and rail markets. Accelleron has an installed base of over 180,000 turbochargers. The turbochargers are produced, sold and serviced by Accelleron's network of 100 service stations in approximately 50 countries.

Björn Rosengren, CEO, said in the company's 2Q 2022 financial statement that the company plans to list the company on the SIX Swiss Exchange on Oct. 3, subject to all necessary approvals. "I am pleased about this as it allows for shareholders to realize the full value of Accelleron while allowing ABB to focus on its core areas of electrification and automation."

Rosengren also said in the company's 2Q 2022 financial release that ABB is delaying the planned IPO of its E-mobility business, which manufactures charging stations for electric vehicles, buses and marine applications. It still plans to have a majority stake in that business.

"On the back of the volatile financial markets, we decided to postpone the planned IPO of our E-mobility business," he said. "We will monitor the market conditions and are fully committed to proceed with a listing on the SIX Swiss Exchange as and when market conditions are constructive. Meanwhile, building on the earlier seed stage investment three years ago, the E-mobility team has agreed to acquire a controlling interest in Numocity, a leading digital platform for EV charging in India. This deal allows E-mobility to leverage on the regional opportunity from increasing demand for charging solutions for two and three-wheelers, cars and light commercial vehicles."

EW NEWS ANALYSIS

Rexel Acquires Horizon Solutions in New England

Rexel bolstered its operations in New England with its recent acquisition of Horizon Solutions, Rochester, NY, one of the largest electrical distributors and industrial automation specialists in New England and upstate New York. According to a post about Rexel's acquisition of Horizon Solutions and commentary on Rockwell Automation's distribution strategy by David Gordon on *www.electricaltrends.com,* Rockwell Automation now has 24 distributors, and reportedly would like to eventually pare down its distribution network to 14 companies.

CES Buys SoCal Distributor

City Electric Supply (CES), Dallas, recently acquired Phyl-Mar Electrical Supply, Santa Clarita, CA, and will incorporate the Santa Clarita location into its branch network. Phyl-Mar Electrical Supply has been serving Santa Clarita and the surrounding area since 1979. CES and Phyl-Mar align in catering to a variety of contractors in commercial, residential and industrial fields and government municipalities. With the CES' primary California locations based in Los Angeles and stretching down to San Diego, this Santa Clarita location will extend the company 45 minutes farther north, becoming the most northern CES branch in the state. City Electric Supply is ranked #7 on *Electrical Wholesaling's* 2022 Top 150 ranking.

Winsupply Acquires Texas PVF Distributor

Winsupply Inc., Dayton, OH, completed its acquisition of Romar Supply, a pipe, valves and fittings (PVF) and steel fabrications distributor with locations in Irving, (Dallas) and San Antonio, TX. Founded in 1983, Romar Supply is a distributor of mechanical and industrial PVF and steel fabrications. It has almost 100 employees and runs a fabrication shop in its Irving location. The acquisition allows the company to expand in Texas and complements the fabrication services Winsupply local companies offers to customers.

VITAL STATISTICS

CONSTRUCTION

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

	May '22 [1]	Apr '22 [2]	Mo. % Change	May '21	YTY % Change
Total Construction	**1,779.80**	**1,782.50**	**-0.10**	**1621.90**	**9.7**
Total Private Construction	**1,436.00**	**1,435.90**	**0.00**	**1268.60**	**13.2**
Residential	938.2	935.9	0.2	788.40	19
New single family	483.1	482.9	0	419.8	15.1
New multifamily	100.3	100.3	0	104	-3.6
Nonresidential	497.8	499.9	-0.4	480.2	3.7
Lodging	16.1	16.1	-0.3	17.8	-9.8
Office	72.9	72.9	0	75.4	-3.3
Commercial	98.8	99.7	-0.9	89.1	10.9
Health care	39	40	-2.4	37.5	4
Educational	18	18.2	-0.9	15.30	18
Religious	2.8	2.6	7.7	2.9	-6.4
Amusement and recreation	13.2	13.4	-1.5	12.7	3.8
Transportation	14.7	14.5	1	15.4	-4.6
Communication	23.5	23.4	0.2	25.0	-6.1
Power	103.4	104.5	-1.1	112.9	-8.4
Electric	79.2	80.5	-1.6	88.6	-10.6
Manufacturing	93.8	92.7	1.2	74.3	26.1
Public Construction ($ billions) [2]	343.8	346.6	-0.8	353.40	-2.7
Residential	9.1	9.1	-0.7	9.3	-2.7
Nonresidential	334.7	337.5	-0.8	344.10	-2.7
Office	11.9	11.8	0.9	11.30	5.1
Commerical	3.4	3.4	-0.1	4	-15
Health care	10.8	10.7	0.7	9.8	9.8
Educational	78.4	78.7	-0.4	84	-6.9
Public saftey	10.9	10.8	1.5	12	-10
Amusement and recreation	12.9	13.1	-1.4	13.400	-3.5
Transportation	40.8	40.3	1.4	42	-3.6
Power	9.8	9.9	-0.8	7	40.8
Highway and street	98.1	100.4	-2.3	105	-6.2
Sewage and waste disposal	29.4	29.4	-0.1	27	7
Water supply	18.9	19	-0.3	19	-0.3
Conservation and development	8.4	9	-7.3	7.50	12

Housing Starts (SAAR)	Jun '22 [1]	May '22 [2]	Mo. % Change	Jun '21	YTY % Change
Total (thousands of units)	1,559	1,591	-2.0%	1,559	-6.3%
Single-family (thousands of units)	982	1,068	-8.1%	982	-15.7%
Multi-family (thousands)	568	494	15.0%	568	16.4%

EMPLOYMENT WAGE & PRICE STATISTICS

	Mo.	Latest Month	Mo. % Change	Year ago	YTY % Change
Employment, Electrical Contractors (thousands)	JUN	7858	1.9	7557	4.0
Hourly wage, Electrical Contractors ($)	MAY	978.5	0.3	951.2	2.9
Copper prices (cents per pound)	MAY	33.17	1.4	31.80	4.3

INDUSTRIAL MARKET

	Mo.	Latest Month	Mo. % Change	Year ago	YTY % Change
Electrical Mfrs' Shipments ($ millions)	MAY	3,759	2.6	3,421	9.9
Electrical Mfrs' Inventories ($ millions SA) [2]	MAY	7,596	1.0	6,663	14.0
Electrical Mfrs' Inventory-to-Shipments ratio	MAY	2.021	-1.6	1.948	3.8
Electrical Mfrs' New Orders ($ millions SA) [2]	MAY	4,025	-2.8	3,423	17.6
Machine Tool Orders ($ millions)	MAY	435.89	-13.3	437.40	-0.3
Industrial Capacity Utilization (percent, SA) [1]	JUN	79.30	-0.6 pts.	76.98	3.0 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 INDEXES FOR JUNE REMAIN LOW

The current conditions component edged lower, staying below the no-change threshold level of 50 points for the second consecutive month with a score of 40.6 points in June. Somewhat counterintuitively, the June reading's erosion came as a result of an increase in the proportion of respondents indicating "unchanged" conditions despite a drop in the share of "worse" conditions.

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.

Much of the provided commentary could be considered mixed, with some panel members noting strong demand hampered by continued supply constraints. On the flip side, one NEMA executive experiencing a reduction in demand characterized it positively because it allowed for catching up with backlogs.

Confidence reflected in the future conditions component broke through the low-thirties range it had maintained for a handful of months. Declining by more than 10 points to a reading of 21.9 points in June, the forward-looking metric reached its lowest point since the depths of the Great Recession.

Three-quarters of survey respondents anticipate "worse" conditions in six months. Most of the comments suggest the myriad of external shocks, such as inflation and the bitter medicine the Fed will use to fight it, dogged supply chain problems, domestic and international conflict and cooling economies around the world, will create headwinds for electrical manufacturers.

One market metric that stood out this month was May's -2.8% decline in Electrical Manufacturers' New Orders. If the decline continues in this metric, it may signal trouble, as a multiple-month decline in orders hasn't happened since 2Q 2020, during the worst months of the COVID pandemic. **EW**

Morse Receives Mayor's Award for 2021 Environmental Quality Control Efforts

The M. K. Morse Co. was recognized for its approach toward environmentalism and reduced waste at its global headquarters in Canton, OH.

Mayor Thomas Bernabei presented Morse president John Sweeney with the 2021 Mayor's Award for Environmental Quality Control on May 4 in the company's Canton manufacturing facility.

Each year, the Canton Water Reclamation Facility recognizes one company that has been in full compliance with the city's Pretreatment Program, implemented policies to control industrial waste, taken pollution prevention actions to reduce waste and replaced hazardous substances with non-hazardous materials.

Morse's Development, Maintenance and Engineering departments partnered to create best management practices to reduce the amount of harmful chemicals used in the manufacturing facility and replace them with safer solutions.

The company also reevaluated its disposal methods and found safer and more cost-effective solutions that are being utilized throughout the facility.

Service Wire Presents the Service Wire Academy

Service Wire has recently begun to offer interactive wire and cable courses through Service Wire Academy, a free online learning center.

Tailor-made for the electrical industry, Service Wire Academy features six courses, averaging around half-an-hour each. These courses are designed to guide users through the various ways in which the company's products are used.

Available courses include: Introduction to Bare Copper, Single Conductors, ServicePlexÒ, Tray Cable, Armored Cable and VFD Cable.

In a press release, Service Wire described the courses as easily digestible, even for individuals new to the electrical wholesaling industry, yet still very thorough. Each course features comprehensive graphic designs and displays that aid users in precisely visualizing the ideas conveyed by the voice-guided audio.

