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the ELECTRICAL DISTRIBUTOR

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IN CASE YOU MISSED IT

by Tom Naber



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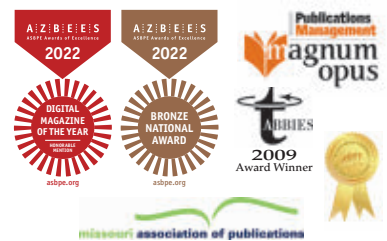
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AWARDS



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ARE YOU STRUGGLING WITH the question “Where do we get started digitizing our distributorships?” and wondering “Can we even accomplish this?”

At the NAED National Meeting in May, a panel of industry experts—Neil Ashe, chair, president, and CEO of Acuity; Jeff Baker, former vice president and CEO of Rexel USA; Aamir Paul, president, North America, at Schneider Electric; and George Vorwick, president and CEO at United Electric Supply—addressed this issue. If you missed it, take some time to watch the video of that panel session (find it here)—and you’ll be a little less terrified of the future and a little clearer on where to start.

The second panel at the meeting answered the question “What will NAED and the NAED Education & Research Foundation be focusing their efforts toward in the next few years?” Panelists and NERF Board Members Brian DiBella, president, Electrical Wiring Systems, Legrand; Rob Ninker, regional vice president, Rockwell Automation; and Jason Stein, executive vice president, sales and marketing, Border States, discussed “Building a Connected and Digitized Business.” (Watch a video of the panel session here.)

The third panel focused on both the next generation of leaders and

transferring knowledge from one generation to the next. Benjamin Cohen, CEO of proton.ai, offered a great explanation on why mining sales data can be invaluable for helping you transfer customer knowledge to your next generation of leaders when the older generation isn’t necessarily thinking or helping with knowledge transfer. (Here is the link to that panel session.)

Those who attended these panels know how valuable the follow-up was with the panelists and their industry peers in the hallway after the session. NAED offers great education programs, but there is even more education to be had when talking and sharing ideas with others in the industry.

If you didn’t attend the meeting or skipped these sessions, I urge you to see them for the first time. These three sessions are probably the best sessions for explaining how to understand the future and what NAED is working on to help you succeed. ■

Naber is president and CEO of NAED. He can be reached at tnaber@naed.org.

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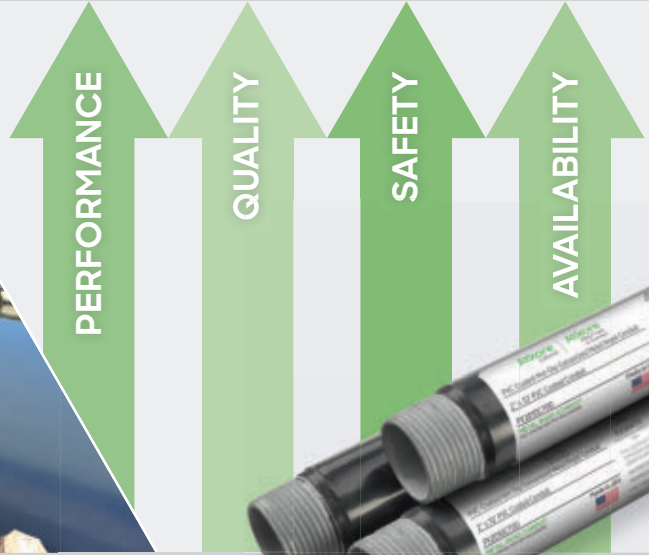
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Westin DFW, Dallas, TX
- 3 November 14-16, 2022**
NAED Eastern Region Conference
JW Marriott Tampa Water Street, Tampa, FL
- 4 January 16-18, 2023**
NAED Western Region Conference
JW Marriott Desert Springs, Palm Desert, CA
- 5 February 27-March 1, 2023**
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CURRENT

/QUARTERLY OUTLOOK

SEEING AROUND A BEND IN THE ECONOMY

by Ken Simonson



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THE “R WORD”—RECESSION—SEEMS TO HAVE re-entered everyone’s vocabulary. But is a recession likely? Will it drag down electrical distributors? So far, the evidence is mixed, with good reason to hope that a recession will be shallow and short, at worst. Even better, some of the end-markets that electrical distributors supply appear poised to hold up better than the economy as a whole.

Some of the expectation—or fear—that a recession is imminent may stem from confusion about terminology. The shorthand definition of recession is two consecutive quarters of declining real GDP: inflation-adjusted gross domestic product, the sum of all goods and services produced in the country, net of imports. This rule of thumb usually fits with other indicators of weakening economic activity. But, in fact, there is no “official” definition of a recession. Instead, economists generally look to a committee of the academic National Bureau of Economic Research (NBER) to declare when one has begun and ended. The committee looks at “a significant decline in economic activity spread across the economy, lasting more than a few months, normally visible in real GDP, real income, employment, industrial production, and wholesale-retail sales.”

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In this case, real GDP did shrink by 1.6% at a seasonally adjusted annual rate in the first three months of 2022, and some data for the second quarter indicate a further decline may have occurred. (The agency that calculates GDP, the Commerce Department’s Bureau of Economic Analysis—or BEA—issues an initial estimate four weeks after the end of the quarter but revises the calculation, sometimes markedly, one and two months later as more data comes in.)

Several factors mean that the decrease will not be repeated or at least not have the same causes. As the BEA explained in releasing its third estimate for the January-March period, “In the first quarter, there was a resurgence of COVID-19 cases from the Omicron variant and decreases in government pandemic assistance payments.” While COVID remains widespread, it

did not cause nearly as many deaths, hospitalizations, or lost workdays in the April-June period as at the beginning of the year. Similarly, the fact that most assistance ended by late 2021 means there will not be a repeat in the second quarter of the drag that occurred in the first quarter.

Furthermore, first-quarter GDP was depressed by an increase in imports and decrease in exports (which counts as a negative for GDP) and a decline in inventories as

2022 COMPENSATION & BENEFITS REPORT AVAILABLE

NAED’s **2022 Cross-Industry Compensation & Benefits Report** is now available. Results are based on confidential surveys from 959 distribution firms representing more than 10,000 locations across the wholesale industry. In addition, many results are broken out by NAED respondents in comparison with

other firms or by sales volumes. Companies can compare their compensation packages with benchmarks on salaries, sales compensation approaches, and more. Salary information is also grouped by various job functions. Two reports are included:

- *Cross-Industry Compensation & Benefits Indus-*

try Report: aggregated results of all participants, alongside comparisons with NAED member responses

- *Detailed Data Tables*: every data aggregate compiled in the study, including salaries and benefits specific to experience and geographic areas

NAED members can purchase the reports here



for \$509 by logging into the online store (nonmember pricing is \$1,200). —tED

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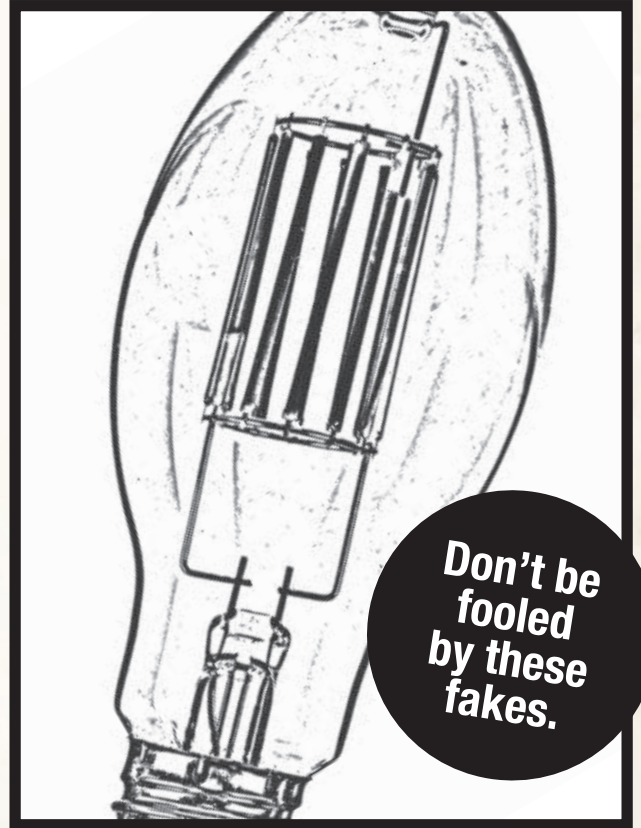
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supply chain bottlenecks kept businesses from building up supplies. Two other measures of overall economic activity remained positive. Gross domestic income, which measures the buying power of individuals, businesses, and government, increased 1.8%. Final sales to domestic purchasers, a measure of how much each group bought, rose 2% in spite of the reduced assistance payments that had buoyed spending in 2020 and 2021. In other words, income and spending continued rising, and the apparent weakness in the economy was concentrated in somewhat peripheral sectors.

Among the other factors the NBER committee considers, employment has remained especially strong. The economy added 800,000 employees in April and May. While this was the smallest two-month total in a year, previous recessions were marked by falling employment during (or beginning) the few months before.

Employment gains would be even stronger if there were enough workers. The Bureau of Labor Statistics (BLS) reported on June 1 that there were nearly 12 million unfilled openings at the end of April and that layoffs and discharges were at a record low, in data stretching back to December 2000. Both figures suggest employers want to expand and are hanging onto workers—two strong signals that businesses are not experiencing a current downturn in demand and are not expecting one imminently.

Although a recession is not guaranteed, there is no question that economic growth is slowing—and pivoting. Perhaps the most notable shift from the standpoint of electrical distributors is occurring in the housing market. House prices rose roughly 20% from April 2021 to April 2022, while mortgage interest rates more or less doubled. The combination of much higher prices and monthly payments has cut deeply into the number of people, especially first-time homebuyers, who can afford to buy, reno-

vate, or expand a house. Thus, electrical distributors serving the new or remodeled house market can expect to see demand dwindle.

A decline in demand for owner-occupied homes may provide a short-term boost to houses built for rent and apartments, but developers also are sensitive to rising construction costs and interest rates, so this market is vulnerable to a downturn as well.

Similarly, other types of projects that depend on lease, rental, or nightly (hotel room) income to cover investors' costs may no longer "pencil out" if interest rates continue to rise, as is widely expected. Nor are construction costs likely to retreat in the near future.

The BLS posts producer price indexes each month for inputs (materials and services such as trucking and design services) to construction industries and also for the amount contractors say they would charge to erect new nonresidential buildings—a "bid price" index. The inputs index rose 20% to 25% year over year for 12 months in a row before cooling slightly to an 18.9% rate of increase from May 2021 to May 2022. This index does not include a contractor's direct labor costs, overhead, or profit margin.

Meanwhile, the bid-price index, which does cover these additional considerations, has accelerated steadily over the past year and slightly exceeded the increase (19.3% to 18.9%) in the inputs index as of May. Thus, whether a business is "buying" construction from a contractor or putting up a building itself, costs have been rising much faster than the overall rate of inflation.

Despite the cost pressures, there are still several large construction cat-

egories that should hold up well. One that has soared in recent months is manufacturing construction. The Census Bureau reported on July 1 that spending on manufacturing projects had risen by 23% in the first five months of 2022 from the same period in 2021. The increase was led by a tripling of investment in "electronic, computer, and electric" manufacturing construction, primarily the enormous "fab" plants being built in Arizona and Texas.

Numerous other types of manufacturing construction are underway or have been announced—including several EV and vehicle battery plants, two steel mills, an aluminum rolling mill, and factories to produce parts for offshore wind turbines, utility-scale electricity storage, and tens of thou-

sands of EV charging stations.

The *Infrastructure Investment and Jobs Act* will soon add to demand for electrical components for many types of public works. Funding for these projects, even more than for manufacturing, is relatively insensitive to a slowdown in current economic activity or to rising interest rates. The actual awarding of specific projects is a drawn-out process, but the funds are more or less guaranteed for the next several years.

Thus, more than in recent years, the markets for electrical distributors' products and services are likely to diverge. But most distributors should not expect to be using the "R word" to describe the state of their business anytime soon. ■

Simonson is chief economist for the Associated General Contractors of America. He can be reached at solomon.simonson@gmail.com.

