

People On the Move

Crescent Electric Supply Co. (East Dubuque, IL): **Marty Burbridge**, president & CEO, will retire effective April 1, 2020. Beginning his career in sales with Crescent in Davenport, IA, in 1978, Burbridge has held leadership roles such as a branch manager, district manager and varying officer roles beginning in 1985. He has been the president and CEO since 2008. Burbridge plans to continue serving the company throughout the transition process. The company's board of directors has formed a search committee and expects to identify a successor for the position in early 2020.

Kaman Distribution Group (KDG) (Bloomfield, CT): **Benjamin Mondics** has been appointed CEO. He has 35 years of experience in the industrial distribution industry, including most recently serving as president & CEO of ERIKS North America, a global distributor of gasket, hose, sealing, flow control, power transmission, industrial plastics and maintenance products. As part of the transition, **Al Lariviere** will be stepping down as KDG's CEO. Littlejohn & Co. acquired KDG earlier this year. Kaman Distribution Group is a value-added distributor of bearings and power transmission, automation and fluid power products. KDG's national footprint includes five distribution centers, 18 fabrication and assembly centers, and over 220 branches across the United States.

Channel Marketing Group (Raleigh, NC): **Kevin Grayson** joins the company as VP, with a focus on supporting companies in the lighting industry as well as providing

Continued on page 6

PureLiFi Raises \$18 Million in Funding to Power R&D for Lighting & Mobile Applications

Electrical Marketing's editors are fascinated by LiFi, a futuristic technology that uses light to carry internet data at extraordinarily high speeds without the use of radio frequencies used by other technologies such as WiFi and cellular. We believe it's one of the most interesting R&D developments in years. Several LightFair exhibitors, including Signify, had the technology on display at their booths.

PureLiFi, a Scottish company founded by Harold Haas, a professor and researcher at Scotland's University of Edinburgh, recently raised \$18 million in Series B funding to provide LiFi components to mass-market mobile device and lighting manufacturers.

According to an announcement on its website, www.purelifi.com, the funding round includes Temasek, an investment company headquartered in Singapore, and the Scottish Investment Bank. The

investment will allow PureLiFi to further develop Gigabit LiFi components and make them available in form factors ready for mobile device integration.

The firm announced its move from LiFi systems to components at the Mobile World Congress event in February, where they demonstrated new Gigabit LiFi integrated into a laptop. Since this announcement, pureLiFi has been working with device manufacturers to design LiFi into laptops, tablets and mobile devices. And earlier this year, PureLiFi co-founded the Light Communications Alliance (LCA) to work on LiFi applications and standards. Alliance members include LEDVANCE, Nokia, Lucibel and the LiFi Research & Development Centre.

PureLiFi also works with lighting companies Zumtobel and Wipro and telecommunications company such as O2

Continued on page 3

Multi-Family Housing Activity Expected to Slow Down in 2020 After Long Run

Multi-family housing starts are one of the more volatile indicators in the construction industry. They often swing from astronomically good to hear-a-pin-drop quiet.

On a national basis, multi-family housing starts have been on quite a tear since the Great Recession. Dodge Data & Analytics estimates multi-family construction starts increased +298% from 2009 and that they will drop -9% and -13% in 2019 and 2020, respectively.

At 2.3% of industry sales, multi-unit residential new construction sometimes gets overshadowed by single-family new home construction, which according to *Electrical Wholesaling* estimates accounts for 7.3% of industry sales through electrical distributors. But it can be a huge sales opportunity in some metros, where the business is absolutely booming with luxury apartments and condos stuffed

with high-end lighting control systems, home theaters, security and other electrical amenities.

As *EM's* editors were looking over the latest building permit data for multi-family units (see table on page 2 for the 50 most active metros), we were blown away by how consolidated the activity is right now. Nine percent of all building permits pulled nationally for multi-family projects with five or more units is in the New York-Newark-Jersey City, NY-NJ-PA Metropolitan Statistical Area (MSA) with 29,635 permits through September, and another 13% is in three Texas MSAs — Dallas-Fort Worth-Arlington TX; Houston-The Woodlands-Sugar Land, TX; and Austin-Round Rock, TX, which have a total of 44,164 permits.