Completion of all courses will earn users certification in Service Wire products. Within a few hours, users can be product certified and far more knowledgeable on the ins and outs of wire cable. For more information, visit Service Wire's website *(servicewire.com/academy).*

INDUSTRY EVENTS

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.electricexpo.org

November 14-16 2022
NAED EASTERN CONFERENCE
Tampa, FL; www.naed.org

November 16-17 2022
NEMA ANNUAL MEETING
Amelia Island, FL; National Electrical Manufacturers Association (NEMA)
www.nema.org

January 16-18, 2023
NAED WESTERN CONFERENCE
Palm Desert, CA;
www.naed.org

January 30 - February 2, 2023
NEMRA CONFERENCE
Las Vegas, NV; National Electrical Manufacturers Representatives Association;
www.nemra.org

CES Celebrates Opening of Seventh Branch in Las Vegas Metro with Make-A-Wish Donation

City Electric Supply (CES) recently commemorated the grand opening of its East Las Vegas, NV, branch, with a $1,000 donation to the Make-A-Wish foundation. More than 100 people attended the celebration. The new location is the seventh CES branch in the Las Vegas area.

CES' most recent partnership with the Make-A-Wish foundation was made possible by its social impact program, CES Cares. CES is a proud national partner of Make-A-Wish and supports its goal of granting life-changing wishes to children with critical illnesses. "CES Cares was created to help employees give back to causes they care about in their communities. Make-A-Wish gives them the opportunity to do that as the funds raised at each branch to create a positive impact on Wish Kids and their families living in their community," said Karen Gray, social impact manager for CES Cares, in the press release.

Got an Item for Bulletin Board?

It's easy to have your company included in the pages of *Electrical Wholesaling's* Bulletin Board. It's as simple as submitting a description and photographs. Some of the subjects covered in Bulletin Board include:

- Charitable Events/Donations
- Product Promotions
- Ground Breakings
- Industry Awards/Recognitions
- Contests

Send pertinent information to Michael Morris, Associate Editor, 10955 Lowell Ave., 7th Floor, Overland Park, KS 66209. Or you may e-mail information to mmorris@endeavorb2b.com. All electronic photos should be in "jpg" or comparable format at no less than 300 dots per inch. Questions? Call (848) 205-1998.

ABB to Open Distribution Center in PA

ABB is opening a distribution center for its Installation Products Division in the Lehigh Valley, PA, creating more than 100 jobs. Located within 80 miles of New York City and Philadelphia, the nearly 350,000-sq-ft regional distribution center will supply a wide range of electrical products to thousands of contractors, distributors and industrial customers throughout the Northeast United States.

"The United States is ABB's largest single growth market, and the company has invested over $14 billion in the U.S. since 2010. Regionalizing our global supply chain in the Lehigh Valley community reduces our carbon footprint by bringing us closer to our customers to continue to meet their needs for safe, smart and sustainable electrification solutions," said Matthias Heilmann, president, ABB Installation Products Division, in the press release. "This investment adds to over $100 million in Installation Products expansions and improvements we've made in the U.S. over the past few years to drive capacity and innovation."

Expected to be fully operational in Jan. 2023, the facility located near Allentown on nearly 10 acres in Palmer Township, PA, and will stock more than 5,000 electrical medium-voltage, industrial and consumer market high-demand products such as Ty- Rap cable ties, Color-Keyed lugs, Steel City commercial boxes and fittings, and Elastimold cable accessories. Creating this regional distribution center will help boost ABB's inventory availability and decrease delivery times to customers in more than a dozen states by up to 50% percent.

This new facility adds to the existing Installation Products U.S. distribution footprint in Phoenix, and Byhalia, MS, and will help increase direct delivery routes from its distribution center in Mississippi.

Rockwell Automation Opens Regenerative Science Research Facility in NH

You might not think an electrical automation manufacturer would be involved with developing smart automation to help to mass produce safe and reliable biological products such as human tissues, skin, cartilage and replacement organs. But in an important step toward integrating biomanufacturing science with production techniques, Rockwell Automation announced the opening of the Rockwell Experience Center at the Advanced Regenerative Manufacturing Institute (ARMI) in Manchester, NH, on June 8.

According to the press release, the new center will help teach ARMI's members, including physicians and researchers, how to leverage smart manufacturing to scale regenerative medicine products so they can be delivered to more people faster. The center includes equipment from Rockwell, Air Science, Cytiva, Festo and HID Global.

sidelight

LightFair Hits Las Vegas

Signify's new 3D-printed lighting fixtures were some of the many new products at LightFair.

The LightFair 2022 trade show and conference, held June 19-23 in Las Vegas, had more than 320 exhibitors and offered attendees 41 educational sessions. With estimated attendance of 10,000, booth traffic was decent and notably stronger than the 2021 LightFair event in New York, which struggled to overcome the required vaccine and mask mandates.

Several exhibitors at this year's event said even though attendance was much lower than other LightFairs in the pre-COVID era, booth traffic was solid and for most of the show was at a manageable level, where they could have meaningful conversations with customers, rather than the quick meet-and-greets at more crowded events.

There was a lot of chatter on the show floor about the decisions by several large companies (including Acuity Brands, Lutron, MaxLite and Ideal Industries' Cree Lighting business unit), to not exhibit at the event. Here are several observations from the show floor at LightFair 2022:

The tiers of lighting manufacturers looked more distinct than ever at LightFair 2022. In the lighting world, there's a relatively small group of lighting manufacturers with annual revenues of more than $1 billion; a larger group of mid-sized players with revenues of between $100 million less than $1 billion; and smaller lighting vendors with annual revenues of less than $100 million. According to public documents, published articles and other credible online sources, the members of the "billion-dollar club" include Signify, Acuity, LEDVANCE and Current. The mid-sized lighting manufacturers include Lutron, Legrand, and the lighting product business units in Leviton at the high-end of the tier, as well as Ideal Industries' Cree Lighting business, TCP, Maxlite, Halco, RAB Lighting, WAC Lighting, Nicor Lighting, Keystone Lighting Solutions and smaller lighting manufacturers including Earthtronics, Energy Focus, Tivoli Lighting, USAI Lighting and Edison Price.

The lighting equipment manufacturers at LightFair — from the largest billion-dollar companies to the smallest specialty manufacturers — have access to most of the same LED semiconductor chips and fixture or control manufacturing/fabrication processes, so the name of the marketing game will be how these large and small companies differentiate themselves in the market.

Brand ownership continue to evolve. In addition to dozens of other lighting brands on the show floor, *EW* counted 83 different lighting brands marketed by three of the largest lighting vendors — Signify (including the Cooper Lighting portfolio of brands); LEDVANCE; and Current (including brands purchased in the Hubbell Lighting acquisition). Many of these brands got their start as small independent companies that eventually became part of a larger lighting manufacturer's product portfolio. After acquiring new lighting brands, new parent companies always must decide whether to invest the marketing dollars to maintain these brands or to promote their corporate identity. Brands live or die based on these decisions.

Look no further than GE Lighting's journey of more than 100 years, from an iconic brand with roots in Thomas Edison's original lamp business, to a prominent place in the GE portfolio of companies, and more recently to its new identity as part of Current, which blends GE's commercial/industrial lighting business with what was once Hubbell's lighting division.

Technologies to watch. Three technologies stood out on the show floor: app-based lighting control; lighting systems for the cannabis industry and other agricultural applications.

Next year's LightFair will be held at New York's Javits Center, May 21-25, 2023. Check out *www.ewweb.com* for additional coverage of LightFair 2022. **EW**

By Jim Lucy, Editor-in-Chief

2022 ELECTRICAL PYRAMID

EW's 2022 Electrical Pyramid can help you analyze how changes in the industry's channels of distribution will create new opportunities and challenges for your company.

Updating *Electrical Wholesaling's* Electrical Pyramid each year over the past two decades forces the magazine's editors to think about emerging changes in the basic channels of distribution. With the evolving roles of new online and brick-and-mortar competitors in the electrical wholesaling industry, there's never any shortage of trends and new players to consider. As the late Gilda Radner used to say as Roseanne Rosannadanna on Saturday Night Live, "It just goes to show 'ya. It's always something. If it's not one thing, it's another."

Despite intense competition from online competitors like Amazon Business, big-box stores like Home Depot and Lowe's and hybrid distributors like W.W. Grainger and Fastenal that sell millions of dollars in electrical supplies as part of their much broader portfolios of products, full-line electrical wholesalers remain the primary channel of distribution for most electrical products sold to electrical contractors, facility maintenance personnel and other end users.

EW's editors spotted three important trends starting to either reshape some key channels in the electrical market or will eventually offer vast sales opportunities to many of the existing channels of distribution, or may spark the creation of some new channels to the market — the consolidation of the channel for industrial automation products; the emergence of EV charging stations as a major market opportunity; and the expansion and hardening of the U.S. electrical grid. Let's look at each of them.