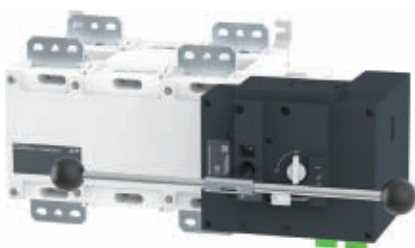


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FORGING AHEAD

IDEA tackles tough industry challenges—including globally syndicating to multiple formats, normalizing product attributes, managing rebates, and assembling weight and dimensional data.

by **Susan Bloom**

WITH THE MARKETPLACE'S NEED FOR HIGH-QUALITY PRODUCT data growing rapidly, IDEA, the industry-endorsed data technology company, has a clear-eyed focus on the road ahead. "Our mission—fully supported by our parent organizations, NAED and NEMA—is to assume a leadership position in facilitating the exchange of complete, high-quality, commercial-grade transactional and

e-commerce content, which includes serving as the electrical industry's standards body by setting, facilitating, and monitoring data standards," said David Oldfather, president and CEO of IDEA.

Providing product data syndication and EDI services, IDEA is also dedicated to serving the industry as a standards body, powering global data syndication, and adding more value for distributors and manufacturers through the Harmonized Data Model (HDM) and such other initiatives as Rebate Management, IDEA Volumetrics, and NAED X-Check.

Driving the HDM...and Overcoming Challenges

One of IDEA's main initiatives, the HDM, is born from the industry's need to support multiple data formats more efficiently.

Originally conceived by NEMA's Product Data Standards Task Force, the HDM was initiated by NEMA and NAED to harmonize data across two classification models into one data model in IDEA Connector. The supported classification models are initially UNSPSC (via IDEA's Category Attribute Standard), which is used primarily in North America, and the Electro-Technical Information Model, or ETIM, which is used primarily in Europe.

However, the road to innovation can sometimes be fraught with unexpected challenges. Such was the case when IDEA was removed from ETIM North America's (ETIM NA's) board of directors in June.

"ETIM NA's issue with IDEA and the Harmonized Data Model initiative appears to be based on a misunderstanding of the HDM's objectives and resulting capabilities, asserting that by supporting the HDM initiative, IDEA is positioning itself to offer the industry an alternative solution to ETIM," Oldfather said.

According to Oldfather, the purpose of the HDM initiative is to

evolve the IDEA Connector data model into a next-generation data syndication platform capable of efficiently supporting multiple syndication formats. In defining the HDM data model, each of the harmonized formats is supported, but the HDM data model will also eliminate the need for distributors to make downstream modifications, a benefit that will ensure consistency and provide a better e-commerce experience for their customers.

HDM is initially focused on supporting both UNSPSC PAS/CAS and ETIM BMEcat, but other formats will be added in future iterations, ensuring IDEA Connector's long-term applicability in the electrical market.

"As a result, IDEA's position is that rather than competing with ETIM, the HDM-based IDEA Connector will facilitate manufacturers' ability to add support for ETIM by enabling them to more efficiently consolidate their data feeds and still be assured that not only their North American trading partners, but also their international partners will receive high-quality, consistent data," Oldfather said.

IDEA recognizes that there's considerable commonality between the

HDM's harmonization effort and the work being done to localize ETIM for North America; the harmonization activity is also identifying attributes and values in use in North America that should be considered as additions to ETIM. To help expedite the harmonization process, NEMA and NAED have committed themselves to helping IDEA secure subject matter experts (see sidebar) to review the data dictionary developed for each harmonized product category.

"There's the potential opportunity to leverage this harmonization effort to also support ETIM NA's localization, so IDEA remains open to collaborating with ETIM in securing subject matter experts to both review and approve IDEA's Harmonized Data Product Categories as well as localize ETIM's North American nomenclature," Oldfather noted.

"Since IDEA's Connector platform can support both ETIM and UNSPSC (PAS/CAS), IDEA encourages industry members to use the classification model that best fits their long-term needs," Oldfather said. He added that while the HDM is initially focused on supporting both UNSPSC PAS/CAS and ETIM BMEcat, other data for-

mats will be added in future iterations, ensuring IDEA Connector's long-term relevancy in the electrical market.

Adding Value on Many Data Fronts

According to Oldfather, the HDM is just one of many proactive measures IDEA has taken to enhance the value of IDEA Connector data. Other initiatives include:

- **Tech Advisory Council (TAC):** IDEA recently established a soon-to-be-announced IDEA TAC, which will identify and help evaluate future technology endeavors and opportunities. The TAC will help IDEA continue to be a progressive and innovative digital leader in the electrical industry.

- **Rebate Management Initiative:** In an exclusive partnership with Enable, IDEA now delivers rebate management services to manufacturers and distributors. Within Enable's rebate management solution, users will be able to easily access IDEA product information as well as track and execute rebate agreements collaboratively with trading partners.

- **IDEA Volumetrics:** Responding to industry demand, IDEA is collecting product weight and dimensional data in partnership with Avalon, a supply chain and logistics firm. This will improve real-time freight calculations for e-commerce orders, warehouse automations, and more.

- **Global Syndication:** IDEA serves as the single source for product data to all Rockwell Automation distributors globally, paving the way for worldwide data syndication for other manufacturers. This global agreement is an exten-

SMES NEEDED

Oldfather announced that subject matter experts (SMEs) across the industry are working with IDEA to contribute their knowledge as part of the HDM Product Expert Task Force. "Over the next six months, IDEA will be working through the HDM road map and will be aligning SMEs with the relevant categories," he said.

IDEA encourages any industry product expert who's interested in participating in the landmark project to sign up at idea4industry.com/sme/. —S.B.



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CONTRACTOR Q+A



To better help electrical distributors respond to the needs of electrical contractors, “Contractor Q&A” features remarks from real contractors located nationwide. Responding is Frank Mandarino, director of procurement at Aldridge Electric, a specialty electrical contractor headquartered in Libertyville, Ill. This month we asked:

WHAT HELPFUL SERVICES DO YOUR ELECTRICAL DISTRIBUTORS PROVIDE?

Mandarino: At Aldridge, we’re vigilant in monitoring market volatility and moving our business to distributors that can work as partners to navigate this supply-chain-disrupted world. Based on current lead times and price increases, we can’t procure materials just in time the way we used to and are being asked to buy them as far in advance as possible. As a result, our warehouse has never been more packed and storage facilities are in great demand. For Aldridge, it comes down to which distributors are willing to store product for us and extend those parameters for a longer period—some are willing to go six to 12 months out or more. That’s something we’ll pay a little extra for because today’s jobs aren’t about getting the lowest price anymore, but rather securing the lowest installed cost.

VMI is another selling point when looking for a distribution partner. Our goal is to work with them up front on a bill of materials and consolidate our distributors to those that can fulfill all of our POs and replenish products based on set minimum and maximum levels so that we won’t run out of these items. Having the distributor release products from a master order and reduce our invoicing frequency is a service we’re willing to pay extra for since it helps to enhance efficiencies on our end.

These days, we’re being diligent with preconstruction planning to hone in on strategy, storage, and lead times for each specific project. It’s about not only the bottom line, but also what distributors can do to ensure that we’re providing our customers with the same quality they know and trust from Aldridge. ■

Send your questions to “tED” Editor Misty Byers at mbyers@naed.org.

sion of the product data syndication capabilities that IDEA has refined with Rockwell Automation as their North American partner.

• NAED X-Check Program:

Following IDEA’s recent acquisition of DATAgility, an industry data management provider, IDEA is now managing the NAED X-Check Program. By providing more than 1.4 million one-to-one cross-references as well as more than 500,000 alternative products, accessories, repair parts, upgrades, obsolete parts, and more, X-Check enables distributors to supercharge their sales with valuable upselling and cross-selling information.

• **Other initiatives:** IDEA is also actively looking into further enhancements, such as data auditing and usage, a webstore/website platform maintained by IDEA, building information modeling capabilities, and sustainability and corporate responsibility monitoring and tracking.

Overall, IDEA is focused on improving and enhancing the quality, consistency, and usability of the data flowing through IDEA Connector with HDM and all of the aforementioned additional digital initiatives.

“IDEA’s progress on HDM will continue undeterred,” Oldfather said. “Not only will the HDM-based IDEA Connector allow manufacturers to more efficiently upload and syndicate their data to trading partners, saving time and eliminating costs, but also the HDM will make it easier for distributors to extract and use product data without having to make downstream modifications, which will help ensure the most consistent, robust, and efficient experience.”

For more information on the HDM, visit idea4industry.com/hdm. For questions or to help support its development, contact Dena Barrett at dbarrett@idea4industry.com. ■

Bloom is a 25-year veteran of the lighting and electrical products industry. Reach her at susan.bloom.chester@gmail.com.

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ZINC PRICES ARE ON A TEAR

Smelting bottleneck boosts costs of turning concentrate into market-ready products.

by Phillip Perry

HISTORICALLY HIGH PRICES FOR ZINC HIT A PEAK of \$4,515 per ton in April. The reason? A smelting bottleneck is boosting the costs of turning concentrate into market-ready product. “The zinc smelting process is very energy intensive,” said Wen Li, a senior analyst in the Metals and Mining Group at CreditSights, a Fitch Solutions company. “The second half of 2021 saw a big zinc rally on the back of energy issues in China and Europe, further exacerbated by Russia’s invasion of Ukraine.”

Rising energy costs have led to unexpected supply-side pressures. “Since the third quarter of 2021, a significant tonnage of European smelter production has become marginally economic, if not wholly uneconomic, for some plants,” said Andrew Thomas, head of lead and zinc at Wood Mackenzie. This has caused some zinc producers (Glencore and Nyrstar among them) to reduce plant capacity, creating a supply bottleneck. Adding further upward price pressure has been China’s recent moves to enforce environmental regulations by closing inefficient plants. Because China accounts for nearly 35% of global zinc production (see chart on the

opposite page), such changes have an outsized impact on prices.

As dwindling production levels buck up against the demands of a recovering economy, buyers have been forced to dig into the industry’s seed stock, drawing down supplies stockpiled during the Great Recession. “So much

unwanted metal piled up in warehouses during the 2008 financial crisis that it has taken most of the last decade to use it,” said Thomas. “The result is that we have a kind of perfect storm in the zinc market, a combination of strong demand, a bottleneck at smelters struggling to maximize production, and very low inventories. It’s all come together to create high prices.”

Green Revolution

Experts predict more pain ahead as the green energy revolution makes its own demands on supply. “Solar and wind production require more physical infrastructure than conventional power plants,” noted Jesse Rogers, an economist at Moody’s Analytics who follows industrial metals. All those solar panels and wind turbines need lots of steel—coated with zinc. And a growing



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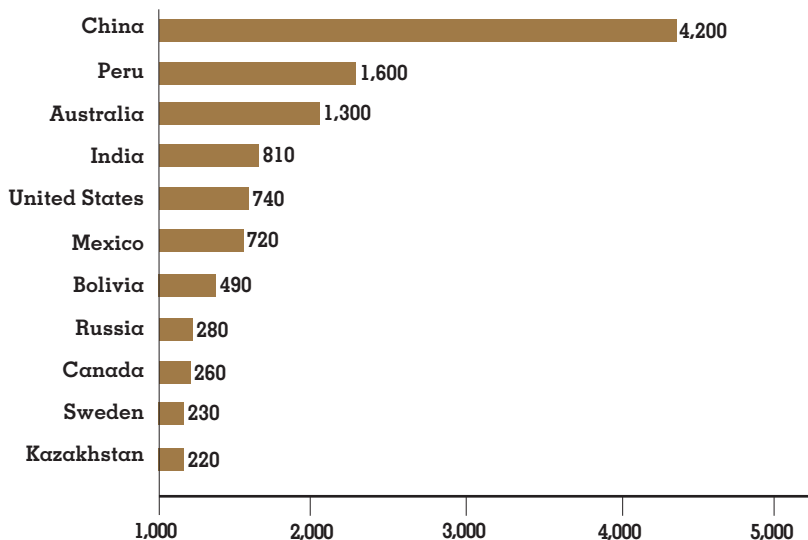
number of electric vehicles will draw power from zinc-ion batteries.