The 10 busiest metros for multi-family projects account for 38% of all the activity in the United States, while the top 25

Continued on page 3

Inside

ATI expands into Florida p. 3

EPI stays steady in October..... p. 4

A hotter housing market p. 4

PMI stays soft in October..... p. 5

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Top 50 Metros with the Most Multi-Family Building Permits

Rank	Area	Area	State	5+ units - Sept. 2018 YTD	5+ units - Sept. 2019 YTD	# Change	% Change
1	United States	United States	US	319,071	339,782	20,711	6.5
2	New York-Newark-Jersey City, NY-NJ-PA	New York-Newark-Jersey City	NY-NJ-PA	25,139	29,635	4,496	17.9
3	Dallas-Fort Worth-Arlington, TX	Dallas-Fort Worth-Arlington	TX	19,618	19,301	(317)	-1.6
4	Los Angeles-Long Beach-Anaheim, CA	Los Angeles-Long Beach-Anaheim	CA	13,749	13,256	(493)	-3.6
5	Seattle-Tacoma-Bellevue, WA	Seattle-Tacoma-Bellevue	WA	11,124	11,910	786	7.1
6	Austin-Round Rock, TX	Austin-Round Rock	TX	10,503	9,197	(1,306)	-12.4
7	Miami-Fort Lauderdale-West Palm Beach, FL	Miami-Fort Lauderdale-West Palm Beach	FL	10,152	10,747	595	5.9
8	Houston-The Woodlands-Sugar Land, TX	Houston-The Woodlands-Sugar Land	TX	9,856	15,666	5,810	58.9
9	San Francisco-Oakland-Hayward, CA	San Francisco-Oakland-Hayward	CA	9,306	6,975	(2,331)	-25
10	Orlando-Kissimmee-Sanford, FL	Orlando-Kissimmee-Sanford	FL	8,556	7,052	(1,504)	-17.6
11	Atlanta-Sandy Springs-Roswell, GA	Atlanta-Sandy Springs-Roswell	GA	8,455	5,186	(3,269)	-38.7
12	Washington-Arlington-Alexandria, DC-VA-MD-WV	Washington-Arlington-Alexandria	DC-VA-MD-WV	7,395	10,253	2,858	38.6
13	Phoenix-Mesa-Scottsdale, AZ	Phoenix-Mesa-Scottsdale	AZ	6,830	6,632	(198)	-2.9
14	Charlotte-Concord-Gastonia, NC-SC	Charlotte-Concord-Gastonia	NC-SC	6,828	6,144	(684)	-10
15	Minneapolis-St. Paul-Bloomington, MN-WI	Minneapolis-St. Paul-Bloomington	MN-WI	6,574	8,517	1,943	29.6
16	Denver-Aurora-Lakewood, CO	Denver-Aurora-Lakewood	CO	6,495	4,665	(1,830)	-28.2
17	Boston-Cambridge-Newton, MA-NH	Boston-Cambridge-Newton	MA-NH	5,882	7,456	1,574	26.8
18	Chicago-Naperville-Elgin, IL-IN-WI	Chicago-Naperville-Elgin	IL-IN-WI	5,344	6,387	1,043	19.5
19	Portland-Vancouver-Hillsboro, OR-WA	Portland-Vancouver-Hillsboro	OR-WA	5,074	6,004	930	18.3
20	San Diego-Carlsbad, CA	San Diego-Carlsbad	CA	4,959	3,717	(1,242)	-25
21	Raleigh, NC	Raleigh	NC	4,551	2,648	(1,903)	-41.8
22	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	Philadelphia-Camden-Wilmington	PA-NJ-DE-MD	3,887	5,892	2,005	51.6
23	Nashville-Davidson-Murfreesboro-Franklin, TN	Nashville-Davidson-Murfreesboro-Franklin	TN	3,775	5,240	1,465	38.8
24	San Jose-Sunnyvale-Santa Clara, CA	San Jose-Sunnyvale-Santa Clara	CA	3,738	2,515	(1,223)	-32.7
25	Baltimore-Columbia-Towson, MD	Baltimore-Columbia-Towson	MD	3,128	1,765	(1,363)	-43.6
26	Jacksonville, FL	Jacksonville	FL	2,761	3,003	242	8.8
27	Columbus, OH	Columbus	OH	2,660	2,810	150	5.6
28	North Port-Sarasota-Bradenton, FL	North Port-Sarasota-Bradenton	FL	2,653	2,082	(571)	-21.5
29	Kansas City, MO-KS	Kansas City	MO-KS	2,531	2,508	(23)	-0.9
30	Riverside-San Bernardino-Ontario, CA	Riverside-San Bernardino-Ontario	CA	2,400	3,205	805	33.5
31	Cape Coral-Fort Myers, FL	Cape Coral-Fort Myers	FL	2,248	1,809	(439)	-19.5
32	Tampa-St. Petersburg-Clearwater, FL	Tampa-St. Petersburg-Clearwater	FL	2,188	6,714	4,526	206.9
33	Salt Lake City, UT	Salt Lake City	UT	2,007	4,343	2,336	116.4
34	Louisville-Jefferson County, KY-IN	Louisville-Jefferson County	KY-IN	1,950	1,952	2	0.1
35	Durham-Chapel Hill, NC	Durham-Chapel Hill	NC	1,703	1,587	(116)	-6.8
36	San Antonio-New Braunfels, TX	San Antonio-New Braunfels	TX	1,688	5,484	3,796	224.9
37	Madison, WI	Madison	WI	1,573	1,573	-	0
38	Las Vegas-Henderson-Paradise, NV	Las Vegas-Henderson-Paradise	NV	1,499	2,642	1,143	76.3
39	Omaha-Council Bluffs, NE-IA	Omaha-Council Bluffs	NE-IA	1,489	1,198	(291)	-19.5
40	Colorado Springs, CO	Colorado Springs	CO	1,442	1,052	(390)	-27
41	St. Louis, MO-IL	St. Louis	MO-IL	1,375	1,386	11	0.8
42	Boulder, CO	Boulder	CO	1,349	908	(441)	-32.7
43	Des Moines-West Des Moines, IA	Des Moines-West Des Moines	IA	1,330	699	(631)	-47.4
44	Boise City, ID	Boise City	ID	1,289	1,812	523	40.6
45	Indianapolis-Carmel-Anderson, IN	Indianapolis-Carmel-Anderson	IN	1,248	1,934	686	55
46	Lafayette-West Lafayette, IN	Lafayette-West Lafayette	IN	1,245	558	(687)	-55.2
47	Bowling Green, KY	Bowling Green	KY	1,236	94	(1,142)	-92.4
48	Charleston-North Charleston, SC	Charleston-North Charleston	SC	1,224	1,485	261	21.3
49	Fayetteville-Springdale-Rogers, AR-MO	Fayetteville-Springdale-Rogers	AR-MO	1,197	2,093	896	74.9
50	Greenville-Anderson-Mauldin, SC	Greenville-Anderson-Mauldin	SC	1,182	995	(187)	-15.8