By Jim Lucy, Editor-in-Chief

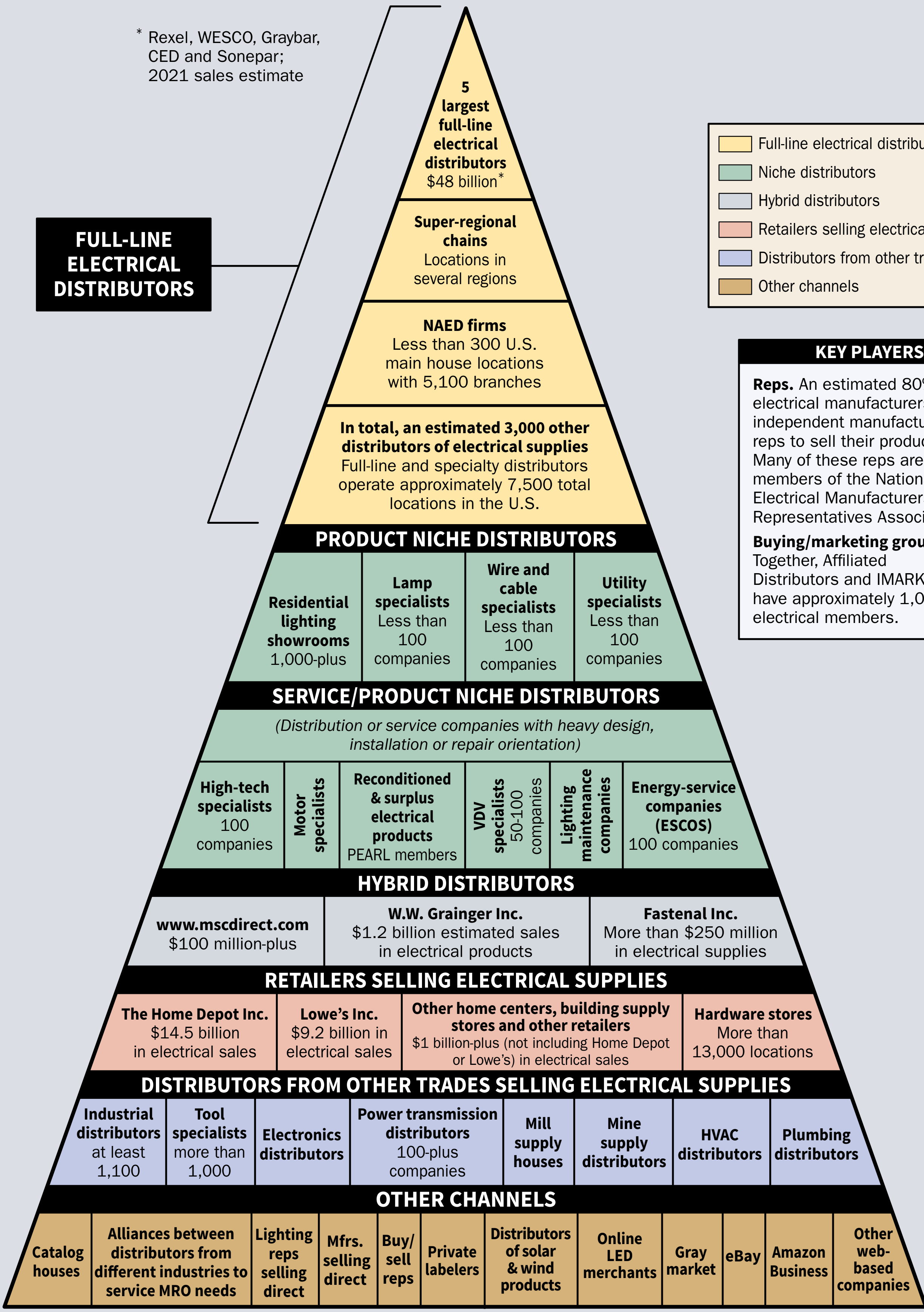
The big chains build out their industrial automation capabilities. With the exception of direct sellers like automationdirect.com, most wholesalers serving this market segment were either automation specialists, independent distributors with a freestanding automation department, or one of the national chains. Many of the automation specialists are members of the Association for High Technology Distribution (AHTD).

The products industrial automation distributors carry have drastically evolved over the years from electromechanical controls, sensors and related equipment to semiconductor-based smart nodes on the factory floor that can be remotely programmed, controlled and updated. Because of the sophistication of these products, distributors in this market invest in automation specialists with engineering degrees and on-site training facilities for product training.

Consolidation has been a major factor in the industrial automation channel, particularly with Rockwell Automation/Allen-Bradley distributors. Most recently, Rexel USA, Dallas, acquired two Rockwell distributors — Horizon Solutions, Rochester, NY, in July 2022, and Winkle Electric, Youngstown, OH, earlier this year. These purchases followed up on Rexel's 2021 acquisition of Mayer Electric Supply, Birmingham, AL, a full-line distributor with a well-established factory automation business. According to a post about Rexel's acquisition of Horizon Solutions and commentary on Rockwell Automation's distribution strategy by David Gordon on *www.electricaltrends.com*, Rockwell Automation now has 24 distributors, and reportedly would like to eventually pare down its distribution network to 14 companies.

Graybar Electric Co., St. Louis, MO, has also used acquisitions to grow its automation business over the years, most recently with its 2021 acquisitions of Stevens Engineering, South San Francisco, CA, and Shingle & Gibb Automation, Moorestown, NJ. It also acquired Advantage Industrial Automation, Duluth, GA, in 2015 and Commonwealth Controls Corp., Richmond, VA, in 2001.

And you can't dig too deep into the factory automation business without bumping into McNaughton-McKay, Madison Heights, MI, the largest independent distributor of Rockwell Automation and Allen-Bradley products. Over the past five years, the company acquired two large Texas distributors of automation products, The Reynolds Co.,



- Full-line electrical distributors
- Niche distributors
- Hybrid distributors
- Retailers selling electrical supplies
- Distributors from other trades
- Other channels

KEY PLAYERS

Reps. An estimated 80% of all electrical manufacturers use independent manufacturers' reps to sell their products. Many of these reps are members of the National Electrical Manufacturers Representatives Association.

Buying/marketing groups. Together, Affiliated Distributors and IMARK Group have approximately 1,000 electrical members.

ChargePoint and the National Electrical Contractors Association are working together to develop training programs for electricians to teach them how to install EV charging infrastructure.

Fort Worth, TX, and Mid-Coast Electric Supply, San Antonio, TX (through Reynolds), as well as Caniff Electric Supply, Hamtramck, MI, a contractor-oriented wholesaler, in 2021.

We also saw a sizeable merger this year when French Gerleman, St. Louis, MO, and IAC Solutions, Memphis, TN, merged to form a $250-million company employing more than 350 people in 13 branches across six states.

It will be interesting to see if M&As continue at the current rate in the channel for industrial automation products, and in particular with Rockwell Automation distributors. Acquisitions always have a ripple affect across local markets that impacts end user and other buying influences, independent reps and vendors of related industrial products. But because of the size of many of the Rockwell Automation distributors making the acquisitions, the impact can loom even larger. If you are in the automation niche, use the strategic planning tools discussed in this article to analyze the impact of any acquisitions of automation distributors in your local market.

Electric vehicle charging stations will drive new sales opportunities for electrical manufacturers, distributors and independent reps. With electrical contractors certain to be the primary installers for EV chargers, electrical distributors would appear to be in prime position for this market. One potential new source of competition in this emerging business opportunity could be hybrid companies that perform the role of a distributor and installer in the EV market, not unlike some ESCOs (energy-service companies), or the dealer arrangements in the solar market.

The electrical market's largest distribution & switchgear companies are making big-time investments in electric vehicle (EV) charging stations. If you haven't yet started stocking electric vehicle charging equipment, check out what traditional manufacturers like ABB, Eaton, Leviton, Schneider Electric and Siemens offer in this market and research the product offerings of EV charger specialists like Charge Point, EV Box, Solaredge and WallBox.

Top 150 distributors are already seeing plenty of action in EV chargers (see chart on page 17). More than half of the survey respondents said their customers are already installing EV chargers for local shops, business and parking lots, and 48% of the distributor respondents said contractors are installing EV chargers in local government, mass transit, K-12/college & university applications.

According to company press releases, earlier this year Sonepar installed more than 1,400 ChargePoint EV charging stations in 500 of its branches, its corporate headquarters and six of its distribution centers in France. The company also recently announced that it will sell ABB chargers in 10 countries around the world.

Electrical distributors may become both sellers and buyers of EV chargers in the not-too-distant future. Large retailers including Amazon and Wal-Mart have ordered thousands of electrically powered delivery vans from EV manufacturers Rivian and Canoo for their local delivery routes, and EV vans may soon be a viable option for distributors, too. If you are in the market for a new light-duty delivery van, you may want to pencil out the price of an EV van to see if the savings in gas will pay for their additional cost.

Expansion and hardening of the U.S. electrical grid. The utility market has always been an interesting niche in the electrical market because it can be a large and profitable business for some companies, foreign territory for many commercial/industrial distributors, or a primary market focus, which is the case for a relatively small number of utility specialists. Sales of utility products through electrical distributors will grow in the near future because of federal funding from the U.S. infrastructure bill, the growth of utility-scale renewables and increased cybersecurity spending to protect the grids against online attacks.

According to *Electrical Marketing* newsletter's 2022 electrical sales potential estimates, utility products account for an estimated 2.9% of all product sales through electrical distributors and in 2022 will total and estimated $3.5

billion. This sales estimate just covers pole-line hardware and related utility products and doesn't take into account the market potential of electrical products needed for utility-scale solar fields or wind farms, such as switchgear and related distribution equipment, wire and cable, grounding equipment, lugs and termination, or products needed for the construction of natural gas-powered utility plants, a fast-growing segment of the utility industry.

Some utility specialists and full-line distributors with a utility focus are members of the North American Association of Utility Distributors (NAAUD). NAUUD has 13 distributor members that together do $2.6 billion in annual transmission and distribution sales; operate 230 locations; and have a total of $440 million in inventory of utility products. NAUUD members share inventory in storm emergencies, a service that typically accounts for a significant share of their business.