Price increases for zinc are important, given its critical role in the typical electrical products enterprise. “Zinc is essential for our business because of its use as a coating to protect steel from corrosion,” said Kristina Steiger, president of Schaeffer Marketing Group. “All of our steel products are coated in zinc at the factory.”

Zinc can also be an attractive steel alternative. “Many contractors prefer zinc die-cast fittings because of precision manufacturing, captive screws, and other labor-saving features,” said Steiger. “And zinc has corrosion resistance all the way through, while galvanized steel can corrode if its coating is scratched.”

Finally, zinc is helping electrical

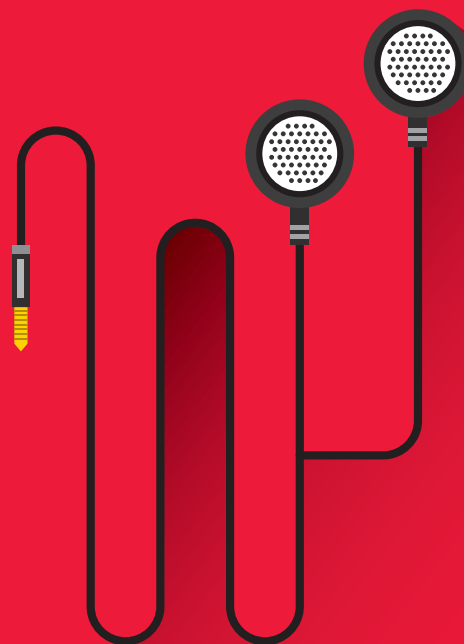
ZINC PRODUCTION BY COUNTRY (1,000 METRIC TONS)



Source: U.S. Geological Survey; 2021 figures

ARE YOU LISTENING?

Plug into our podcast to examine issues within the electrical distribution supply chain such as business best practices, the future of the industry, and diversity.



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distributors resolve the nation's ongoing supply chain crisis. "Zinc fittings made in America have recently provided a solution to the shortages in imported steel fittings we have experienced over the past couple of years," said Steiger, noting that those companies that manufacture in the United

States can control the supply a little bit easier. "This is one reason that zinc in die-cast form makes up quite a bit of a typical distributor's stock."

Price Relief

Some market forces are helping to ease the upward pressure on prices.

For example, experts expect a business slowdown to ease zinc demand. "The global economy has weakened," said Rogers. "Our forecast for the rest of this year calls for growth barely north of a recession. We forecast global economic growth to continue a gradual slowdown through 2023,

The Problem with PIE

When did POs cease to be contracts to deliver at an agreed-upon price?

LET'S TALK ABOUT PIE. PIE ("price in effect") is the "tax" a distributor might have to pay on a manufacturer's inability to ship: If there are price increases from the time an order is placed, the distributor pays whatever the inflated price is once it finally ships.

Gone are the days of being compensated for any extended delays in exchange for not canceling the order and looking elsewhere—instead, distributors are being penalized by agreeing to wait out the process and eventually get their goods.

Imagine Amazon sending you an update on your order, with a note saying, "Sorry this item took much longer to ship than expected. Please find this updated invoice to pay, which reflects a 35% increase in your cost."

We really can't go back to our customers and penalize them for a delay. And even if we could, we don't know

what the upcharge would be until we get the invoice, which could very well be a month or two after we finally shipped out the products to clients ourselves. Cutting a PO has never been a blank check. That goes for the supply house and their clients as well. It is an agreement of sale: "You said I'd pay this, and I agree to that. Period."

I truly hope this cash grab falls flat. It seems to be pretty isolated to a handful of lines—a few tried it earlier in the year and the backlash was so strong from distribution that some of them did not enforce PIE on their next increase. Also, the accounting is a nightmare on both ends.

I even question the legality of it all. As a distributor, I cannot unilaterally change the price on my order once I place it if the market suddenly grows soft. Just this year, we have seen a copper high at \$5.03 per pound and a low of \$3.96. That 27% drop



© TRYAGING/ISTOCK

was within two months of the high. Even so, I fulfilled my obligation on any open wire orders I placed that had yet to ship during the variance. You take the good with the bad, as with any contract.

There is little I can do when a manufacturer changes its policies to include PIE going forward. But in many cases, they are attempting to apply the new policy to open orders that were placed before PIE was added to their terms.

This column started off as a grumble but will end as a plea to any manufacturers that have moved to a PIE model and those that are actually considering it: Please don't. There are plenty of ways to make money; this doesn't have to be one of them. ■

Kevin Reed is director of purchasing and warehouse operations at Paramount EO in Chicago. He can be reached at info@paramont-eo.com.

ACT

ADVANCED CABLE TIES, INC.

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= **ADVANCED CABLE TIES**



USA PRODUCTION

Advanced Cable Ties operates a 112,000 square foot manufacturing and distribution facility in Gardner, Massachusetts housing automated injection molding machines running 24/7. ACT manufactures over "One Billion Cable Ties" per year which are shipped globally to a diverse industry mix.

QUALITY

Advanced Cable Ties products meet all Mil-Spec standards and are listed on the Qualified Products List (QPL-AS33671) and are also certified to the highest UL classification (UL Type 21S).



THREE TOOTH PAWL DESIGN



ACT Cable Ties are designed with something we refer to as a "Three Tooth Pawl." This means that the locking mechanism within the head of the Cable Tie (Pawl) is designed to lock in three places along the serrated side of the tie. Think of it as "good, better, best." Locking in one location is good, locking in two positions is better – ACT locks in three positions which is BEST.

UNIQUE "STAY TAB"

ACT has designed a unique "stay tab" near the tail of the Cable Tie. This tab maintains the closed loop without locking. This feature has significant cost savings value as the installer will reduce the need to destroy the Cable Tie to add to the bundle.



BLACK CABLE TIES WITH A DIFFERENCE



Many in the industry provide an outdoor solution with a black color concentrate added for UV stabilization. For good reason, Mil-Spec calls out 2% carbon black for the most effective long term UV protection. 2% Carbon Black added to the process, simply stated, provides the most effective outdoor solution. The US government recognizes this (Mil-Spec) and we choose to produce our outdoor Black Cable Ties using this method.

although we are not calling for a recession outright." Expectations that global economies will sidestep a downturn are predicated on things in Russia and Ukraine not getting measurably worse.

On the other hand, any resolution of the war should help alleviate the supply shock from missing Russian oil barrels, thus lowering the fire under energy prices. Because zinc production is spread so broadly across the globe, supply disruptions from Russia have not affected pricing as much as they have with some other metals, such as nickel. "As the ninth-largest global producer of zinc, it's hard to say Russia is not important," said Rogers. "But the war is not causing the kinds of shortages seen for some commodities such as fertilizer, wheat, and grain, where Russia and Ukraine can make up as much as a third of global supply."

Until the war is resolved, inflation may help obviate a steep runup in what buyers pay for zinc. "In response to rising prices in general, corporations may reduce capital investments and consumers may cut back on spending," said Li. "That could have an impact on commodity demand."

So what's it all mean for the price of zinc? "A combination of lower demand from a softer global economy and an easing of supply chain disruptions should cause metal prices to walk more in line with demand," said Rogers. He expects zinc pricing for the second half of this year to come in around \$3,600 per ton, down from \$3,800 in the spring. "There should be further easing in 2023, assuming some sort of resolution to the war in Ukraine that brings more stability to the energy markets." ■

Perry is an award-winning journalist who has published widely in the fields of business management, workplace psychology, and employment law. He can be reached at phil@pmperry.com.

INFLATION HAMMERS MARKETS

Continued pressures see declining issues handily besting advancing ones.

A CONTINUATION OF LAST SESSION'S PRESSURES—inflation and war—were felt keenly by the *tED* Stock Index in the session that ran from March 31 through May 31. Thrown into the mix are an abundance of jobs not filled and continuing supply chain, production, and manufacturing issues. The index shed 157.94 points (or 5.67%) and closed at 2,626.09. Declining issues bested advancing issues by a 10-to-16 count.

The Commerce Department reported that retail sales rose in March, up .5%, but slowed a bit from earlier gains with inflation taking bigger chunks for food, gasoline, and other essentials. The Labor Department said that its Producer Price Index, or prices paid at the wholesale level, was up 11.2% in March from a year earlier—a record.

Consumers increased spending by 1.1% in March, which was more than economists expected. Even accounting for inflation, spending was up .2%. The Bureau of Labor Statistics reported that employers posted a record 11.5 million job openings in March, and there are now two job openings for everyone unemployed. A record 4.5 million people quit their jobs in March. The Conference Board's April consumer confidence index fell to 107.3 from March's 107.6.

In April, the Labor Department reported that employers added 428,000 jobs across a broad industrial spectrum. A bear market—a drop of 20% from earlier highs—waited on the horizon in May's third week. The Commerce Department reported that, despite strong consumer spending, the first-quarter economy shrank by 1.5%. "We're not convinced that we're completely out of the woods here," said Philip Orlando, chief equity market strategist at Federated

Hermes. "The Fed's got to be really aggressive here and job No. 1 is to stuff the inflation genie back in the bottle—and I don't believe the market has fully priced that in."

tED Index Highlights

• **Top dollar loser.** Rockwell Automation (ROK) tumbled 66.83 points (or 23.87%). For fiscal 2022 second quarter, ROK missed estimates and posted earnings of \$1.66 per share. Analysts surveyed by Zacks expected earnings of \$2.27 per share. Revenue was \$1.808 billion, 2% ahead of last year. Morgan Stanley analysts cut their price target to \$277 from \$325. ROK closed at 213.20.

• **Top dollar gainer.** Littelfuse (LFUS) soared 20.79 points (or 8.34%). For its first quarter, LFUS posted earnings of \$4.99 per share compared with \$2.67 per share in the same quarter a year ago. Revenues were \$623.33 million vs. last year's \$463.79 million, an 8.51% increase. Analysts polled by Zacks expected earnings of \$3.24 per share. LFUS

ended at 270.20.

• **Top percentage loser.** Wolfsped (WOLF) lost 38.63 points (or 33.93%). For its fiscal 2022 third quarter, WOLF's loss from continuing operations was \$14.3 million (or \$.12 per share) vs. a loss of \$24.7 million (or \$.22 per share) in the same quarter last year. Revenue was \$188 million, 37% ahead of last year, but roughly \$2.6 million below expectations. Earnings also failed to meet forecasts. WOLF closed at 75.23. ■

Information and charts are provided by Trade Trends. For more information, call 509-280-3896.