Source: U.S. Census Bureau, Sept. 2019 preliminary data for Metropolitan Statistical Areas (MSAs). For permit data covering all MSA, go to Data Central on www.electricalmarketing.com or to www.census.gov/construction/bps.

Multi-Family Housing Market to Slow Down in 2020

Continued from page 1

account for 62% of the business. The 50 busiest MSAs in this niche account for 77% of the total.

With all this growth comes some wild swings in activity. For example, even though the Austin MSA is ranked #5 with 9,197 permits, that's 1,306 less permits than it had through Sept. 2018. Ranked #10, with 5,186 permits for projects with five or more units, the Atlanta MSA is down 3,269 units over last year.

At the 2020 Dodge Construction Forecast held last month in Chicago, Richard Branch, the company's chief economist,

presented some interesting information on senior housing, a very active segment of the multi-family housing market.

With Baby Boomers now starting to enter these facilities, it's definitely going to be a growth market over the next few years. Dodge data showed that through August of this year, 118,814 senior housing units were underway, with senior apartments (35,300 units); assisted living (38,655 units); and active adult projects (22,423 units) accounting for the largest share of the activity, followed by nursing homes, continuing care and adult day care facilities, in that order.

— *Jim Lucy*

PureLiFi Inks Deal for \$18 Million in Financing

Continued from page 1

Telefonica.