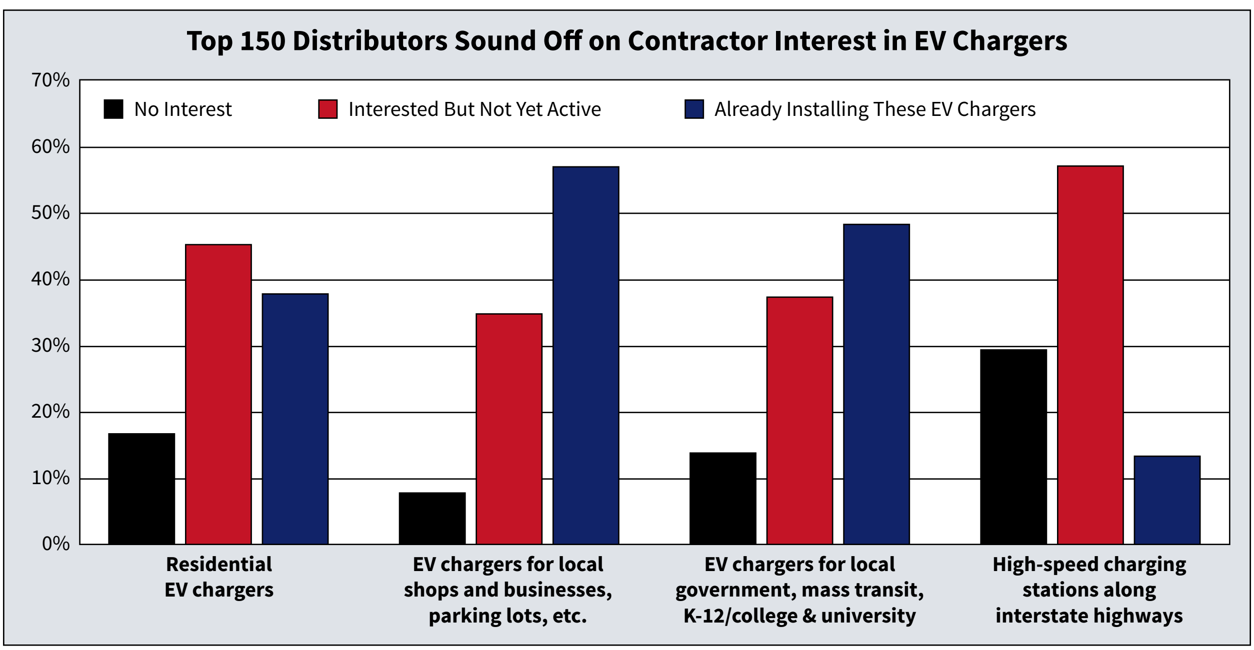
WESCO Distribution, Sonepar's OneSource Supply Solutions and Irby Utility businesses and Border States Electric Supply are the largest full-line distributors with a major focus on the utility market who are NAUUD members. Other NAUUD members in *EW's* Top 150 ranking include Brownstone Electric Supply Co., Brownstone, IN; Electric Supply Inc., Tampa, FL; Power Line Supply Co., Reed City, MI; and Tri-State Utility Products, Marietta, GA. Graybar Electric Co. is also a major player in this market and has been selling utility products for more than 100 years.

To get a sense of the size of the market opportunity in utility-scale renewables, get to know two very large players in this game: NextEra Energy, which says it's the largest generator or wind and solar energy in the world and a world leader in battery storage, and Quanta Services, a Houston-based electrical contractor with approximately $13 billion in 2021 revenues that specializes in utility grid renovation and construction and renewables.

Quanta Services got 76% of 2021 revenues from utilities and renewable energy developers. The company expects massive investment in both new transmission lines and additional capacity to accommodate the installation of EV charging stations. On *www.quantaservices.com,* the company refers to a study by Americans for a Clean Energy Grid that says from 2022 to 2042 there will be an investment of $240 billion to replace and upgrade 96,000 circuit miles of transmission lines. Quanta Services also says electric vehicles could require new power generation of 70GW to 200GW by 2030, according to the Wires Group presentation, "The Coming Electrification of the North American Economy."

BUILDING YOUR OWN ELECTRICAL PYRAMID

The consolidation of the industrial automation market, sales opportunities in EV charging equipment and growth in the electric utility market are three of the biggest changes and opportunities in the market channels covered by *Electrical Wholesaling's* Electrical Pyramid. While *EW's* 2022 Electrical Pyramid on page 15 is a snapshot of the electrical market as a whole, it can also be used as a tool to analyze the channels of distribution in your geographic market of choice. You can also use it to look at other channels, such as online merchants, product specialists, other distributors from other industries that also sell electrical products. So, get out your magic markers and whiteboards and start drawing your own electrical pyramids. *EW's* editors think this article does a pretty good job of summarizing the biggest channels to market in the electrical industry. If you find other bricks that belong in the



Many distributors in *EW's* 2022 Top 150 listing say electrical contractors are already busy installing EV chargers.

The three-year-old NextEra Energy FPL Sunshine Gateway Solar Energy Center produces 74.5MW powering 15,000 Florida homes.

pyramid, draw them in and send them to us at *jlucy@endeavorb2b.com*. We may include them in our next edition of *Electrical Wholesaling's* Electrical Pyramid.

One other key thought to remember before you dig into the valuable exercise of building your own electrical pyramid: Remember that there really isn't any right or wrong combination of channels of distribution. *EW's* Electrical Pyramid is in some ways more like a kaleidoscope than a snapshot of the electrical channel, in that the bricks in it shift on a product-by-product or market-by-market basis.

For instance, a manufacturer that wants to grow in the New York-New Jersey metropolitan area may have entirely different Electrical Pyramids for the five boroughs of New York and suburban Westchester County or Long Island in New York, and Bergen, Hudson and Passaic Counties in New Jersey because the channels of distribution and local buying influences can be very different. And the bricks in the pyramid that a local electrical distributor will build to analyze his competition for a slice of that same market will look different from that manufacturer's pyramid.

The Electrical Pyramid is going to be much more valuable if you build your own and customize it to your own unique market needs. But like lots of things, the devil is in the details. It's a fun exercise, so don't be afraid. Here's how to get started.

Schedule at least a half-day. Invite your management team and best strategic thinkers to this session. If you can do it off-site in a conference room, all the better, but if time or budget don't allow it, find a quiet room in your building where you can spread things out a bit.

Bring the right equipment. If you are leading the discussion and are a white-board type of guy or gal, you will have fun with this assignment. Bring ample erasable markers — you will be building an Electrical Pyramid brick-by-brick and will be thinking on the fly. Or, if you aren't into white boards, get hold of a large roll of newsprint from an art supply or craft store and bring along a handful of markers. Other resources include laptops, fast internet access, copies of this article; and sticky notes. If a PDF of this article would be helpful for the session, contact *EW* at *jlucy@endeavorb2b.com*. The analysis in this article will provide a high-altitude overview of the various channels (bricks) in each tier of the pyramid.

Your job in this exercise is to bring this analysis down to ground level for the market area under discussion, and identify all the key players in it.

If you want to get creative and make it a fun hands-on exercise, you may even want to try bringing along some large wooden building blocks, and Legos or Duplo bricks. Assign the person in the room with the most artistic talent with the job of inscribing each brick with the channel of distribution under discussion.

Assign one person to be the "scribe." If you are going with the building block idea, you have your man or woman. But make sure you have someone who is copying down all the ideas sure to be flying around the room.

Build your pyramid level-by-level, starting with full-line distributors. Here's where you will need a copy of *EW's* Electrical Pyramid illustration. You may find it easiest to start at the top with full-line electrical distributors and work your way down through the seven tiers shown in the illustration. The rest of this article will walk you through each tier:

- Full-line electrical distributors
- Product niche distributors
- Service/product niche distributors
- Hybrid distributors
- Big box stores
- Retailers selling electrical supplies
- Distributors from other trades selling electrical supplies
- Other channels
- Web-based companies

If you are a distributor, go around the room and start listing all competitors. Group them by national chain, regional chain or local independent. If you are an electrical manufacturer or independent manufacturers' rep, do the same thing, but you may want to group them by the amount of business you do, don't do or want to do with them. Depending on the type of analysis you are doing, you may also want to pencil in which buying/marketing groups the distributors are in, if any.

And don't forget to factor in the huge role independent reps play in any local market. Depending on your position in the market (distributor, rep, manufacturer, consultant, etc.) you may or may not want to list and profile all of the independent manufacturers' reps in the market, and possibly the factory-employed field salespeople who cover the market as well.

You may find that creating an Electrical Pyramid leads to the creation of a "customer pyramid," where you analyze your market's key accounts by size, type of company, market focus, the level of service required and how they buy product. And remember psychologist Abraham Maslow's "hierarchy of needs" pyramid from that Psychology 101 class, which illustrated our basic need for food, water, shelter, companionship, respect, etc.? You could draw up a customer's "hierarchy of needs," where you illustrate the importance of price, delivery, education, return policy, etc. And don't forget to check out the Customer Pyramid at *www.ewweb.com.*

Okay, now the hard work starts. Compiling a list of distributors (or reps) in your market may unearth a few surprises and provide some valuable information. But to make this information really work for you, sketch out a profile for each of these companies and drill down to their strengths and weaknesses. The basic company profile should include key management personnel; estimated sales volume; market share; and primary market focus. You also need to get answers from your assembled team to questions such as:

- "What value-added services does this company provide that we currently don't offer?"
- On the flip side, "Which services do we offer where we have a clear advantage?"
- Who are their biggest accounts?
- With which customers are they most vulnerable?
- How has this company's sales strategy changed because of the COVID-19 coronavirus?
- Have they developed any virtual sales or digital market strategies that we can borrow?