The "DistributED with *tED* magazine" podcast examines important issues in our supply chain. Find it on all podcasting platforms.

tEDmag.com/podcast

tED STOCK INDEX: TOP GAINERS & LOSERS

Top dollar gainer	Littelfuse	\$20.79
Top dollar loser	Rockwell Automation	-\$66.83
Top percentage gainer	Hammond Power Solutions	27.74%
Top percentage loser	Wolfsped	-33.93%

MARKET RECAP

Advancers	10
Decliners	16
Unchanged	0

tED STOCK INDEX

Exchange	Ticker symbol	Company name	\$ Price 5/31/22	\$ Price 3/31/22	\$ Net change	Percent change	52-week \$ high	52-week \$ low
NYSE	MMM	3M	149.29	148.88	0.41	0.28%	206.81	139.74
NYSE	ABB	ABB	30.97	32.34	-1.37	-4.24%	39.11	27.74
NYSE	AYI	Acuity Brands	175.02	189.30	-14.28	-7.54%	224.59	158.47
NYSE	AIT	Applied Industrial Technologies	103.41	102.66	0.75	0.73%	111.68	80.93
NYSE	ATKR	Atkore	108.92	98.44	10.48	10.65%	119.96	65.80
NYSE	BDC	Belden	57.58	55.40	2.18	3.94%	68.87	45.31
NYSE	DHR	Danaher	263.82	293.33	-29.51	-10.06%	333.96	223.71
NYSE	ETN	Eaton	138.60	151.76	-13.16	-8.67%	175.72	130.44
NYSE	EMR	Emerson Electric	88.66	98.05	-9.39	-9.58%	105.99	81.01
NASD	WIRE	Encore Wire	125.02	114.07	10.95	9.60%	151.64	65.98
OTC	HMDPF	Hammond Power Solutions	12.25	9.59	2.66	27.74%	12.26	7.99
NYSE	HON	Honeywell International	193.62	194.58	-0.96	-0.49%	236.86	174.42
NYSE	HUBB	Hubbell	189.86	183.77	6.09	3.31%	212.54	170.76
NASD	LFUS	Littelfuse	270.20	249.41	20.79	8.34%	334.84	223.31
OTC	OSAGF	OSRAM Licht	55.67	64.26	-8.59	-13.37%	65.00	55.67
NYSE	OMI	Owens & Minor	34.88	44.02	-9.14	-20.76%	49.16	30.01
OTC	PCRFY	Panasonic	9.18	9.70	-0.52	-5.36%	13.66	8.61
NASD	PKOH	Park-Ohio Holdings	15.58	14.07	1.51	10.73%	38.38	9.23
NYSE	ROK	Rockwell Automation	213.20	280.03	-66.83	-23.87%	354.99	191.08
OTC	SMAWF	Siemens	132.80	136.93	-4.13	-3.02%	179.00	116.48
NYSE	TXT	Textron	65.29	74.38	-9.09	-12.22%	79.45	60.36
OTC	TOSYY	Toshiba	22.39	20.45	1.94	9.49%	23.30	17.36
NYSE	WSO	Watsco	255.63	304.64	-49.01	-16.09%	318.98	239.62
NYSE	WCC	WESCO International	125.58	130.14	-4.56	-3.50%	144.43	93.80
NASD	WOLF	Wolfspeed	75.23	113.86	-38.63	-33.93%	142.33	63.44
NYSE	GWW	W.W. Grainger	487.07	515.79	-28.72	-5.57%	529.91	391.16

INDEX WATCH

Index	\$ Price 5/31/22	\$ Price 3/31/22	\$ Net change	% Change
tED Stock Index	2,626.09	2,784.03	-157.94	-5.67
Dow Jones Industrial Average	32,990.12	34,678.35	-1,688.23	-4.87
S&P 500 Index	4,132.15	4,530.41	-398.26	-8.79
Nasdaq Composite	12,081.39	14,220.52	-2,139.13	-15.04



K/E Electric Supply planted a Red Oak tree to represent the “un-breaking” of soils on the company’s new property.

EVENT

K/E Electric Supply Holds Ground “Un-Breaking” Ceremony

The ground “un-breaking” ceremony for the new K/E Electric project in Mount Clemens, Mich., was held on June 16. After a short introduction by Owner Rock Kuchenmeister, the Kuchenmeister family planted a Red Oak tree near the existing annex building property. The tree will represent the start of an “un-breaking” of the soils on this property. This event was to signify the kickoff of the PHASE II project for the site.

The PHASE I project included securing the site, cleaning up substantial industrial debris, and analyzing soil densities and chemical content. PHASE I also included recovering the preexisting building so it can be used as a construction trailer of sorts during the other construction phases planned for this property.



GIVING BACK

SONEPAR USA STRENGTHENS COMMITMENT TO U.S. MILITARY AND VETERANS

Charleston, South Carolina-based Sonepar USA, a subsidiary of the privately held Sonepar Group, announced that Sonepar North America’s President Rob Taylor signed the Statement of Support for the Guard and National Reserve, joining thousands of employers pledging their support to Guard and Reserve members within their organizations. The pledge emphasizes Sonepar USA’s strong commitment to provide company managers and supervisors with tools to effectively manage associates who serve in the Guard and Reserve and encourage opportunities to hire guardsmen, reservists, and veterans.

In addition, Taylor signed a United States Army Reserve Proclamation, declaring Sonepar USA a proud supporter of the U.S. Army Reserve. Through this, Sonepar USA is committing to assist soldiers and their families in overcoming barriers to obtain meaningful employment and supporting mission readiness goals, enhancing their financial stability, and helping to create connections with the community.

WESCO ANNOUNCES WESCO CARES AND MAKES \$5 MILLION COMMITMENT TO COMMUNITY PARTNERS

Pittsburgh-based Wesco is commemorating its 100th year and the second anniversary of its combination with Anixter and honoring all the entities that have joined forces to form the new Wesco. “Very few companies enjoy such longevity and success. Wesco, from the beginning, has been a leader in our industry, acquiring and developing capabilities along the way. Our ability to create value for our stakeholders by combining strengths is in our DNA,” said John Engel, chair, president, and CEO.

The company is also launching Wesco Cares, its new corporate philanthropy program, by making a \$5 million commitment to community partners. “Serving our communities is an essential part of who we are today and is a shared value among all subsidiaries and legacy companies. Wesco Cares provides for corporate charitable donations, employee volunteerism, and employee gift matching. Beginning next year, June 22 will become an annual day of caring for Wesco employees globally,” Engel said.

PHASE II includes balancing the land by relocating soils and constructing a substantial seawall on the east side of the 10-acre lake. That seawall will provide significant support for the building to be constructed in PHASE III, which is intended to be the construction of a new warehouse and office building for the company.

AWARDS & HONORS

Parrish-Hare Recognized as Industrial Distributor of the Year

Parrish-Hare (PH), Irving, Texas, received Hitachi Energy's Industrial Distributor of the Year award.

According to a press release, in 2021, PH had a record-breaking year, as it concentrated on bringing true advantages to customers in the data-center market. Moving out of 2021 and into 2022, in light of the problems and delays with material and supply chains, PH's engineers collaborated with engineering teams from Hitachi Energy and JD Martin to help clients plan not only the next company project, but also how to mitigate challenges in the next five years.

AD Named a Top Workplace

For the fourth consecutive year, AD has been recognized as a Top Workplace in the Delaware Valley (Pa.).

The anonymous employee engagement survey, administered by technology partner Energage, measures 15 drivers of engaged cultures that are critical to the success of an organization, including alignment, execution, and connection. The awards program, in partnership with the *Philadelphia Inquirer*, recognizes organizations that outperform in a crowded market, lead a people-first culture, and excel at attracting top-tier job seekers and new business.

Panduit Announces 2021 Award Recipients

Panduit recently announced the Panduit North America Partner of the

Year award winner and the Regional Partners of the Year.

The Panduit North America Partner is IES Communications.

The Panduit North America Top Regional Partner award recipients are:

- Canada Region: Interconnexions
- Great Lakes Region: AI Solutions
- North Central Region: One Source Technologies
- Northeast Region: McDonald Electrical
- South Central Region: MCA Communications
- Southeast Region: Premiere Communications & Consulting
- West Region: T&R Communications


Robroy Recognized as an Entrepreneur of the Year Finalist

Robroy Industries has been named an Entrepreneur of the Year 2022 East Central Award finalist by Ernst & Young.

Schneider Electric Ranks Second in Gartner Supply Chain Top 25, in World's Top 100 for Gender Equality

Schneider Electric was ranked second in the Gartner Supply Chain Top 25 for 2022. This is the third time the company has placed in the top five and the seventh consecutive year it has ranked on the list, which celebrates and profiles companies demonstrating excellence in supply chain management amid global supply chain disruption.

Additionally, the company has been named among the world's 20 most gender-equal companies by Equileap, an independent provider of data and insights on gender equality. Schneider ranked 20th globally and third in France among the 100 leading companies included in Equileap's milestone report. ■

 Got an event or news item to share in "tED"? Send it to mbyers@naed.org.



INDUSTRY NEWS

Around the Globe

> Cerrowire MC Cable Plant

Cerrowire recently broke new ground on a new 270,000-square-foot metal-clad cable facility at Morgan Center Business Park in Hartselle, Ala.

> Halco Sells to Hayward

Halco Lighting Technologies sold its J&J Electronics & Sollos Landscape Lighting business to Hayward Holdings.

> NSI Acquires Lynn

NSI Industries acquired North Wales, Pennsylvania-based Lynn Electronics, a manufacturer and supplier of custom fiber-optic and copper assemblies for the data center and broadband markets.

> PIP Makes Acquisition

Protective Industrial Products acquired Industrial Starter, a Vicenza, Italy-headquartered provider of PPE, workwear, footwear, and fall protection.

> Priority Opens in LA

Priority Wire & Cable opened a new 74,000-square-foot warehouse in Santa Fe Springs, Calif.

> Southwire Installs, Builds

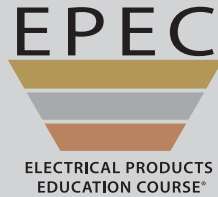
Southwire announced the installation of new medium-voltage production technology at its manufacturing facility in Heflin, Ala. Additionally, construction is progressing at its new copper rod plant in Carrollton, Ga.

For up-to-date industry news and information, go to tEDmag.com.

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- ◆ Increase Sales Potential by Understanding Complementary Products and Substitutions



PROGRAM HIGHLIGHTS

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 - ◆ Negotiation Content from SPARXIQ

- ◆ NAED Industry Specific Courses

- ◆ Micro-Learning Format
 - ◆ Study Guides and Final Exam

- ◆ Meets NAED Recommendation of 40 Hours of Training Annually

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B U S I N E S S



/ MARKET FOCUS

EVSE'S RISE TO MATURITY

by Jan Niehaus

WHILE THE EVSE INDUSTRY HAS MOVED beyond infancy, it's far from adulthood. At least 15 to 20 years of steady and rewarding growth and development lie ahead. "Most people in the electrical industry underestimate the market," said Jason Gumbaz, director of green technology for Tinton Falls, New Jersey-headquartered Warshauer Electric Supply. Gumbaz focused exclusively on EVSE during his last two years as owner of an electrical contracting company before joining Warshauer last year. "EVs are the biggest thing to hit the electrical industry in many years," he noted. "We'll have a good 20-year run before the next electrical evolution."

"We're tapping into one of the largest trends in the global marketplace: energy independence," said James Golando, Warshauer's director of marketing. "Renewable energy is the wave of the future. Environmentally friendly products and operations. Electric transportation. There's \$1.2 billion in the federal bipartisan *Infrastructure Investment Act* just for EV charging. We're tapping into something that is a huge growth accelerator. Doubling our EVSE business year over year for the next five to 10 years is probably realistic."



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In addition to bringing Gumbaz on board, Warshauer has brought in an extensive EVSE inventory; a custom CEU course for electrical contractors ("Basics of Electric Vehicle Charging Systems-NEC Article 625"), which Gumbaz designed and teaches; and its very own EV charging station, available to employees, customers, and the public. Adding EVSE to the company's existing generator, solar, and energy-efficiency lighting businesses prompted another major advance: the creation of the Warshauer Green Energy Division.

Like Golando, Tom Cullinane, vice president at Linden, New Jersey-based Turtle & Hughes, sees enormous potential in EVSE. "The EV charging market is very young. As time goes on, everybody will learn more about it, the products and network will evolve, and it will be a huge market," he predicted. "We definitely believe our EV business will at least double in the upcoming years."

Growth Spurt
Developers, employers, and business owners also expect the market to mature fairly quickly. Josh Kovalcik, North American EV Solutions sales manager for Dallas-based City Electric Supply, said: "There are multiple studies

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- Cost of goods sold
- Gross margins
- Operating expenses

It also addresses how to effectively communicate findings with key stakeholders, further driving a data-driven culture within your organization.

Email NAED's Member Engagement Team (memberengagement@naed.org) to learn more. —tED



showing that there is a great portion of people who believe they will buy an EV in the next five to 10 years. Studies also show that the typical EV owner makes twice as much money as the typical driver. These are the people that multifamily developers look to attract. For them, on-site EV charging is an amenity—becoming a requirement—that makes their properties more attractive. It’s the same with companies that are starting to offer EV charging as an employee benefit. When people are looking for a residence or a place to locate their business, they lock themselves in for an extended period of time. They expect to have the benefit of EV charging, if not now, then for the future.”