The Edinburgh, Scotland-based PureLiFi said in the post that LiFi can serve as a huge pipe for data — providing 1,000 times the bandwidth of the entire radio spectrum.

“Device manufacturers are looking for new ways to provide devices with faster, more reliable and secure connectivity. LiFi is the natural next step in the evolution

of global wireless communications and pureLiFi is leading the way to provide this technology to the market,” said PureLiFi CEO Alistair Banham in the post. “Our investors believe in our team and our strategy to provide LiFi for every light and every device, and we have the products to support mobile device integration of LiFi.”

The research firm Global Market Insights, Selbyville, DE, projects the LiFi market will reach \$75 billion by 2023.

ATI Electrical Supply Expanding into Florida to Bolster Portable Power Business

ATI Electrical Supply, Las Vegas, NV, is opening a new branch office in Florida on Dec. 15. ATI says it chose Florida for its new location because it's the epicenter for the portable power business and will allow the company to better meet the needs of its East Coast customers.

Greg Knowles, the company's owner, said in the press release, “This new location will allow us to continue fulfilling our goal of being the top-rated electrical distributor throughout the entire customer service experience. Expanding to Florida will create efficiencies for us that will in turn help our clients create great opportunities for their employees and customers.”

ATI says it's known for its wide variety of temporary power, critical power and portable power products and services for the entertainment, generator dealer and construction industries. The company also has a group dedicated to medium and large switchgear projects through its partnership with Schneider Electric and ABB. ATI plans to initially staff the new location with ap-

proximately 10 employees, new hires and some employees relocating from the company's other offices. In addition to online order fulfillment, this location will house a portion of ATI's sales and marketing activities. The Florida branch will be located at 1650 NW 18th St., Suite. 806, Pompano Beach, FL.

Headquartered in Las Vegas, ATI now has three locations in Oregon, Nevada and Florida. The company was founded in May of 2004 to service the commercial construction, industrial end user, portable power generation, mining and industrial MRO and OEM markets. It focuses on the switchgear, controls and portable power markets and strategic distribution agreements with manufacturers such as General Cable, Leviton, ABB, Power Assemblies and Schneider Electric.

The company partners with a fully staffed fabrication shop for designing and modifying custom equipment and portable power products for a range of projects. ATI is ranked #183 on *Electrical Wholesaling's* 2019 Top 200 listing.

Around the Industry

Legrand opens new distribution center in Southern California

Legrand, North and Central America (LNCA) opened a new distribution center in Moreno Valley, CA. The Moreno Valley complex is more than double the size of the previous facility at 340,000 sq ft, and is expected to create approximately 40 new jobs over the next three years.

From its opening, it will support Legrand's Electrical Wiring Systems, Building Control Systems and AV divisions with the capacity to support additional business units in the future.

“As we continue to expand our market presence in North America both organically and through additional acquisitions, we are constantly seeking new ways to make it easier for our customers to do business with Legrand,” said John Selldorff, president and CEO, Legrand, North and Central America, in the press release. “The investment in this facility is part of a broader plan to continue streamlining and evolving our operations at multiple company locations across the country.”

Orbit Industries donates products to Ideal competition for tradespeople

Orbit Industries recently donated more than 4,600 electrical products to support the 2019 Ideal Industries National Championship, held at Disney's Coronado Springs Resort in Orlando, FL, Nov. 7-9.

Started by Ideal Electrical in 2016, the competition has grown into the most recognized competition in the electrical industry. The 60-minute program will air on ESPN2 Dec. 15, 2019 at 8 p.m. EST, reaching over 95 million households (based on 2018 Nielsen ratings).

Andrew Kuhns, Ideal Electrical's marketing operations manager, was very open to the idea. “Normally we would have to buy these products wholesale from several manufacturers,” said Kuhns in the press release. “Orbit not only saved us thousands of dollars in material costs, they helped us value engineer twenty-six SKUs, and even suggested alternatives to more traditional solutions.”

“The Championship is really about celebrating the next generation of tradespeople. It made sense for us to introduce some of Orbit's labor-saving products, even if they might seem new to some of the competitors.”