The five largest full-line distributors. WESCO, Sonepar, Graybar, CED and Rexel account for 37% of the market, and the Top 150 largest distributors account for an estimated 70% of total industry sales.

Product specialists. Now move down to the next tier of the Electrical Pyramid. Go around the room and get people to brainstorm about all of the niche distributors in your market area that focus on a specific product category. The biggest product specialists typically include residential lighting, lamps, wire and cable and utility products. Others include fuses, voice-data-video (VDV)

products and utility supplies. You may be surprised by how many product specialists in your market area compete with you on a few product lines. Depending on how in-depth you want to go with your analysis, you may or may not want to develop company profiles for each of these product specialists.

You should also pencil in lighting-maintenance companies into this tier of your pyramid. These companies, which typically have contracts for the maintenance and retrofit of lighting systems in stores, parking lots and other retail or commercial facilities and are often NALMCO members, are emerging as skilled players in the energy game, as discussed earlier.

Electricians and other contractors accounted for roughly 50% of Home Depot's $150 billion in 2021 revenues.

Service or specialty product niche distributors. Find out what ESCOs and lighting maintenance companies are doing in your market. Service/product niche distributors have a heavy emphasis on design, installation or repair. Although they sell electrical supplies, product sales may not be their primary function. These companies focus on providing a complete service solution to their customers.

Pay special attention to ESCOs, which provide the most sophisticated package of design, financing, technical assistance, audit and, in some cases, installation services in the energy market. The sale of electrical products is a relatively small piece of the overall package of products and services that ESCOs provide. ESCOs occasionally need for distributors to provide local warehousing support and logistics for their lighting retrofit projects. The National Association of Energy Service Companies (NAESCO), Washington, DC, offers some good insight into the world of ESCOs at *www.naesco.org.*

Hybrid distributors. Don't overlook Grainger and Fastenal. Grainger and Fastenal are tough to categorize because they don't carry a full line of electrical products. But they are competitors to full-line distributors because of their intense focus on the industrial MRO and facility maintenance markets, rock-solid balance sheets and progressive internal operations. Electrical products, lighting and motors account for 8% of Grainger's $13 billion in U.S. sales. But there's plenty of other products for the factory floor or construction site that you can find on *www.grainger.com* or in its branches, and in total Grainger sells more than $1 billion in electrical supplies and related products of interest to electrical. Add in Grainger's sheer size, willingness to invest in its e-business capabilities, distribution network and branch infrastructure, the company is a formidable competitor. If you have a Grainger branch in your neighborhood, add a brick to your pyramid for them.

By some measures, Fastenal may be a peripheral player in the electrical market. But with almost 4.7% of its $6 billion in sales (over $250 million) in electrical products and 1,737 branches in the United States, you need to keep an eye on them. Add another brick to your pyramid for them.

Another hybrid distributor to watch for is MSC Industrial Supply, Melville, NY, with $3.3 billion in MRO supply sales through 97 locations in the United States. The company has 1.9 million SKUs in its e-commerce channels and if you estimate that MSC has the same percentage in electrical products as Grainger and Fastenal, its electrical sales are about $132 million.

Big box stores. Home Depot does an estimated $14.5 billion in electrical and lighting sales and Lowe's does an estimated $9.2 billion in these products. While electrical supplies account for roughly 9% of a home center's total revenues, over 4% of that figure is in lighting, which fare typically largely residential and may not be of as much interest.

According to a Feb. 2022 *CNBC* report, roughly 50% of Home Depot's $151.2 billion in 2021 revenues come from professional contractors. The company is also intent on growing in the MRO marketplace and in 2020 acquired HD Supply, a national distributor of MRO products to multi-family, hospitality, healthcare and government housing facilities, among others. The company's MRO business sells products primarily through a professional sales force, its e-commerce platforms and print catalogs.

Lowe's has historically had a bigger focus on do-it-yourselfers than contractor, and it gets 20% to 25% of its $96.3 billion in annual revenues from contractors. However, over the past year, Lowe's has invested in its Pro operation to go after the contractor segments, and the company is currently rolling out several new features in its stores for professional customers:

- Dedicated Pro checkout station to help get contractors get in and out quicker

• The Pro Zone, a dedicated area near the Pro entrance with products for grab-and-go convenience, featuring popular Pro items, specially selected and newly released products and value packs

• Pro-designated parking with extended trailer parking spots

• Free phone charging stations at the Pro Desk

• Flexible credit options that can save contractors 5% off every day on eligible purchases and a credit program where members can get 0% interest for 60 days when using their Lowe's Business Advantage card or extended terms when using their Lowe's commercial account.

Hardware stores and co-ops. There are more than 13,000 hardware stores in the United States, according to a research report at *www.ibisworld.com.* Many of these independently owned and operated stores are members of one of the hardware industry's three largest buying cooperatives — Ace Hardware, True Value and Do It Best. If you take the total combined sales data of each of these co-ops and use that 8% electrical/lighting multiplier from home centers, members sell an estimated $1.5 billion in electrical supplies. True Value, with 4,500-plus stores and $10 billion-plus in electrical sales is the largest, followed by Ace Hardware, with 5,000-plus stores and $8.6 billion in estimated electrical sales.

Distributors from other trades selling electrical supplies. That distributor down the street may be a competitor. When you have at least 1,000 industrial distributors, 1,000 tool specialist distributors, perhaps 100 specialists in power transmission products in the United States, you know some electrical sales are flowing through these often-overlooked channels. If you have any of these types of distributors in your market, as well as distributors of electronics components, HVAC equipment, plumbing supplies or other specialty distributors, they may be worth further study to see what kinds of electrical products they might be stocking.

It makes sense to get to know the distributors from other trades in your local market area. In a sense, you are in the same business but are just shipping different stuff in the boxes. Find some non-competing distributors from other trades and compare best practices in sales, warehousing, delivery, e-business and operations. You may also want to consider joining the National Association of Wholesaler-Distributors (NAW), Washington, DC *(www.naw.org),* which provides some terrific venues for networking with distributors from other trades and an insider's perspective on legislative issues of interest to distribution firms.

Other channels. Always changing but always growing. Any single brick in this level of the *EW* Electrical Pyramid may or may not account for a ton of electrical sales in your market. This level of the Pyramid may be toughest to track because it's where the new and potentially competing channels of distribution first start out.

Another hotly debated sales channel is the manufacturers selling direct. Outside of providing large quantities of wire and cable for massive projects in the utility market; gigantic turnkey switchgear or automation projects; spec-grade lighting packages; and now LED lighting solutions, this historically hasn't been a widespread issue in the mainstream electrical wholesaling industry. However, we expect more lighting manufacturers to sell their customized LED lighting solutions direct to end users.

Online merchants. Depending on your market position, these bricks in the pyramid may be changing the fastest. The most obvious bricks here include *www.amazonbusiness.com, www.ebay.com* and online LED merchants. While Amazon Business doesn't break out sales by individual product category, *www.emarketer.com* estimates that its sales were $27.6 billion in 2021 and will grow to $35.7 billion in 2022.

According to a July 12 *CNBC.com* post, Walmart agreed to buy at least 4,500 and possibly as many as 10,000 Canoo Lifestyle Delivery Vans electric delivery vans. The company also reserved 5,000 vans from GM's BrightDrop subsidiary and 1,100 electric vans from Ford E-Transit.

Do you have any reps in the spec-grade lighting niche selling direct? Pencil them in. And if solar is growing in your market area, find out who is selling the photovoltaic (PV) equipment. It might be a small PV contractor who is also a dealer for a limited number of lines.

Summary. After you build your own Electrical Pyramid, check out *www.ewweb.com* for more information that *EW's* editors have posted on some of the fastest-growing alternative channels of distribution over the years. Just type "electrical pyramid" into the search engine. **EW**

Sizing Up Your LOCAL MARKETS

This article will help you find free local market data and teach you how to use it to analyze the towns and cities with the most growth potential. First of two parts.

Southwest Florida along the Gulf Coast has been one of the nation's fastest-growing markets over the past decade. Thousands of new residents have moved into the Tampa-St. Petersburg-Clearwater, Sarasota, Fort Myers-Cape Coral and Naples metros.

It's tougher than usual to get a good read on economic conditions. Economists can't seem to agree if the economy is headed for a recession, and if there is a recession, how bad it might be. Folks are tired of COVID restrictions, angry about inflation and frustrated by supply chain woes. Add in concerns about the war in Ukraine, and the fact that three years ago no one was expecting a pandemic, inflation supply chain snafus or a war, and it's easy to see why economic forecasts are all over the place.

By Jim Lucy, Editor-in-Chief

While legitimate concerns exist about a national or global recession, local market areas often run counter to the pace of the national economy and will often do much better — or worse. Economic data at the 35,000-foot level is important to get a sense of the overall direction of the U.S. economy and is an important point of comparison for local markets to see if they are beating or lagging the national growth averages for the same economic metrics.

National economic indicators like retail spending and the Consumer Price Index are big factors in the overall health of the U.S. economy. But the electrical market is somewhat insulated from their influence and is shaped by other factors, like construction spending, capital spending, housing starts and employment trends at electrical contractors and industrials. These two market verticals that typically account for at least 75% of all electrical products sold through electrical distributors.

This two-part article will help you track what's happening in your local electrical market. This month's feature will discuss the key local market indicators to watch, and the article in the September/October issue will highlight *Electrical Wholesaling's* picks for the 10 hottest local markets to watch in 2023.

METRICS THAT MATTER

The most important local market data to watch includes the change year-over-year in electrical sales potential; the number of people employed by electrical contractors or industrial companies in the local markets; and trends in residential housing construction and population growth.