Implementing the EVSE competitive advantage, however, can be cost-prohibitive for some would-be hosts. “As many as three of five projects don’t get off the ground,” Gumbaz reported. “The hindrance in a 30- to 50-year-old building is the cost of the make-ready work that accounts for almost 75% of the actual build cost.”

And then there’s the cost of business interruption during installation. “You can’t tear apart a restaurant’s electrical system to accommodate EV charging. The business would lose revenue,” Gumbaz explained. “The best way to avoid these challenges is to get creative with our installations. With proper design, we can build and route the equipment so it doesn’t affect the existing electrical system; [we can] build a new pedestal service and install a separate meter.”

City Electric Supply has encountered similar challenges on some of its EVSE projects. Kovalcik described one of his company’s innovative solutions: “The traditional ways of getting a new building EV-ready are expensive and inefficient. Traditionally, there’s a PVC stub-up left sticking out of ground. We partnered with a manufacturer to make an EV-ready base. It sits flush with the ground, so it

doesn’t hinder the ability to maneuver around the parking lot. It’s cast aluminum, so it won’t rust. It’s rated to be run over by a car. And it looks nice.”

Multitenant property developers, owners, and operators are just one segment of the juvenile but growing EVSE market. Warshauer is pursuing myriad destination location prospects, e.g., parks, hotels, restaurants, grocery stores, auto dealerships, and parking garages. Gumbaz described this group’s motivations: “A lot of property and business owners are looking to host EV charging stations as another avenue of passive, residual income. They are taking advantage of grants from the state—as much as \$200,000 per build site for a DC Fast Charger—and utilities are providing rebates for the make-ready site work.”

Some of the larger EVSE destination hosts will secure their charging equipment from manufacturers, as Gumbaz explained: “Whole Foods has a deal with EVgo for nationwide charging. It has hundreds of stores across the country, but few electrical contractors are licensed in all 48 states. What’s happening is that these big companies, like EVgo, are subbing their work to local, licensed companies. We have many contractors that buy the balance of system from us.”

Mom-and-pop shops, retail behemoths, government offices, and a zillion service providers (e.g., accounting firms and medical centers) are all prime candidates for EVSE. “In five years, EV charging could be 25% to 30% of our gross sales. That’s not just chargers, but all the distribution and electrical components that make the chargers function,” Gumbaz said. By adding solar and battery backup to their EVSE offering, enterprising distributors add even more muscle to the developing EVSE industry. ■

Niehaus, LEED GA, is the president and founder of Communication by Design (communicationbydesign.net). Reach her at Jan@CommunicationByDesign.net.



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NEW ROLES: A NEW WAY

When valued employees appear to be moving on, ask them what they would like to be doing.

by Joe Nowlan

WELL BEFORE THE ARRIVAL OF THE SO-CALLED “Great Resignation,” many a trade show educational session had been devoted to the topic of how best to attract and retain talented young employees. Recently, one approach has been applied successfully: asking those young employees for their ideas and their suggestions.

“I think that should be a very crucial and comfortable conversation to have for a number of reasons,” explained Brian Maly, project manager at Viking Electric Supply in Andover, Minn. “It engages your employees in their career development. By asking them whether there is a position that the company could create for them, they could be even more engaged because they’re having the opportunity to potentially create their own career path [rather than] just following what’s already been established or the rigid structure that’s in place.”

Of course, sometimes creating a new role for a young

associate is easy to say but nearly impossible to achieve. However, Maly suggested that just asking the employee for his or her thoughts can get ideas flowing. “A young associate might come up with an idea for a new role that current management has never thought of,” he said.

While Viking’s parent company, Sonepar, is a large international company, these are approaches that small and medium-size companies can also do, Maly explained. “Everyone talks about technology being so innovative—well, company structures need to be innovative as well,” he said. “Creating new roles for people is a great opportunity to be innovative. If you want to continue growing your company and earning that market share, creating those new roles helps you innovate along with the rest of the industry.” ■

Nowlan is a Boston-based freelance writer/editor and author. He can be reached at jcnolan@msn.com.

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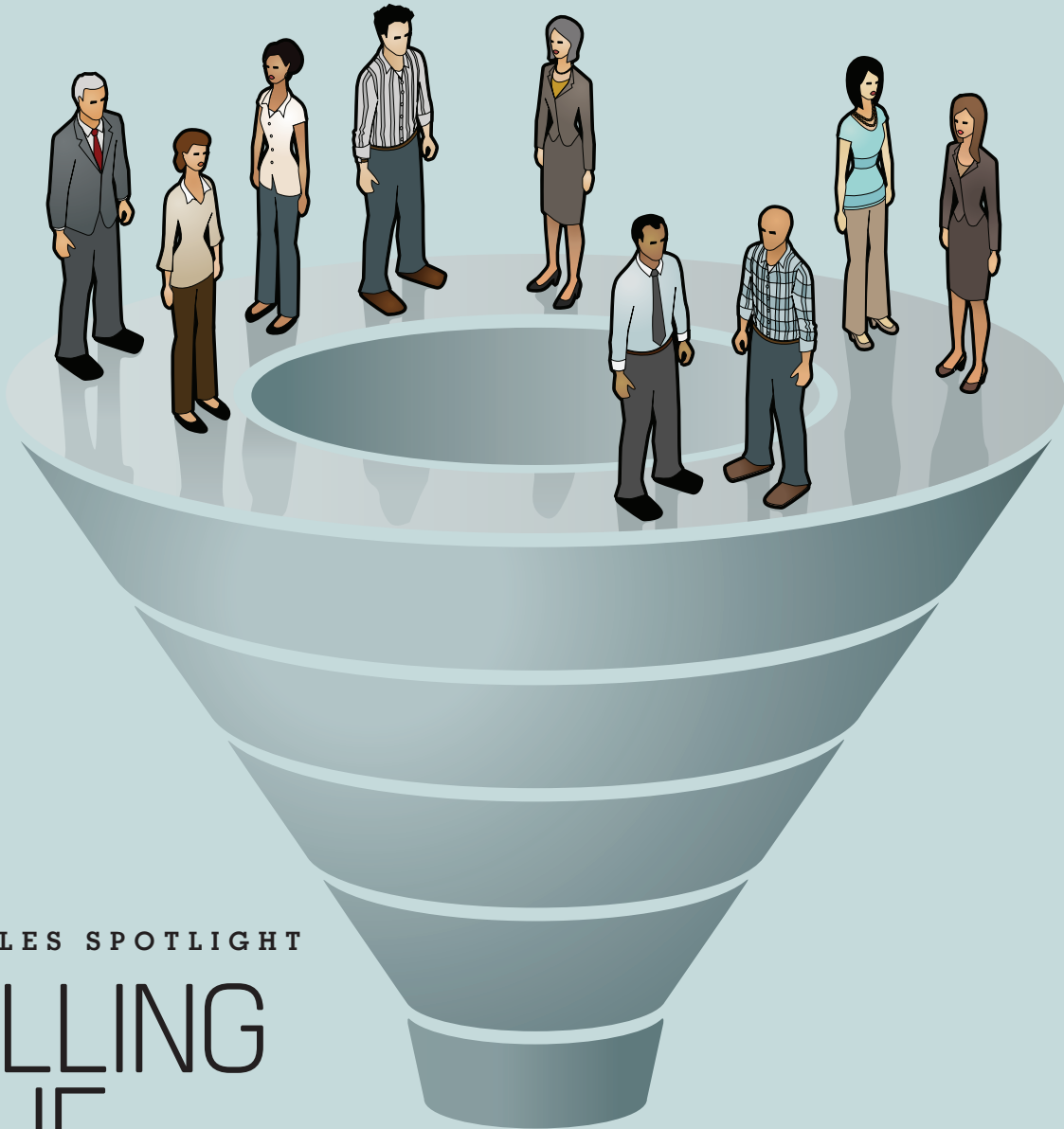
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SELLING



/ SALES SPOTLIGHT

FILLING THE SALES PIPELINE

by Kara Bowlin



THERE'S NOTHING LIKE THE FEELING OF closing a handful of deals at once: pride, relief, ...and panic if there's nothing left in your sales pipeline. Successful salespeople know they should always be cultivating potential customers to

avoid the dead zone. But what even is a pipeline and how do you cultivate it?

A sales pipeline is a set of stages that a prospect moves through as they progress from a new lead to a customer. Stages include qualification (determining whether the prospect has the need, budget, and authority to buy in the near future), meeting (the sales rep and prospect discuss the need and potential solution), proposal (the sales rep sends a quote), and closing (the contract is signed and the prospect becomes a customer). Charting a sales pipeline is often helpful for salespeople because it creates a visible representation of the potential customers and can help maintain a consistent level of business.



INDUSTRY INFO

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potential customers move from qualification to meeting, then 30% of customers move from meeting to proposal, and then 30% of potential customers move from the proposal stage to closing, a salesperson can take those metrics and work backward to know how much business needs to be in each stage of the pipeline to achieve a sales goal.

Dunlap explained that organizations often set standard, one-size-fits-all pipeline coverage goals that apply to every salesperson. He argued that that is an inefficient method of management: Creating an effective sales pipeline is all about understanding an individual's personal close rate.

"It's understanding what you need from a pipeline coverage standpoint and making sure you are covered every month," he said. "And every rep should be managed to their own pipeline coverage metrics because every sales rep is different. It's about being able to manage your own book of business and then you can kind of work the number back-

wards. It means I need X number of opportunities, which means I need X number of new meetings to get my specific pipeline coverage."

Dunlap noted that this method takes the guesswork out of selling. "If you're always focused on the outcome number and you don't know how to get there, it becomes stressful. This takes the guesswork out of it."

More Than Transactional

"We all know that, as salespeople, our No. 1 job for a pipeline is to go out and seek new business," said Paul Cherry, president of Performance Based Results. "But a lot of salespeople, especially in the electrical industry, get very comfortable with selling a particular product line and are skittish to go into

The Pipeline Formula

Jake Dunlap is CEO of Skaled Consulting, which helps companies operationalize and optimize lead generation sales and account growth processes. He encourages salespeople to really understand their specific pipeline coverage needs and their sales cycles. He offers a sort of formula for salespeople to use the sales pipeline to achieve their goals.

"Pipelines are a really good way to manage the health of your territory," he explained. "Pipeline coverage is like an outcome. Salespeople need to know what are the inputs that will get me to that outcome."

Dunlap encourages salespeople to quantify the percentage of their business that advances from stage to stage in the sales pipeline. For example, if 50% of po-



REP ROUNDUP

- Chalfant Manufacturing selected **Biben Sales** as its rep in Delaware, southern New Jersey, and eastern Pennsylvania; **JD Martin** as its rep in Florida; and **Lester Sales** as its rep in western Pennsylvania and West Virginia.
- **CSA Electrical Sales** now reps NSI Industries's Bridgeport Fittings brand in Florida.
- **DeFazio** opened a new office in Maryland and now
- reps **Atkore** in Maryland and Washington, D.C.
- **Legrand**, North and Central America, selected **Roth Lighting** as its rep for Wattstopper products in Las Vegas and **SESCO Lighting** for the line in North Carolina.
- **Federal Cable** now reps Hammond Manufacturing's rack mounting solutions product division in North Carolina and South Carolina, while **Vertical Datacom** reps it in Arkansas, Louisiana, New Mexico, and Texas.
- **JD Martin** now reps ABB Installation Products (formerly Thomas & Betts) in Colorado, Kentucky, and central and eastern Tennessee.

other product areas. I think the key to filling a pipeline is to be getting out of the comfort zone.”

Cherry also recommends that salespeople ensure they are engaging the right people. “Many salespeople will go out on calls and are always calling on a certain type of individual—for example, a maintenance manager or supervisor. However, they should be aiming higher: the plant manager, engineering manager, director, or even C-suite. If you don’t have the right people involved, they can’t make decisions and you’re making it more difficult to be able to close the business.”