Industry Events

November 20-21

Rockwell Automation Fair
Chicago; Rockwell Automation,
www.rockwellautomation.com

November 20-22

Greenbuild 2019
Atlanta; Informa Exhibitions/U.S. Green Building Council, www.greenbuildexpo.com

December 2-5

NEMRA 2019 Executive Development Program at Northwestern University
Evanston, IL; National Electrical Manufacturers Representatives Association, www.nemra.org

January 20-22, 2020

NAED Western Region Conference
Phoenix; National Association of Electrical Distributors, www.naed.org

January 28-30, 2020

NAW Executive Summit
Washington, DC; National Association of Wholesaler-Distributors (NAW), www.naw.org

January 29-February 1, 2020

NEMRA Annual Conference
Orlando, FL; National Electrical Manufacturers Representatives Association, www.nemra.org

February 9-13, 2020

BICSI Winter Conference
Tampa, FL; www.bicsi.org

February 24-26, 2020

NAED South Central Region Conference
Austin, TX; www.naed.org

April 19-23, 2020

NAILD Convention
Biloxi, MS; National Association of Independent Lighting Distributors, www.naild.org

April 21-24, 2020

AHTD Spring Meeting
Scottsdale, AZ; Association for High Technology Distribution, www.ahtd.org

May 5-7, 2020

LightFair Trade Show & Conference
Las Vegas; www.lightfair.org

October Total Housing Starts Increase +3.8% Over October and +8.5% YOY from Oct. 2018

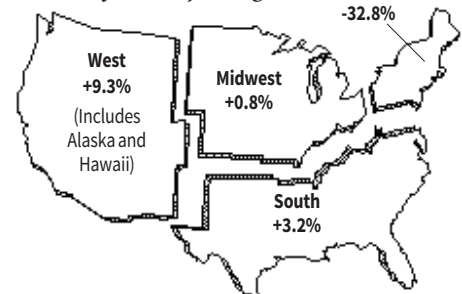
Privately-owned housing starts in October were at a seasonally adjusted annual rate of 1,314,000, +3.8% above the revised September estimate of 1,266,000 and +8.5% above the October 2018 rate of 1,211,000. According to the U.S. Census Bureau, single-family housing starts in October were at a rate of 936,000, +2% above the revised September figure of 918,000.

“Led by lower mortgage rates, the pace of single-family permits has been increasing since April, and the rate of single-family starts has grown since May,” said NAHB Chief Economist Robert Dietz, in a press release. “Solid wage growth, healthy em-

ployment gains and an increase in household formations are also contributing to the steady rise in home production.”

Housing Starts by Region

(% of monthly change)



New Privately Owned Housing Units Started

(Thousands of units, seasonally adjusted annual rate)

Period	Total	1 Unit	5 Units or more	Northeast	Midwest	South	West
Oct. 2019 ₁	1,314	936	362	41	120	541	234
Sept. 2019 ₂	1,266	918	339	61	119	524	214
Aug. 2019 ₂	1,375	909	451	60	131	490	228
July 19	1,204	871	322	60	124	466	221
June 19	1,233	864	358	47	122	481	214
May-19	1,264	814	438	50	111	472	181
Oct. 2018	1,211	865	327	72	122	430	241

1-Preliminary; 2-Revised; Note: Detail may not add to total because of rounding.

Source: U.S. Bureau of the Census

No Change in October EPI from September

It was a comparatively quiet month for EM's Electrical Price Index (EPI), with no change in the Total Index from September, but a +1.5% increase year-over-year from Sept. 2018. Circuit breakers bucked that trend with a -7.2% drop from the previous month, as did Conduit Fittings (+2.3%); Non-metallic Conduit (+1.9%); Panelboards and Switchgear (-3%); and Industrial Controls (-2.5%). Lamps had a big YOY gain at +11%.