The U.S. government provides free monthly data for several key measures that will prove helpful in this endeavor:

- Electrical contractor employment
- Industrial employment
- Building permits
- Population growth

The good news is that this data is available, and it's free. The bad news is that it's always at least a few months old, so in some ways you're looking at a local market area in the rear-view mirror to see where it has been. If you need forecast data for local markets looking out a few years, you can purchase it from Chris Sokoll, president, DISC Corp. *(www.disccorp.com).*

Looking for Population Growth? Follow the Moving Trucks to These Top 25 Metros

Metropolitan Statistical Area MSA	2021 Population Estimate	# Change 2020-2021	2021 Net Migration	New Residents per Day - 2021
Phoenix-Mesa-Chandler, AZ	4,946,145	78,220	70,097	192.0
Dallas-Fort Worth-Arlington, TX	7,759,615	97,290	62,921	172.4
Tampa-St. Petersburg-Clearwater, FL	3,219,514	36,129	45,625	125.0
Austin-Round Rock-Georgetown, TX	2,352,426	53,301	42,541	116.6
Riverside-San Bernardino-Ontario, CA	4,653,105	47,601	33,986	93.1
Houston-The Woodlands-Sugar Land, TX	7,206,841	69,094	31,921	87.5
North Port-Sarasota-Bradenton, FL	859,760	22,653	29,691	81.3
Cape Coral-Fort Myers, FL	787,976	23,297	26,813	73.5
Charlotte-Concord-Gastonia, NC-SC	2,701,046	31,381	26,652	73.0
San Antonio-New Braunfels, TX	2,601,788	35,105	26,622	72.9
Jacksonville, FL	1,637,666	26,278	25,857	70.8
Lakeland-Winter Haven, FL	753,520	24,287	25,517	69.9
Atlanta-Sandy Springs-Alpharetta, GA	6,144,050	42,904	25,049	68.6
Boise City, ID	795,268	25,687	24,261	66.5
Raleigh-Cary, NC	1,448,411	28,186	23,279	63.8
Myrtle Beach-Conway-North Myrtle Beach, SC-NC	509,794	18,212	21,921	60.1
Deltona-Daytona Beach-Ormond Beach, FL	685,344	14,475	19,414	53.2
Port St. Lucie, FL	503,521	13,717	16,645	45.6
Las Vegas-Henderson-Paradise, NV	2,292,476	19,090	15,395	42.2
Knoxville, TN	893,412	11,784	14,382	39.4
Provo-Orem, UT	697,141	22,174	13,912	38.1
Nashville-Davidson-Murfreesboro-Franklin, TN	2,012,476	17,133	13,234	36.3
Palm Bay-Melbourne-Titusville, FL	616,628	8,621	12,470	34.2
Salisbury, MD-DE	429,223	9,826	11,748	32.2
Ocala, FL	385,915	8,545	11,440	31.3

Source: U.S. Census Bureau's 2021 population data. Net migration is the difference between the number of residents moving into and out of a geographic area. New residents per day calculated with net migration data.

Hammering the Housing Market: MSAs with the Most Single-Family Permits per 1,000 Residents					
Metropolitan Statistical Area (MSA)	**Total Permits**	**Single-Family Permits**	**Multi-Family Permits**	**Single-Family Permits per 1,000 Residents**	**Total Permits per 1,000 residents**
The Villages, FL	4,611	4,007	604	29.54	33.99
Myrtle Beach-Conway-North Myrtle Beach, SC-NC	12,219	11,054	902	21.68	23.97
Punta Gorda, FL	4,830	3,435	1,017	17.63	24.79
St. George, UT	3,484	3,218	194	16.83	18.22
Ocala, FL	6,229	5,641	576	14.62	16.14
North Port-Sarasota-Bradenton, FL	15,924	12,106	3,504	14.08	18.52
Lakeland-Winter Haven, FL	13,071	10,591	2,417	14.06	17.35
Cape Coral-Fort Myers, FL	13,394	11,020	1,735	13.99	17.00
Daphne-Fairhope-Foley, AL	3,705	3,315	390	13.85	15.48
Port St. Lucie, FL	8,403	6,447	1,703	12.80	16.69
Homosassa Springs, FL	1,983	1,971	—	12.47	12.54
Hilton Head Island-Bluffton, SC	3,698	2,693	1,002	12.13	16.65
Crestview-Fort Walton Beach-Destin, FL	3,892	3,411	378	11.63	13.27
Salisbury, MD-DE	5,552	4,983	290	11.61	12.94
Naples-Marco Island, FL	6,766	4,380	2,203	11.35	17.53
Greeley, CO	5,268	3,814	1,050	11.22	15.49
Provo-Orem, UT	11,175	7,562	3,265	10.85	16.03
Boise City, ID	12,196	8,342	3,201	10.49	15.34
Austin-Round Rock-Georgetown, TX	50,907	24,486	25,642	10.41	21.64
Fayetteville-Springdale-Rogers, AR-MO	7,120	5,678	1,155	10.13	12.70
Spartanburg, SC	3,614	3,394	220	10.11	10.76
Hinesville, GA	837	837	—	10.10	10.10
Jacksonville, FL	22,738	16,536	5,873	10.10	13.88
Deltona-Daytona Beach-Ormond Beach, FL	8,214	6,753	956	9.85	11.99
Raleigh-Cary, NC	21,649	14,227	7,368	9.82	14.95
Source: U.S. Census Bureau 2021 housing and population data. Multi-family permits are for structures with 5-plus units					

Electrical contractor employment. You can use this data to create an estimated sales potential when you use the *EW* Market Planning Guide's sales-per-employee multiplier of $73,268. Through April 2022, the MSAs with the most electrical contractor employees were New York-Newark-Jersey City (NY-NJ-PA) MSA with 49,100 employees; Los Angeles-Long Beach-Anaheim, CA MSA with 33,336 employees; and Dallas-Fort Worth-Arlington, TX MSA with 29,545 employees *Electrical Wholesaling* estimates there are 15 MSAs with at least $1 billion in annual electrical contractor sale potential, using this multiplier.

The U.S. Census Bureau only publishes monthly employment data for electrical contractors at the national level, but you use the monthly construction employment data to get a fair estimate. Over the past two decades, electrical contractors have average 13% of total construction employment. Multiply that number for the local market of interest by *EW's* sales-per-employee multiplier and you have a workable estimate for electrical contractor sales potential in that market.

Industrial employment. You can use this data in the same manner as the electrical contractor data by plugging in *EW's* $2,006 sales-per-employee multipliers for the industrial market. The MSAs with the most industrial employees are the Los Angeles-Long Beach-Anaheim, CA MSA with 467,967 employees; Chicago-Naperville-Elgin (IL-IN-WI) MSA with 406,967 employees; and New York-Newark-Jersey City (NY-NJ-PA) MSA with 338,233 employees.

Building permits. Residential construction accounts for 15% to 20% of electrical product sales, depending on a local market's economic profile. The U.S. Census Bureau publishes monthly building permit data at the MSA and state level at *www.census.gov,* and you can always find interesting commentary

25 Fastest-Growing Small Towns in America: 2020-2021				
Micropolitan Area	**Population 2021**	**Population Change 2020-2021**	**Net Migration 2020-2021**	**YOY % Population Change**
Kalispell, MT	108,454	3,681	3,881	3.5
Jefferson, GA	80,286	3,574	3,519	4.7
Lebanon, NH-VT	223,471	2,356	3,268	1.1
Bozeman, MT	122,713	3,211	2,881	2.7
Pinehurst-Southern Pines, NC	102,763	2,595	2,881	2.6
Granbury, TX	64,222	2,269	2,632	3.7
Cedar City, UT	60,519	2,879	2,512	5.0
Hilo, HI	202,906	2,160	2,471	1.1
Sandpoint, ID	49,491	2,101	2,302	4.4
Centralia, WA	84,398	1,924	2,159	2.3
Pahrump, NV	53,450	1,482	2,134	2.9
Cookeville, TN	115,777	1,590	2,079	1.4
Tullahoma-Manchester, TN	108,891	1,551	1,918	1.4
Brainerd, MN	97,909	1,548	1,845	1.6
Richmond-Berea, KY	108,758	1,704	1,831	1.6
Cullman, AL	89,496	1,452	1,827	1.6
Concord, NH	155,238	1,316	1,826	0.9
Shelton, WA	67,615	1,587	1,796	2.4
Crossville, TN	62,451	1,179	1,788	1.9
Traverse City, MI	154,685	1,169	1,745	0.8
Athens, TX	83,667	1,319	1,738	1.6
Fernley, NV	60,903	1,472	1,711	2.5
Helena, MT	84,693	1,467	1,703	1.8
Truckee-Grass Valley, CA	103,487	1,288	1,666	1.3
Port Angeles, WA	78,209	929	1,601	1.2

Source of population data: U.S. Census Bureau. Definition: A Micropolitan Area has at least one urban cluster of 10,000 residents but less than 50,000. Net migration is the difference between domestic in-migration to an area and domestic out-migration from the same area during a time period.

on residential construction trends at *www. nahb.org.* The table on page 24 allows you compare residential building activity in both largest and small markets by comparing annual single-family building permits per 1,000 in population. By this measure, some fairly small MSAs topped the list — The Villages, FL MSA, a retirement mecca with 29.54 single-family permits per 1,000 in population; vacation/retirement hot spot Myrtle Beach-Conway-North Myrtle Beach, SC-NC MSA with 21.68 single-family permits per 1,000; and the Punta Gorda, FL MSA with 17.63 permits per 1,000 residents.