Finally, Cherry recommends that salespeople ask the right questions. “Too many salespeople approach a customer and say something like, ‘My name is X; I’m with Y company, and I’d like to know if I can give you a

quote.’” Instead, Cherry recommends that salespeople inquire about the customer’s business to understand their current process, the changes they are experiencing, and future goals. “Asking the right questions will help create a better pipeline and help to manage the sales process and shorten the sales cycle,” he said.

Cherry noted that understanding what is important to the customer and creating value will create a robust pipeline and close opportunities.

“Working on the relationship will drive the pipeline, and you can do that by engaging customers. Take the time to do the due diligence to understand their departments; their processes; any challenges, frustrations, opportunities, desires, wants, and struggles;

and where they are looking to improve. By doing this, you can position yourself as a trusted partner.”

Managing a Pipeline

Managing each potential deal in a pipeline can be overwhelming and take a lot of time and energy—but there could be an easier way.

“Cutting-edge teams are using technology to help automate a lot of the behind-the-scenes things: logging activities and doing all the things that are kind of a pain in the butt,” Dunlap explained. “We’re seeing teams that are 50% more efficient or effective than other teams by just being better at leveraging technology. There are tools to help you remember who to follow up with on a consistent basis so

you never forget and have someone drop out of the pipeline. Or you have a tool that reminds you and has an email teed up for you in 45 days. If I’m in the field and I’m thinking about how to increase my pipeline coverage, I’m thinking about what I’m doing to increase my productivity.”

“Salespeople should know what to go after and what not to go after, and they should be willing to say no to poor opportunities. They should not be added to the pipeline and, if anything, will only block the pipeline and waste time and energy and effort,” Cherry concluded. ■

Bowlin is a St. Louis-based freelance writer and publicist. She can be reached at karabowlin@gmail.com.



MANAGING BY METRICS

Skaled Consulting’s Jake Dunlap recommends sales managers use their salespeople’s individual pipeline metrics to understand how to effectively coach their team.

“I think most leaders know that you should manage the individual,” he noted. “For me, it’s about understanding where each person is and meeting them there. If you don’t have rep-by-rep metrics to see where certain reps are excelling or having trouble, it is really difficult to coach effectively. Understand the representative’s conversion percentage at each step. If I don’t know where they get stuck, I don’t know how to coach them. Without understanding those metrics, I might be coaching a problem that only 20% of the people experience.” —K.B.

VANISHING ACT

When a sale suddenly goes away, here's how to increase the odds of getting it back.

by **Ken Wax**

SELLING IS FILLED WITH UNCERTAINTIES; sometimes a sale simply evaporates. Every salesperson knows the feeling when a previously responsive contact stops returning emails or calls. Maybe a short email arrives: "Sorry, but our direction has changed, so we've got to put this on hold." Ouch.

What happened inside the company to cause this? The salesperson doesn't know and there's no point in asking. Companies typically won't tell an outsider anything substantive about such things. It involves internal strategies or issues and those are best kept confidential.

Upon hearing this unexpected news, what should a salesperson do? (Let's assume there's no way to resurrect this sale right now.) Most will express the desire to stay in touch, the contact will say "Sure," and the very short call is over. After all the time and effort invested by both the salesperson and the contact, the salesperson crosses it off the sales projections and moves on. It fades to nothing.

But wait, this is actually a very leveraged moment. What happens right now can greatly influence the odds of rekindling that interrupted relationship once things change over there. The right question or two at this moment can be of pivotal importance.

So what's that question?

Well, it can't be a direct one about the company's plans or when things might change. Even the nicest contact must give a polite but non-revealing general answer because such information is really none of the

salesperson's business. It would just make the salesperson appear pushy.

Here's the key: To get an honest, useful, conversation-furthering answer, the question can't be about the customer's situation. It has to be about the salesperson. That's what

can get the prospect talking, which is what we want. Here's an example:

The situation: Lee just told me that due to internal initiatives and decisions, the sale is dead. My response: "Can I ask if there's something I could have done differently?"

The answer will almost always be "No, it wasn't you; it was us." (We already knew that, but the goal is to have a conversation that hopefully eases the path for a strong return when things do change.) Most contacts feel a bit bad about the salesperson's wasted efforts. Lee will likely go on for a minute—without revealing anything confidential—about how it took him by surprise



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as well, and say that he is sorry.

This perfectly sets up my next question: “Lee, you know I’d love to get you benefiting from doing business with us. What would you do now if you were me?”

Most of the time, Lee will tell me precisely what to do. It may very well be just to stay in touch, but there is a very important subtlety here: This is Lee’s suggestion, not the salesperson’s. That’s a big difference: He’s advising me to stay in touch with him and will likely suggest a specific time frame for doing that, which also helps me plan. (If he doesn’t, I’ll simply ask, “When and how should I do that?”)

Our call wraps up. But something has happened. Lee’s conversation with me—brought about via my two gentle questions—furthered our connection and laid out his plan for us

getting back together.

Now, cut to the future, to the time Lee had suggested. When I do contact him, I’m doing what he wanted, what he suggested. I can start with, “Hi Lee, you asked me to get back to you at this time....” Now I’m in a far better position to reignite the relationship.

Incidentally, this approach can bring surprisingly immediate results. Many times, while answering your question (which is about you and doesn’t put them on the spot), the contact will start coming up with ideas for alternate ways to resurrect doing business together, all because a conversation



Every salesperson knows the feeling when a previously responsive contact stops returning emails or calls. Maybe a short email arrives: “Sorry, but our direction has changed, so we’ve got to put this on hold.” Ouch.

was started. People tend to like the people they give suggestions to.

The difference between top sales performers and everyone else is often achieved through small tactics, done at the right moment. This is one of them.

Despite its simplicity and ease, it hinges on human nature and is very powerful. Make it your standard response when these things happen. ■

Wax helps teams sell more. He has two books on Amazon and can be reached at kenwax@gmail.com.

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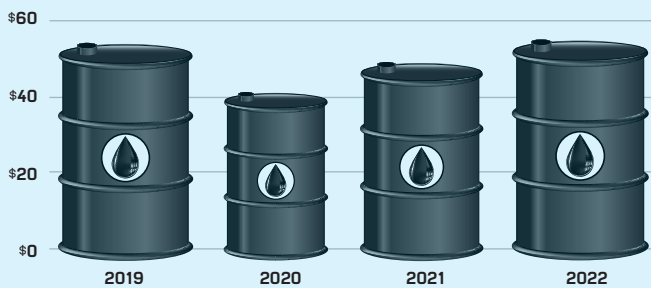


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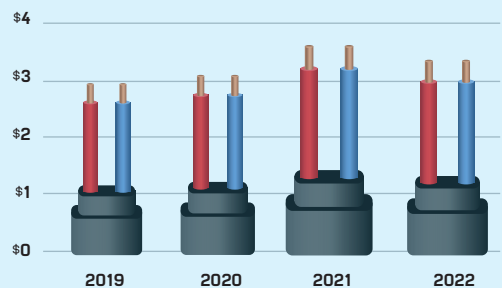
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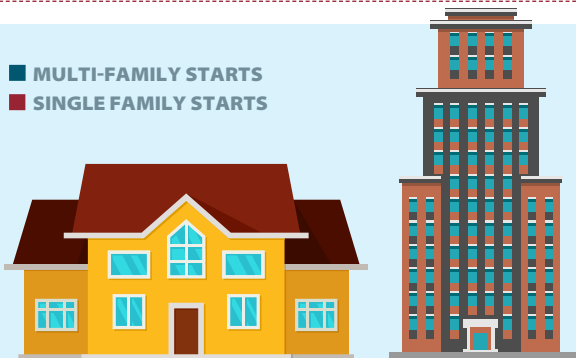
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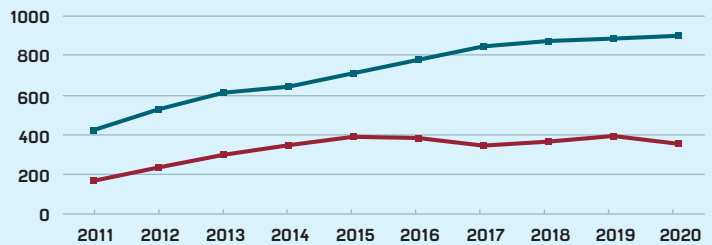
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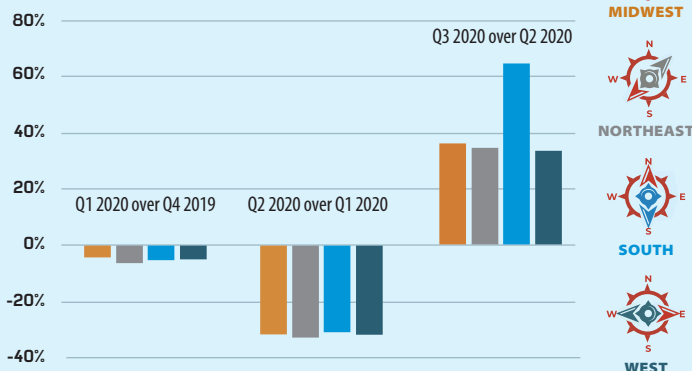
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A Team Approach

A SMALL TEAM WORKS TOGETHER TO NAVIGATE A CHANGING MARKETPLACE—AND BRINGS HOME ITS FIRST-EVER BEST OF THE BEST OVERALL AWARD.

by Carol Katarsky / photos by Hudson Nichols Photography

BEST OF THE BEST OVERALL WINNER UNITED ELECTRIC Supply, based in New Castle, Del., uses a team approach to its marketing efforts. “Essentially, we have a team philosophy,” said Becky Starkey, marketing manager. “We ideate together, have group goals, and talk about delivering on a strategic vision for today and the future. I encourage them to challenge me and to challenge each other. It makes us a better team and helps us grow the company.”

Starkey said the marketing team ensures campaigns are focused on three key areas: cultivating brand awareness, leveraging digital engagement with interactions across the organization to deliver best-in-class customer experiences, and maintaining alignment with company sales strategy.

Doing so requires both significant planning at the start and intense collaboration from departments throughout the company as the process develops. In creating this year’s campaigns, Starkey noted that her marketing team worked with colleagues in pricing, automation, purchasing, and many other areas.

At the beginning of the process, Starkey said her team asks a lot of questions up front and reviews available data to help drive perfor-

mance goals. “Does this align with our annual goals? Are we able to measure the tactics that are providing the best customer experience? Asking questions like that helps us stay aligned and focused on the programs and campaigns that will drive results,” she said.

Once past the initial planning stage, Starkey and her team rely on collaboration with internal and external resources, from internal expertise including building and industrial automation, purchasing, and even third-party videographers, to help improve on the ideas. “Each person gave input that was crucial to the outcome,” she said.

She noted that her team never considered whether a given marketing campaign could be a future award winner: “We do what we

think is best for the target audience that can drive results.” She added that the knowledge and expertise shared across the team by such a diverse group of contributors helped polish those ideas into award-winning campaigns.

A Changing Industry

That reliance on data, preparation, and collaboration can only help in an industry and economy that is facing some dramatic challenges and changes.

Starkey noted that she’s been working in the industry for about two years, but even that short time frame has been enough to see the digital shift happening within it. “I’ve seen so many things that we’ve overcome, both as an industry and as marketers. The digital shift in our industry has been evolving over time,” she explained, adding that she has seen an increased understanding of digital capabilities and how they can help businesses grow—a shift that started before but accelerated during the pandemic as people and businesses increasingly shifted to e-commerce.

Starkey further explained that some of the digital capabilities included insight into customer email engagement that supported sales outreach, targeted LinkedIn



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ads to increase awareness of their services, and utilization of a digital library for the sales team to access collateral anywhere.

“Across the organization—sales reps, counter staff, operations—everyone is united in asking questions about digital options so our business can be better overall,” she added, noting that digital tools are

ing at least some of their preferences back to their established patterns. In particular, she’s seen increased demand for in-person events again. But even with these more traditional marketing tactics, there are elements within them that have changed. Starkey said she has seen an increase in customers utilizing web forms for

sages that we’re sharing with those customers are relevant and sent to the right target audience. Because now, since the pandemic, they’re paying attention to more communications and could be prone to email fatigue,” she noted.