Note: All EPI series represent Global Insight aggregates of Bureau of Labor Statistics' (BLS) producer price indices (PPIs). The revised data partly reflect redefinitions of specific PPIs by the BLS, but mostly reflect the rebenchmarking of all EPI price series to a 1997 base year. The four following EPI series have been affected by BLS redefinitions: boxes, conduit (fittings), nonmetallic conduit, and generators. Sources: U.S. Bureau of Labor Statistics; Global Insight

Electrical Price Index — October 2019

1997=100	Oct. 2019	Sept. 2019	Oct. 2018	% Change 1 Mo.	% Change 1 Yr.
Building Wire & Cable	181.6	181.7	183.8	-0.1	-1.2
Power Wire & Cable	209.1	205.5	210.8	1.8	-0.8
Telephone	174.1	174.7	179.6	-0.3	-3.0
Hand & Power Tools	140.2	140.2	137.4	0	2.0
Elec. Heating Equip.	144.5	144.1	140.1	0.2	3.1
Residential Lighting	150.9	150.9	134.2	0	12.5
Industrial Fixtures	142.4	142.0	137.8	0.3	3.3
Fans & Blowers	165.7	165.6	159.7	0.1	3.7
Wiring Devices & Connectors	134.4	134.1	133.5	0.2	0.6
Pole Line Hardware	164.6	162.4	158.9	1.3	3.6
Boxes	173.8	174.9	167.6	-0.6	3.7
Conduit Fittings	158.6	155.0	157.3	2.3	0.8
Metal Conduit	184.0	183.8	180.9	0.1	1.7
Nonmetallic Conduit	163.0	160.0	160.1	1.9	1.8
Motors	163.5	163.5	162.7	0	0.5
Generators	152.9	152.9	151.6	0	0.9
Ballasts	151.5	151.6	149.9	-0.1	1.1
Elect. Meas. & Integ. Inst.	129.0	129.0	126.4	0	2.0
Transformers	138.2	138.2	135.9	0	1.7
Panelboards & Switches	170.9	176.2	167.8	-3.0	1.8
Circuit Breakers	173.8	187.3	176.0	-7.2	-1.3
Switchgear	169.7	170.3	161.3	-0.3	5.2
Fuses	159.9	161.5	155.2	-1.0	3.0
Industrial Controls	162.7	166.8	160.8	-2.5	1.2
Lamps	158.7	158.7	142.9	0	11.0
Appliances	113.2	112.9	109.3	0.3	3.5
Air Conditioners	154.0	152.8	142.8	0.8	7.9
Fasteners	156.6	155.4	153.4	0.8	2.1
Total Index	152.2	152.2	150.0	0	1.5

Electrical Marketing's Leading Economic Indicators

Building permits rise in October. Privately-owned housing units authorized by building permits in October were at a seasonally adjusted annual rate of 1,461,000, +5% above the revised September rate of 1,391,000 and +14.1% above the October 2018 rate of 1,281,000. Single-family authorizations in October were at a rate of 909,000, +3.2% above the revised September figure of 881,000.

PMI inches up in October. The October Purchasing Managers Index (PMI) increased a half point to 48.3%, up from the September reading of 47.8% percent, but still below the 50% mark indicating a bullish purchasing environment. The PMI survey of industrial purchasing managers is published monthly by the Institute for Supply Management (ISM), Tempe, AZ.

Oil market still not out of rough patch. The Baker Hughes Rig Count was down nine rigs for the week ending Nov. 15, continuing to reflect contraction in the North American oil industry. The Rig Count currently stands at 793 rigs in North America, down 274 rigs from last year at this time.

At 408 oil rigs, Texas has seen the biggest YOY dip in 2019, with 127 less rigs operating than in Nov. 2018. The famed Permian Oil basin is seeing most of this decline, with 85 fewer rigs operating than last year. Down 94 rigs from Nov. 2018, Oklahoma's oil market has also softened.

Construction index sees solid gain in October. The Dodge Momentum Index increased 6.9% in October to 152.6 (2000=100) from the revised September reading of 142.7. The Momentum Index, published monthly by Dodge Data & Analytics, is a measure of the first (or initial) report for nonresidential building projects in planning, which have been shown to lead construction spending for non-residential buildings by a full year. October's increase was due entirely to a recovery in institutional planning projects, which had stepped

back over the previous few months. Institutional planning moved +22.8% higher in the month while commercial planning lost -0.5%.

Despite the October increase, institutional

projects entering planning remain -4.3% lower on a YOY basis compared to Oct. 2018. Commercial projects meanwhile are +14.3% higher than October 2018.