Population growth. *Electrical Wholesaling* tracks population growth closely, and for good reason — there's a direct correlation between the number of new residents moving into (or leaving) a market area and the level of residential construction activity, which in turn feeds the construction of strip shopping centers and other retail areas, new schools and hospitals and other commercial and institutional construction. You can use annual and historical population data at the state, MSA and county level from the U.S. Census Bureau to measure a geographic area's growth.

There's a deep-rooted population shift to Sunbelt metros from many cities in high-tax states like New York, New Jersey, Connecticut, Illinois and other communities in the industrial Midwest. It has shown no sign of slowing down and is continuing to spark surges in home building in Sunbelt MSAs. Cities like Phoenix, Dallas, Austin the Carolinas and most of Florida's MSAs continue to attract thousands of new residents, while on the flip side, thousands of people from New York, upstate New York and Long Island, Chicago and Cleveland are moving to low tax areas of the Sunbelt with warmer

(Continued on page 30)

(Continued from page 25)
weather. This trend was well underway before COVID-19 hit and has gained momentum in its wake. The chart on page 23 ranks metros by new residents per day with the Phoenix and Dallas MSAs leading the pack with 192 residents and 172.4 residents, respectively.

ON A MORE LOCAL LEVEL

Now that you know where to find the data you can use to measure your market, let's take a look at the characteristics of different types of local markets.

The big dogs. Metros with more than 2 million residents expected to add population the fastest over the next few years. Phoenix, Dallas, Houston, Austin and Tampa-St. Petersburg continue to add new residents (See chart on page 23).

Growth belts— Economically supercharged regions of the U.S. Raleigh-Durham, Austin-San Antonio and Colorado's Front Range (Colorado Springs north through Denver and Boulder to Fort Collins, and out to Greeley) are examples of regions that have multiple MSAs with consistently strong growth.

Tech is tops. While commercial construction has slowed in these markets, in "normal" economic conditions, you can usually count on tech hubs like Silicon Valley-San Francisco, San Diego's biotech patch, Boston, Austin and Seattle to outpace other metropolitan areas.

Stars of the Sunbelt. Big-time population growth continues to drive residential and commercial markets in multiple MSAs in Florida, South Carolina, North Carolina and Texas, Phoenix, Las Vegas and much of Colorado's Front Range.

Swinging high and low. Cyclical metros that can be really hot or scary bad. Examples of these markets include Dallas, Houston, Orlando and Phoenix. These markets currently are solid.

Vacation land, lifestyle, retirement havens & nirvana for telecommuters and work-at-home enthusiasts. Areas such as Southwest Florida, Bozeman, MT; Bend, OR; Boise, ID; and Myrtle Beach, SC; bank on the leisurely lifestyles they can offer to attract new residents and businesses. Southwest Florida has seen a surge of new residents over past decade and 2020 to 2021 was no different. In the Sunshine State, Tampa-St. Petersburg-Clearwater, FL (125 new residents a day in 2021); North Port-Sarasota-Bradenton MSA (81 new residents a day); and Cape Coral-Fort Myers, FL MSA (74 new daily residents) led the pack.

Small but mighty. These are metros with less than 200,000 residents showing all the signs of big-time growth. In many cases, the U.S. Census Bureau defines these towns as "micropolitan areas" with at least one urban cluster of 10,000 residents but less than 50,000. The chart on page 25 shows which small towns had the most net new residents moving into town.

Summary. You can use the tools described in this article to analyze the growth potential of a local market and compare it to other markets in your state or at the national level. In *EW's* September/October issue, the magazine's editors will make our picks for the local market areas with the most growth potential in 2023. **EW**

sales staff

Vice President
MIKE HELLMANN
mhellmann@endeavorb2b.com • Andover, MA • Phone: 978-289-0098

Northeastern U.S. & Eastern Canada
DAVID SEVIN
dsevin@endeavorb2b.com
24 Houghton St. • Barrington, RI 02806
Phone: 401-246-1903 • Fax: 913-514-7454

Midwest/Southeast/Southwest U.S.
JAY THOMPSON
jthompson@endeavorb2b.com • Phone: 913-967-7543

District Sales Manager, Western U.S. & Western Canada
JAMES CARAHALIOS
jcarahalios@endeavorb2b.com
5921 Crestbrook Drive • Morrison, CO 80465
Phone: 303-697-1701 • Fax: 303-697-1703

Classified/Inside Sales
STEVE SUAREZ
ssuarez@endeavorb2b.com • Phone: 816-588-7372

advertiser's index

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.

Selling Your Business

The second part of this article offers additional tips to guide you through the sales process.

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There are more than 4,500 private-equity firms in the United States, and it comes down to finding the best partner that suits a seller's particular circumstance. A good private-equity partner is one that believes in the mission of the business, has an affinity for the industry and intuitively understands that the private-equity team and the business perform different functions in the partnership.

Because private-equity executives have rarely run an industrial business, they rely on data to get comfort that the business is performing to their model. Supplying this data can be time-consuming and dare I say even frustrating with the wrong partner. Generally, it makes sense to take the time to meet several private-equity groups to understand their exit thoughts, noting that different private-equity firms have different hold time ambitions. This is particularly true of family office firms that look to hold for longer periods. Speak to other business owners that have partnered with these firms about their interaction and how their deals panned out.

Selling out to a competitor. One advantage of selling to a competitor may be the speed of the transaction. A buyer who may be a direct competitor or an adjacent industry player will usually come to the table with a good industry understanding. This can make the acquisition process faster, as there isn't the need to work through some of the industry-specific understanding.

Purchase price. Some people think an industry player will automatically pay a higher price because of synergies that may stem from an acquisition. While it can be the case that there may be opportunities to achieve synergies, few industry buyers will be prepared to pay for these. That said, in a competitive process strategic buyers can leverage these potential synergies to push up the price.

Career opportunities for employees. It's true in theory that when a smaller privately owned business is acquired by a larger player it may provide employees with more opportunities for career progression. This, like most considerations, is highly dependent. These dependencies are cultural, and skills-capability related. Also, employees in the acquired business must be willing to align with the culture of their new employer. My experience from acquiring many businesses is that the dream of employees from an

By Gary Uren

acquired business flourishing under a new owner can at times be a challenge.

Pitfalls of selling to a competitor. There's a commercial risk in sharing confidential information with a close or adjacent competitor, as nothing is certain with M&As. I have seen deals that almost got to the finish line and then fell over. Confidentiality agreements provide some security in this circumstance, but as M&A deals inevitably involve large numbers of employees and advisors nothing is certain. The other risk consideration, particularly in situations where the owner and senior management from the seller business join the leadership of the acquirer, is the difference in culture, organizational status as well as business priorities and rules.

This risk is further amplified by the requirement of most employees that come from the acquired business to sign a non-compete and/or a non-solicitation agreements that form part of the transaction documents. These agreements may effectively lock out an individual from working in the industry they have known for many years.

In summary, there is a lot to consider when selling a business, from the work, time and cost needed to get the process started, to determining the best next owner of a business that has likely been built over years if not decades. **EW**

ABOUT THE AUTHOR

Gary Uren is a seasoned business leader, corporate strategist and M&A practitioner with more than 35-years of experience in the electrical and electronic products sectors. His first career, before going back to school, was as an electrician.

Uren has global business and corporate development expertise, having led businesses in the Americas, Asia Pacific, Europe and the Middle East, also completing more than 25-acquisitions and five divestitures in eight countries. He has deep-rooted relationships with investment banks and private-equity firms in the United States, Europe & Australia.

Uren was most recently the CEO of Legend Corp., an engineered electrical & electronics solutions provider, and was formerly the head of corporate development & strategy at Atkore International, initially sponsored by the Clayton Dubilier & Rice private-equity firm. Prior to these roles, he was the president of EMEA at Tyco International and managing director/country manager in APAC for Legrand SNC. Uren is a dual national citizen of Australia and the United States. You can contact him for a free, independent and confidential discussion at *guren@mckbp.com* / 708-897-4279.

PRODUCT ALERT

THIS MONTH'S PRODUCT PICKS

Integrated Energy Storage System

The SimpliPHI Energy Storage System (ESS) is an integrated, scalable solution with proprietary hardware and software designed to store, manage and control energy from multiple generation sources to achieve power security and cost savings. The product achieves integration with three core components: a 6 kW SimpliPHI Inverter, a 4.9 kWh Battery and EnergyTrak management software. The heart of the system is the 6 kW SimpliPHI Inverter with integrated MPPT for solar or utility charging in either DC coupled or retrofit AC coupled systems. In addition, EnergyTrak allows users to manage their energy usage through a mobile app that delivers real-time status and updates to home and business owners.

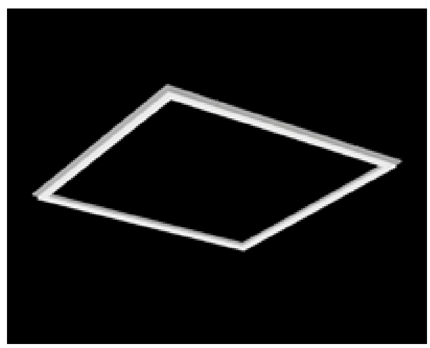
Briggs & Stratton / *www.briggsandstratton.com*

EV Charging Column

The IoT.ON CCS-C80C "Bolt, Power and Go" charging column is an EV charging column designed to reduce the cost and complexity of installation of level 2 charging infrastructure for commercial customers and multi-family residences. The white label column features Level 2 AC smart charging module, pre-integrated in a galvanized steel post. It's available in different colors and customer branding. The CCS-C80C EV charging column features native connectivity to the IoT.ON platform, which allows customers to remotely monitor, configure and update their chargers resulting in reduced maintenance costs. The product's topology-aware energy management allows the creation of highly customized optimization algorithms to meet any operational needs.