For her, the key to marketing in this new landscape is having the flexibility to meet customers where they are and offer whatever option is easiest for them. “If they’re shifting to digital, that’s where we should be. If they’re doing things a little bit more traditionally, then it’s up to us to help educate them on the tools and technology available that could help with efficiency and ultimately strengthen their competitive advantage.”

“WE’RE A SMALL TEAM, BUT WE’RE MIGHTY. WE WERE JUST SO HONORED TO BE CONSIDERED THE BEST OF THE BEST AMONG ALL THE TALENT WE HAVE IN OUR INDUSTRY. IT VALIDATES THE HARD WORK, THE DAY-TO-DAY GRIND THAT WE FACE AS MARKETERS, AND ULTIMATELY CHALLENGES US TO CONTINUE ADVANCING OUR COMPANY AND THE INDUSTRY.”

—**Becky Starkey**, United Electric Supply

increasingly integrated into many different parts of the business. “But digital changes every day. To meet those challenges we must continually educate ourselves on the latest digital trends and implement those that fit our business.”

Customers too have shifted their purchasing processes and habits to digital options, but Starkey said many customers are already shift-

event registration along with QR codes to view event, promotion, or product information online.

Similarly, Starkey said she’s found that customers are more willing to open email messages since most of us became far more reliant on it for virtual networking and general communication during the pandemic. “Even so, we need to be careful and make sure the mes-

Results and Recognition

Starkey explained that her team has a “test and learn” approach. “Tracking both business data and sales feedback allows us to identify what works and doesn’t work to move forward with campaigns and tactics that foster continued growth,” she said. “And eventually, the most successful tactics should show up through improved sales and other metrics we track. It’s



Taking home a Best of the Best award in the Brand Awareness category was United Electric’s “On Point Automation Campaign” (left). Winning in the Digital/Social Media Campaign category was the “Utility Instant Rebate” (right). United Electric also earned an Honorable Mention in the Video category.

fulfilling to see our team's efforts support our company's growth, see our customers winning business, and our increased brand visibility in the market.

"We never set out to create a campaign to win an award; we're really just looking at the value proposition we can offer our customers," continued Starkey. That's not to say winning the Best of the Best Overall (plus two additional category awards and one honorable mention) wasn't welcome. Starkey, as a relative newcomer to the industry, noted that she'd often looked at prior winning entries to help her more quickly learn the specifics of marketing to this industry—making this win and acknowledgment especially sweet.

She said a lot of passion went into creating the campaigns and their submissions on the part of her small, three-person team, which includes Diana Bienkowski, marketing specialist, and Stephanie Nave, digital marketing and communication specialist. Winning the Overall award especially was a gratifying recognition of their hard work. "We're a small team, but we're mighty," she said. "We were just so honored to be considered the best of the best among all the talent we have in our industry. It validates the hard work, the day-to-day grind that we face as marketers, and ultimately challenges us to continue advancing our company and the industry." ■

Katarsky is a freelance business writer based in Philadelphia. She can be reached at ckatarsky@gmail.com.



United Electric Supply's marketing team, from left: Stephanie Nave, digital marketing and communications specialist; Rebecca Starkey, marketing manager; Diana Bienkowski, marketing specialist



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The Right Mix

FOR THE 2022 BEST OF THE BEST OVERALL SUPPLIER AWARD WINNER—ROBROY INDUSTRIES—QUALITY, INNOVATION, AND CUSTOMER FOCUS COMBINE FOR RESULTS.

by Carol Katarsky / photos by Lindsay Steele Photography

ONE OF THE LONG-TERM GOALS CURRENTLY being pursued by Stephanie Ellis, director of marketing for Robroy Industries, is building a more integrated brand for the company. With this year's Best of the Best Overall win and four other category awards, it seems that goal is well within reach—and behind the effort, Ellis and the marketing team focus on how they can be ahead of the market and be more innovative.

"We're always willing to try technologies and tactics that maybe haven't been explored yet by our organization or even elsewhere in the industry," she said.

However, those new technologies and tactics are used in service of a fairly traditional focus on customer needs and education. Ellis recalled the philosophy by Harvard marketing professor Theodore Levitt about focusing less on the drill bits you want to sell and more on the holes a customer needs to make. "A lot of times, it's very easy for organizations to become focused on what they want to be communicated as a company, about the products or other information," Ellis said. "They [focus on] customers knowing something vs. the company discovering what it is that the customer needs."



To avoid that line of thinking, Ellis said she instead uses a "jobs to be done" approach: How can we better understand our customer's specific goal and provide a solution that makes getting their job done easier?

"We can educate our audience, give them tools and knowledge to help them grow, help them improve and truly add value, and not just try to sell them something," she said, noting that the largest advantage a company can have is quality products. "Quality is the foundation...and the best kind of advertising in the world. If you have a quality product, it speaks for itself."

A Changing Market

The combination of quality products and an openness to innovation

was key to Robroy's ability to successfully navigate a business landscape changed in so many ways by the pandemic.

"The pandemic really forced people to embrace technology, even people who typically didn't or weren't comfortable with it," noted Ellis. "With any situation, it's all about forcing yourself to see the silver lining in any situation and say: How do we use this right? How do we seize this moment?"

For Ellis's team at Robroy Industries, that meant finding new ways to communicate effectively and use technology to its full advantage. One example: The company's long-established and popular Corrosion College training event, which in the past had always been fully in person, had to be quickly adapted to a virtual version thanks to COVID-19.

"Trying to replicate that full experience in a way that was done virtually was extremely challenging," explained Ellis. "But again, we tried to make sure that we pivoted quickly during the pandemic and used that as an opportunity vs. seeing it as a roadblock." (One of Robroy's category awards this year is for the event.)

That same nimbleness continues to serve the marketing team and overall company strategy in dealing

Best of the Best

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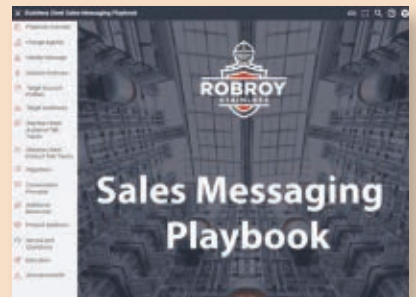
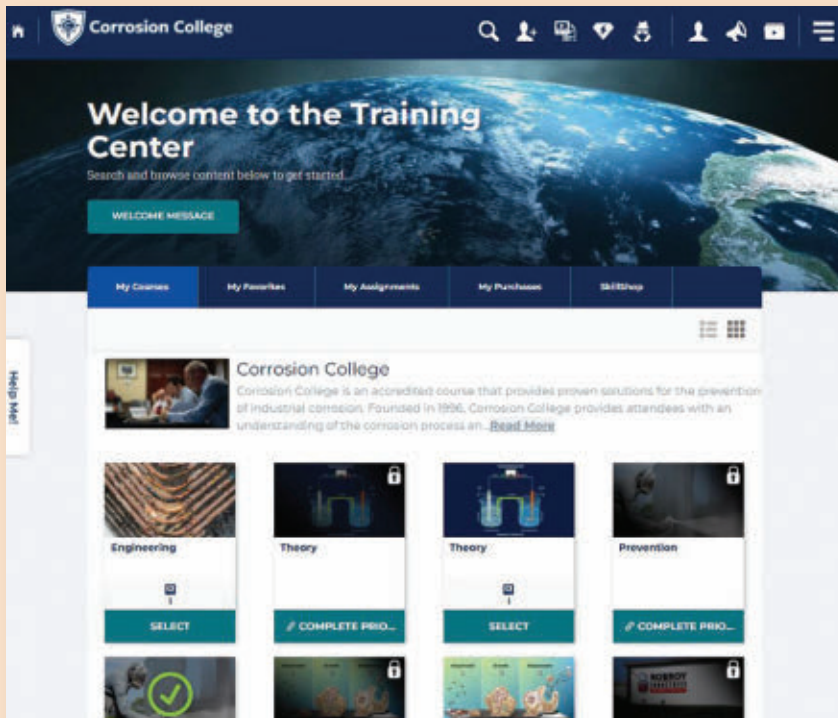
Taking home a Best of the Best award in the Brand Awareness category was Robroy Industries's "Rocket Rack" (above). Winning in the Event category was the "Corrosion College Virtual" (below).

with some of the remaining hiccups in the current business environment, whether that's a delayed shipment of supplies, some customers still not allowing on-site visitors, or other changes.

In the long term, Ellis believes the pandemic helped jumpstart the use of newer technologies that some parts of the industry had been slower to embrace. But she still endeavors to offer messages across all platforms that resonate with all audiences: contractors, end-users, distributors, and independent sales reps.

"The electrical industry is so big, and in the grand scheme of things, we're a pretty small manufacturer," she noted. "So, it's always about finding ways to be creative to stay

in front of your constituents." Customers and distributors are dealing with so many different product lines, and Robroy's marketing team ensures they're top of mind with customers by making sure that they have the information and tools they find valuable and can help them do their jobs better



Robroy Industries took home two awards in the Selling Tool category, one for the vPlaybook (top) and one for the Robroy Stainless sample kit (above).

and more efficiently. “The goal is: When they do think of your type of product, you’re what comes to mind,” she added.

Planning for Success

Ellis attributes her team’s success with this year’s campaigns to having a clear goal and having extensive action plans for each. “It’s very easy for people to say, ‘This is what I want to do,’ but you don’t know what it will take until you roll up your sleeves and get down into the nitty-gritty. If you take a look at any one of the efforts we did, there are so many details that go into these things. Having it planned out as much as possible gives you much better odds of success,” she said, adding that having that plan in place also helps adjust on the fly if and when the campaign hits a bump in the road.

She also attributes the success of the campaigns to the collaborative nature of the team—and many other departments within the company. She noted that for the company’s sample kits and vPlaybooks, people in roles as varied as sales and engineering provided insight and feedback, resulting in overall improved outcomes.

In fact, the vPlaybook, originally planned solely as a sales enablement tool and a way to beef up sales training, has proved so useful that it’s now used as an onboarding tool for new employees in varied roles to learn more about the company’s products.

While the success of these campaigns was satisfying in its own right, Ellis said earning the Overall



Robroy Industries’s marketing team, from left: Joshua Bumpas, content coordinator; Stephanie Ellis, director of marketing; Ashley Stansbury, campaign coordinator

award was a huge milestone for the company and her personally. In 2018, as part of a professional conference, she was tasked with creating a list of personal and professional goals. Coming off a recent category award win, one of her latter goals was to win the BOB Overall award.

“I was so humbled because I did not ever think it would come, let alone just four years later,” said Ellis. “I got the call informing me and...it was just a moment where I felt reassured that yes, we are accomplishing good things within our organization. It’s such an honor to be in the same rank as past honorees.

“Our CEO Rob McIlroy and Chairman of the Board Jeff McIlroy were also extremely happy to hear the news. It was very unexpected,”

she continued. “Again, we’re a pretty small manufacturer in comparison so winning this award is very gratifying for us all.”

As appreciated as the award was, Ellis and the rest of the Robroy team aren’t content to rest on their laurels. “There is still opportunity for growth in areas where we didn’t hit the mark. I’m confident we made some very good decisions along the way. But I don’t ever want to say, ‘Oh, yep, that’s great. We’re good and done. No more effort needed.’ This helps us put greater focus on the areas we can still bring up to the same level as the programs that have been successful,” she said. ■

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Connexion

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Atkore

PUBLIC RELATIONS—CORPORATE

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Intermatic

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Leviton Manufacturing Co., Inc.

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Summit Electric Supply

McNaughton-McKay Electric Company

Robroy Industries (2)

ABB Electrification

VIDEO

Sonepar USA

Intermatic

Light Efficient Design

Legrand

WEBSITE

Granite City Electric Supply

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Lutron Electronics

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ABB Electrification

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Encore Wire

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All of the winning entries will be featured in tEDmag.com and in the “Selling” section of tED magazine starting in September.