The Marketplace : Key Figures

	Month	Latest month	Previous month	Month-over-month % change	Year ago	Year-over-year % change	2018 annual
CONSTRUCTION							
New Construction Put in Place (billions of dollars, SAAR) ²							
Total	SEP	1293.61	1287.05	0.5	1319.68	-2.0	1298.82
Offices	SEP	69.02	68.80	0.3	68.27	1.1	63.47
Industrial	SEP	72.29	71.42	1.2	75.10	-3.7	64.55
Housing Starts (Thousands of units, SAAR) ²							
Total	OCT	1314	1266	3.8	1211	8.5	1250
Single-unit	OCT	936	918	2.0	865	8.2	873
Mobile Home Shipments ³ (thousands of units, SAAR)							
	SEP	94	94	0.0	92	2.2	97
Employment, Construction Workers (thousands) ⁴							
	OCT	7705	7698	0.1	7559	1.9	7289
Employment, Electrical Contractors (thousands) ⁴							
	SEP	979.2	979	0.0	940.0	4.2	924.8
Hourly Wage, Electrical Contractors ⁴							
	SEP	30.8	30.67	0.4	30.13	2.2	29.76
PRODUCTION							
Industrial Production Index (1967=100) ⁵							
	OCT	108.7	109.6	-0.8	109.9	-1.1	108.6
Construction Supplies Production Index ⁵ (1977=100-SA)							
	OCT	116.6	117.0	-0.4	115.3	1.1	114.9
Employment in Electrical Equipment & Supplies Mfg. Production workers (Thousands) ⁴							
	SEP	146.7	148.2	-1.0	141.3	3.8	141.0
Weekly hours							
	SEP	42.3	42.4	-0.2	44.1	-4.1	44.2
Hourly wage							
	SEP	19.91	19.73	0.9	21.34	-6.7	20.73
Electric Power Output Index (1967=100) ⁵							
	OCT	101.2	105.4	-4.0	104.8	-3.5	104.0
Machine Tool Orders* (millions of dollars) ⁶							
	SEP	352.41	360.65	-2.3	599.24	-41.2	437.56
Industrial Capacity Utilization (percent, SA) ¹							
	OCT	74.68	75.24	-0.7	76.82	-2.8	76.58
TRADE							
Electrical Mfrs' Shipments							
	SEP	3,151	3,096	1.8	3,149	0.1	3,074
Electrical Mfrs' Inventories (millions of dollars, SA) ²							
	SEP	5,729	5,737	-0.1	5,356	7.0	5,229
Electrical Mfrs' Inventory-to-Shipments Ratio							
	SEP	1,818	1,853	-1.9	1,701	6.9	1,702
Electrical Mfrs' New Orders (millions of dollars, SA) ²							
	SEP	3,102	3,083	0.6	3,111	-0.3	3,060
Electrical Mfrs' Unfilled Orders (millions of dollars, SA) ²							
	SEP	7,968	8,030	-0.8	7,713	3.3	7,749
Exports, Electrical Machinery (f.a.s. value in millions of dollars) ²							
	SEP	6,276	6,857	-8.5	6,389	-1.8	79,903
U.S. Dollar vs. Other Major Currencies (1973=100) ⁵							
	OCT	130.16	130.75	-0.5	126.88	2.6	122.91
PRICES & INTEREST RATES							
Industrial Commodities Wholesale Price Index (Bureau of Labor Statistics, 1967=100)							
	OCT	199.2	199.4	-0.1	207.6	-4.0	203.7
Electrical Price Index (Electrical Marketing, 1997=100)							
	OCT	152.2	152.2	0.0	150.0	1.5	149.5
Construction Materials Wholesale Price Index (Bureau of Labor Statistics, 1982=100)							
	OCT	251.0	251.2	-0.1	249.6	0.6	247.0
Copper Prices (Metals Week, cents per pound)							
	OCT	261.17	259.74	0.5	275.93	-5.4	292.57
Prime Rate ⁵							
	OCT	4.99	5.15	-3.1	5.25	-5.0	4.90
Federal Funds Rate ⁵							
	OCT	1.83	2.04	-10.3	2.19	-16.4	1.83
Mortgage Rate ⁷							
	OCT	3.67	3.61	1.7	4.83	-24.1	4.54

*Several series related to employment are now being reported on a NAICS basis. Because of this change, some numbers are not directly comparable to previously reported data, but are consistent in year-over-year comparisons and comparisons shown in the table.