IoTecha / *www.iotecha.com*

LED Frame



Vivid LED Frame is a design-forward approach to standard flat panel illumination designed for drop/grid ceiling configurations. According to the company, Vivid LED Frame offers users the opportunity to create a custom lighting design with unique aesthetic appeal while also enjoying the benefits of lighting output versatility and energy efficiency. Available in both 2 ft x 2 ft and 2 ft x 4 ft formats, the Vivid LED Frame is offered in three wattages (18W, 27W and 36W for the 2 ft X 2 ft version and 24W, 34W and 45W for the 2 ft x 4 ft version) and in three different color temperatures (3,500K, 4,000K and 5,000K), and features 0-10V dimming.

Litetronics / *www.litetronics.com*

Cable Stapler

The M12 Cable Stapler is a compact battery-powered cable stapler designed to consistently sink Milwaukee 1 in. Insulated Staples to the depth electricians need when fastening NM-B cable. According to the company, the compact, lightweight design provides users with access to tight stud bays and improved ergonomics when stapling overhead or during difficult-to-reach situations. Moveable cable guides ensure proper alignment, and the coil-spring mechanism sinks the staples to the appropriate depth when fastening standard NM-B (14, 12, 10 AWG) and low-voltage cables. When equipped with a M12 REDLITHIUM CP 2.0Ah Battery Pack, the product has run-time needed to sink up to 1,200 staples per charge.

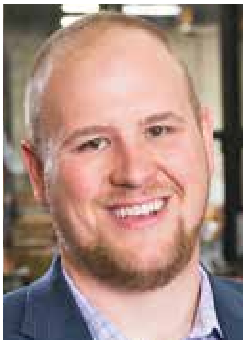
Milwaukee Tool / *www.milwaukeetool.com*

Hammond Power Solutions (Guelph, ON): **David Kinsella** has been appointed to the position of chief commercial officer effective August 1. Kinsella will succeed **Dale Sidey** who is retiring at the end of the year. Kinsella previously spent 14 years with Affiliated Distributors (AD), most recently as president of the electrical sector. Prior to AD, he was national sales manager with Intermatic.

Kinsella

Cerrowire (Hartselle, AL): **Stewart Smallwood,** president is chairman of the board for 2022-2023 for Hartselle area Chamber of Commerce.

Electri-Flex (Roselle, IL): **Brock Klein** is now director of sales & marketing, a promotion from his previous responsibilities as national sales manager. He came to Electri-Flex five years ago and quickly moved from regional sales manager to national sales manager.



Klein

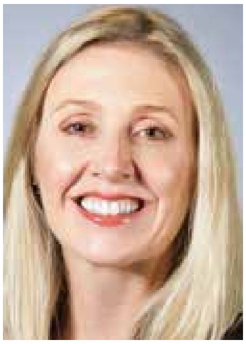
EdisonReport (Brentwood, TN): **Mark Lien,** a 35-year veteran of the lighting industry, received *EdisonReport's* Lifetime Achievement Award on June 20 at LightFair. Lien most recently served as the industry relations manager for the Illuminating Engineering Society and is known throughout the market for his time as an educator and manager at large lighting companies including Sylvania, Hubbell Lighting and Cooper Lighting.

Agilix Solutions (St. Louis, MO): **Dave Armstrong** has joined the Agilix Solutions team as VP of South Region and will be based in the company's Memphis branch. A 25-year veteran in the electrical market, Armstrong will lead the company's efforts to grow the Agilix Solutions brand across its seven branches in Tennessee, Arkansas and Mississippi.

Armstrong

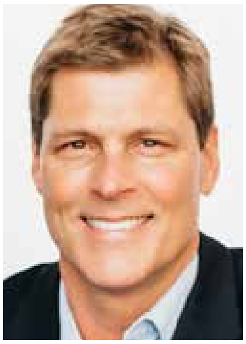
Hubbell Wiring Devices (Shelton, CT): **Troit Freeland** joined the company as VP of sales, according to a post on LinkedIn.

Rockwell Automation Inc. (Milwaukee, WI): **Tessa Myers** was named senior VP, Intelligent Devices, effective June 6. In this role, Myers is responsible for leading strategy, product and talent development for the Intelligent Devices business segment. Myers succeeds **Fran Wlodarczyk,** who is retiring in early 2023 after more than 35 years with Rockwell. Myers was most recently VP and general manager for the Production Operations Management Software business unit within the company's Software & Control operating segment.



Myers

North Central Electrical Manufacturers Club (NCEMC) (Bloomington, MN): **Randy Kuzel,** sales specialist at AJB Sales, has been elected by the 167 members of the North Central Electrical Manufacturers Club as their 85th president, serving a one-year term for 2022-23. Kuzel succeeds Joe Shallbetter, who completed his one-year term as president on May 20.



Kuzel

OBITUARY

Howard Butcher, a past-president of the National Electrical Manufacturers Representatives Association (NEMRA), passed away on June 7 at the age of 95. Before going to work for the George E. Anderson Co. rep firm in 1957, Butcher served in the Air Force during World War II and during the Korean conflict and attended Southern Methodist University. He was NEMRA's president from 1989-1990 and the CEO of the George E. Anderson Co. until his full retirement in 2016.

According to his obituary at the website of Jaynes Memorial Chapel, Duncanville, TX, Butcher is predeceased by his wife, Anne Louise Phillips and is survived by his three children, Pamela Butcher Baker; Philip Howard Butcher; daughter in law, Sherry Mayo Butcher; and Keith Edward Butcher.

Chelsea Lighting (New York): **Michael Toolis** was named CEO by Kinzie Capital Partners. Toolis currently serves as an operating partner at Kinzie and maintains his seat on Chelsea Lighting's board of directors.

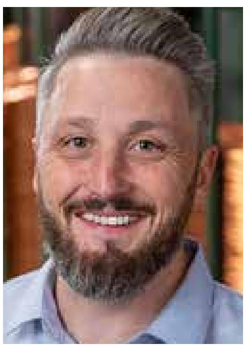
He is an architect and entrepreneur who led the growth of VOA Associates, an international architecture and design practice headquartered in Chicago and brings decades of expertise to his new position.

Werner Electric Supply (Appleton, WI): **Dave Piet** is the Werner Electric's new VP of sales and will establish and lead its long-term vision for the industrial and construction sales teams. Piet brings more than 29 years of progressive experience in sales leadership for large manufacturing and distributor organizations. In other news at Werner Electric, the company hired three new employees during May, according to a LinkedIn post: **Lisa Butterfield,** industrial coordinator; **Brad Richter**, director of industrial services; and **Tristan Vukosich**, network solutions quotation specialist.

Piet

Service Wire Co. (Culloden, WV): **Shane Berry** was promoted to director, manufacturing and distribution. He has been with Service Wire Co. as director, human resources for five years, working closely with the operations leadership team.

In other news at Service Wire, **Jordan McCraner** joined the company as a sales representative in Phoenix and **Emily Wotring** has an expanded sales territory. McCraner will focus on commercial and industrial sales in Alaska, Montana, Washington, Oregon, Idaho and Hawaii. Wotring now covers the Maine, Vermont, New Hampshire, Massachusetts, Connecticut and Rhode Island commercial and industrial markets.



Berry

WESCO International (Pittsburgh, PA): **Theodore Dosch,** executive vice president and chief transformation officer, will retire effective Aug. 5. Dosch has served in this position since June 2020 upon the completion of WESCO's transaction with Anixter. He previously served as Anixter's executive VP – Finance and CFO.

REP NEWS

Synergy Electrical Sales recently inked representation agreements with two emerging technology companies: Curri and SPAN. Both are effective as of May. Curri is a platform for on-demand commercial building materials delivery from supplier to job site and SPAN smart electric panels let the consumer control every circuit in their home, right from a smartphone. Synergy will serve as field sales for Curri and SPAN in their entire footprint of eastern Pennsylvania, southern New Jersey and Delaware as well as northern New Jersey and New York City.

In other news at Synergy Electrical Sales, the independent manufacturers' rep also announced it's continuing its growth efforts in the New York metro and its representation of MaxLite in that market effective June 1.

JD Martin now represents ABB Installation Products (formerly Thomas & Betts) in Colorado, Kentucky and central and eastern Tennessee. The expanded relationship builds on existing programs across Florida, Louisiana, North Carolina and South Carolina, Oklahoma, Southern Mississippi, Texas, central and southern Virginia and New Mexico.

Electrical customers across these areas can work with JD Martin as a local resource for sales, service and support of the ABB Installation Products portfolio. This includes Ocal conduit and fittings, the Color-Keyed compression system line and a range of electrical components and materials for commercial and industrial applications.

At **Fishco Group,** St. Louis, Joseph Fisher, son of Tom Fisher, principal, joined the company after working for five years at Express Scripts.

Electri-Flex Co., Roselle, IL, appointed Mountain States Agency, Bernalillo, NM, as its new representative in Colorado. The agency will continue to represent Electri-Flex in New Mexico and El Paso, TX, as well. Mountain States was established by Mark Delaney in 2012.

Nancy Martin, Casey Electric Sales, Bensenville, IL, retired, according to a company LinkedIn post. Martin spent most of her electrical career with her family's rep firm, Martin Electrical Sales, Kirkwood, MO, which Casey Electric Sales bought last year. She was very active in the St. Louis electrical community and won *EW's* 1990 GEM Rising Star Award and its 2011 GEM Award.