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LOCK IN SAFETY

Where safety is top priority, users put their trust in well-designed lockout/tagout systems to protect workers.

by Kara Bowlin

LOCKOUT/TAGOUT (LOTO) IS the OSHA standard for de-energizing and securing of equipment or machinery to prevent the release of hazardous energy while employees perform service and maintenance activities. It includes closing electrical circuits and valves, neutralizing extreme temperatures, and securing moving parts. Lockout occurs when the energy source is physically isolated from the system that uses it; tagout is the process of affixing a label or tag that communicates information about what's being done to the machine and why it is important.

The OSHA standard outlines measures for controlling hazardous energies—electrical, mechanical, hydraulic, pneumatic, chemical, thermal, and other energy sources—and establishes the employer's responsibility to protect employees from hazardous energy sources. The standard gives each employer the flexibility to develop an energy control program suited to the needs of the workspace and the types of machines and equipment being maintained or serviced. LOTO plays a key part in keeping employees safe on the job, and manufacturers are continually working to help safety professionals improve LOTO procedures and processes by creating products

that are applicable to their customers' varied needs.

According to Chris McConnell, senior product manager for Panduit, "High-quality design and manufacturing is a hallmark of LOTO industry leaders. Users put their trust in well-designed lockout solutions to keep them safe."

McConnell noted that end-users are interested in lockout systems that are compatible with more types of equipment, products with a more compact design to ensure easy transport and accessibility, and products that are secure and tamperproof.

"Our customers are looking for products that are easy to apply to an isolation

point and identify by any authorized or affected user," said Mitch Reams, senior global product manager for LOTO for Brady. "This is because the act of applying the lockout device is only one part of successfully shutting down and locking out equipment for maintenance. With the million other things that authorized employees need to remember, being able to quickly isolate the valve or breaker is key to getting on to the next step to begin equipment maintenance."

McConnell agreed. "Despite efforts by distributors and manufacturers to raise awareness about LOTO hazards and requirements over the years,

LOTO remains one of the most cited OSHA violations," he explained. "An area of concern that has received greater attention in recent years is the topic of 'human performance,' which is a category that covers workplace factors such as tiredness, distractions, poor communication, taking short-cuts, and other behaviors."

Because LOTO processes and procedures are critical to employee safety, manufacturers are continually working to ensure new products are reliable and effective at every step. "Panduit has multiple levels of safety solutions covering LOTO, absence of voltage testing, and access control devices. With these multiple levels of safety solutions working together, users are able to achieve a greater degree of safety than by using only one level alone," said McConnell.

New Innovations

Reams noted that there are several new LOTO products in Brady's product line. "An example of a product is our electrical panel lockout, which locks out an entire electrical panel at once and easily fits a wide range of panel doors," he said, adding that features include a one-piece design that is easy to install and remove and multiple attachment options for electrical panel doors.

Reams explained that customers were looking for ways to lock out a whole electrical panel as opposed to just a single breaker within a panel because the existing breaker lockouts on the market can be tedious to apply and prevent the panel door from being closed. "This electrical panel lockout device allows the whole panel to be quickly locked out with the door securely shut," he said.

Reams also pointed to Brady's LINK360 Mobile app as an example of software that allows users to efficiently perform audits and modify procedures in a draft status. "We spent time understanding what our users are doing on a regular basis and worked



"With the million other things that authorized employees need to remember, being able to quickly isolate the valve or breaker is key to getting on to the next step to begin equipment maintenance."

—MITCH REAMS, Brady

with our UX team to create the most efficient process to do so,” he said.

McConnell points to Panduit’s new PowerLok circuit breaker lockout device as an example of meeting customer needs through innovative design. “It provides a strong holding force without being intrusive or damaging to the equipment,” he noted.

Prudent Processes

Both experts stress that while choosing safe, reliable LOTO products is important, ensuring the correct processes are in place is critical to LOTO success. “LOTO procedures should be reviewed at least once per year, or anytime a machine or process is up-

dated or modified,” said McConnell.

Reams agreed and pointed to 1910.147(c)(6), which details the periodic inspection requirements for LOTO. “This is a two-part requirement that involves a review of the LOTO procedures for accuracy and a demonstration by each authorized employee of the LOTO process to ensure knowledge and understanding. If the procedure fails the inspection, it must be noted and updated. Likewise, if the employee fails the performance component of the inspection, this is cause for retraining,” he explained.

Reams advised that a best practice is to plan periodic inspections in tandem with training and a review of the

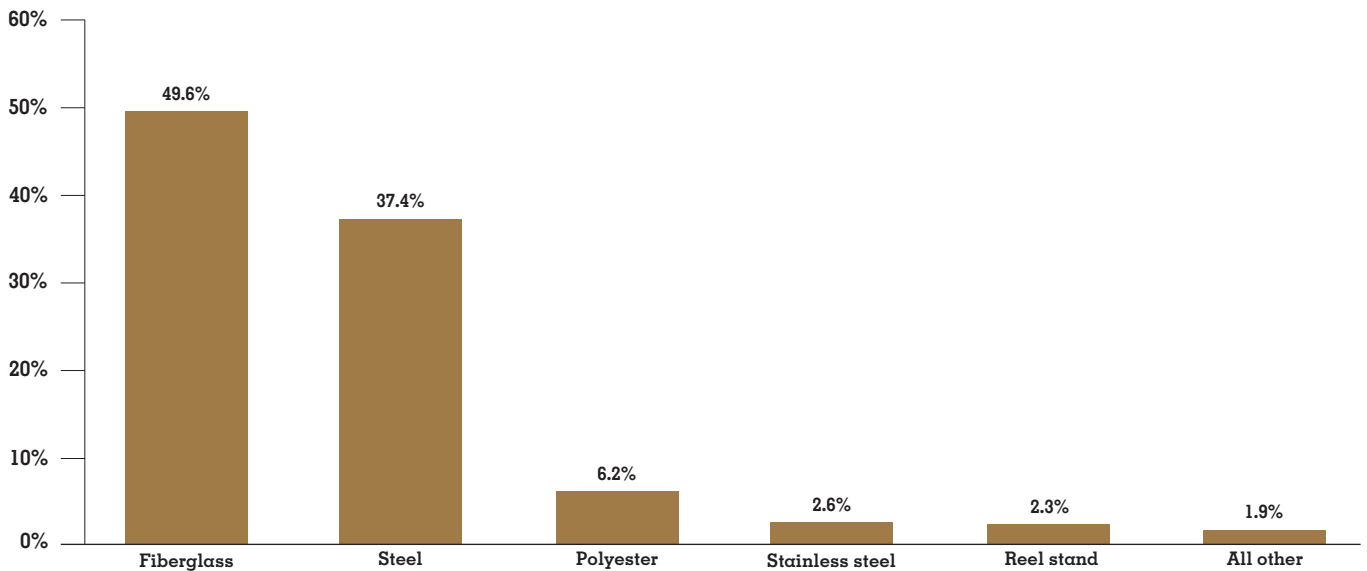
written LOTO program. “As part of a periodic review, this should include an inventory of the devices you have, along with the devices you need. Since there is a performance piece to the periodic inspection requirements, this should unearth any devices the company may be missing,” he said.

“At Brady, we try to keep it as easy as we can for our distribution partners. We pride ourselves in meeting clients where they are now and getting them where they need to be,” Reams concluded. ■

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FISH TAPE BY MATERIAL/TYPE

12-MONTH DOLLAR SHARE ENDING MARCH 2022



FISH TAPE—SHARE CHANGE BY MATERIAL/TYPE 12-MONTH DOLLAR SALES ENDING MARCH 2022 VS. ONE YEAR AGO

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Polyester	.1
Stainless steel	-0.7
Reel stand	-0.1
All other	.2

*All other includes nylon, 1/4 steel, replacement, and flexible steel. Epicor’s Industry Data Analytics tracking information is based on sales from a representative sample of full-line electrical distributors located throughout the United States. For more information, call 512-278-5800, email epicorindustryanalytics@epicor.com, or visit www.epicor.com/en-us/business-need/sales-and-marketing/vista-information-services/.

1. Safety Device Prohibits Unauthorized Access

Emerson's Appleton Powertite Lock Collar fastens over plug and connector connections and is secured with a padlock. Featuring rugged, thick resin construction, the device fits both the 60A and 100A Appleton Powertite pin-and-sleeve plugs and connectors, as well as similar models from Crouse-Hinds. Learn more at emerson.com/appleton.



2. Plug-In LED Replacement Lamp

Philips's MainsFit CorePro Adjustable Color Temperature Plug-Fit LED (UL Type-B) replacement lamp is available in a horizontal or vertical configuration and can switch between three color temperatures ranging from 3000K to 4000K. Learn more at signify.com.



3. Fan-Rated Concrete Box

Orbit Industries's 4"-Deep Fan-Rated Concrete Box is designed for poured concrete construction and rated for fans, fixtures, or luminaires up to 70 lbs. The box can be nailed or screwed to wooden or steel concrete forms via external mounting tabs, and six 1/2" and six 3/8" knockouts provide installer flexibility. Learn more at orbitelectric.com.

4. Vapor Tight Fixtures

SATCO/NUVO offers Adjustable CCT Selectable and RGB Selectable LED vapor tight fixtures. The ColorQuick selectable model offers the option of 3000K/4000K/5000K CCT color selection, while the RGB selectable version offers red/blue/green lighting for locational/informational designation purposes. Both models adjust a full 90° in multiple increments and feature an integrated junction box with five 1/2" knockouts. Learn more at satco.com.



5. Selectable T8 Linear Hybrid Lamp

Halco Lighting Technologies's ProLED Select T8 Linear Hybrid offers both color-selectable and hybrid installation capabilities. The lamp comes in 2', 3', and 4' lengths and offers the ability to select between 3500K, 4000K, and 5000K temperatures by sliding the selector on the tube to the desired color. Learn more at halcolighting.com.



6. Vivid LED Frame

Litetronics's Vivid LED Frame is available in 2x2' and 2x4' formats and features 0V-10V dimming. It's offered in three wattages (18W, 27W, and 36W for the 2x2' version and 24W, 34W, and 45W for the 2x4' version) and three color temperatures (3500K, 4000K, and 5000K). It lays into any standard grid ceiling and connects to a T-grid rail-mounted driver. Learn more at litetronics.com.



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Distributor Doings



Ricardo Labrador

At *Warshauer Electric*, Tinton Falls, N.J., **Ricardo Labrador** assumed the role of vice president of business development. He joined the company from East Coast Green Power Systems, a division of East Coast Power Systems, where he was a managing partner. Prior to that, he spent 30 years at Siemens, where he held various positions, most recently as north region construction sales director.



Maurice Dollison

World Electric Supply, Jacksonville, Fla., appointed **Maurice Dollison** as vice president of supply chain. He has more than 20 years of distribution and transportation experience, having served at Home Depot, Miller Brewing, and Thermo Fischer Scientific.

Manufacturer Moves



David (Dave) Kinsella

David (Dave) Kinsella is now chief commercial officer at *Hammond Power Solutions*. He succeeds Dale Sidey, who retires at the end of the year after nearly 41 years with the company. Kinsella served 14 years at AD and, before that, was a national sales manager for Intermatic.

Orbit Industries announced the retirement of **Bob Harrer**, a factory sales rep covering California's Central Valley region, effective June 30. Harrer worked in the electrical industry for 48 years, holding positions at

PASSINGS



Ken Mooney

William Kenneth (Ken) Mooney, 78, died June 25. In 1972, he co-founded *K&M Electric Supply* in West Palm Beach, Fla., and in 1975, K&M became one of

the first electrical distributors in the United States with a fully operating computer system.

He is survived by his wife, Harriett.



Bob Harrer

companies that included 3M, Appleton, and Ewing-Foley. He originally retired in 2009 but returned to the workforce in 2012 with Orbit, where he spent 10 years.



Shane Berry

At *Service Wire*, **Shane Berry** was promoted to director, manufacturing and distribution. He was HR director for five years. Prior to that, he served in the mining and steel industries in various leadership positions.



Collin McCray

Also, **Collin McCray** was promoted to assistant credit manager. He has been with the company seven years, beginning in customer service and then moving to the role of credit analyst. ■



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