Sources: ¹McGraw-Hill Construction/Dodge; ²Dept. of Commerce; ³Manufactured Housing Institute; ⁴Dept. of Labor; ⁵Federal Reserve Board; ⁶The Association for Manufacturing Technology; ⁷Federal Home Loan Bank Board.
Note: Some figures shown—prime rate, for example—are averaged for month. NYA—not yet available SA—seasonally adjusted. SAAR—seasonally adjusted annual rate. Source for chart: Global Insight.
For further information about construction starts, please contact Dodge Analytics at 1-800-591-4462

People

Continued from page 1

sales management coaching. He comes with over 30 years working for lighting manufacturers.

Grayson's past experience includes roles at Cooper Lighting and Genlyte Group along with starting two lighting agencies himself. In his career, he has worked with all elements of the sales channel and in the lighting industry, bringing that knowledge to Channel Marketing Group with him.

"He will be able to help clients in the lighting space — manufacturers, distributors in accelerating their lighting business, as well as manufacturer reps in evaluating lines and developing lighting businesses as well as support lighting agencies," said David Gordon, president, in the press release.

OmniCable (West Chester, PA): **Mark Serafino**, OmniCable's Central Regional VP, will retire effective Dec. 31. Serafino began his career in the electrical industry in 1980 and joined OmniCable in 1987. Serafino served in his current role as Central region VP since 2014 and prior to that held several positions, including outside sales and St. Louis regional manager. Once retired, Serafino, who lives in St. Louis, will continue to coach individuals in public speaking and presentation. He also plans to spend time with his family as well as fish, read and write.

Myers Power Products (Ontario, CA): **Robert Sellons** has joined the company as LV sales application manager. In this role, he will lead the sale of Myers low-voltage power distribution solutions for commercial, institutional and mission-critical end users, contractors, distributors and specifying engineers in the Western US.

Sellons comes to Myers with nearly 25 years of experience in sales and application engineering for manufacturers of power distribution equipment for the mission critical, technology and commercial real estate markets. He has expertise in needs assessments, mission-critical IT power and cooling infrastructure solutions design and distributor and customer education.

Alan Wire (Sikeston, MO): **Rick Fulsom, Jr.** has joined the company as an area sales manager, based in the company's St. Louis office. He brings over 25 years of electrical industry experience to his new role and has spent over 20 years as an electrical sales representative in his family's sales agency,

R.F. Fulsom Co.

Fulsom will also spend a good deal of time at Alan Wire's base of operations in Sikeston, MO. His initial responsibilities will include sales leadership for the immediate market areas. "We try to use a home field advantage whenever we can, and Rick certainly will help continue giving us an edge when it comes to serving electrical distributors in our local service area," said Bob Garrett, VP of sales and marketing.

Universal Lighting Technologies (Nashville, TN): **Jeff Beck** is now director of OEM sales for the Midwest and eastern Canada regions. He has more than a decade of experience in LED lighting component and controls sales and will support the company's OEM partners.

In other news at the company, **Robert Pickral** has been appointed as director of IoT and end user sales for the company. In his new role, Pickral will spearhead digital transformation, oversee LED upgrade business development, and align strategic sales plans for IoT solutions and SaaS applications. The Universal energy team works to identify LED retrofit opportunities and support their implementation.

Pickral brings more than two decades of IoT expertise to the company in the areas of lighting and multi-channel sales responsibility around IoT solutions.

WAGO (Germantown, WI): **Drew Amos** is now regional sales manager for Southern California. He has previous experience as an inside sales rep and regional sales manager for Moxa Americas before moving to Ecolab as a territory manager. Amos is a graduate of Humboldt State University, where he earned his bachelor's degree in sociology.

Fulham Co. (Hawthorne, CA): **Edwin Reyes** was recently appointed as director of OEM sales and business development at Fulham, a manufacturer and supplier of lighting components and electronics for commercial and speciality applications, where he will oversee all OEM sales activities. He started his career at Fulham over 14 years ago in the engineering department and most recently served as product manager for LED drivers and modules.

His promotion is part of the company's plan to strengthen its OEM sales team, which is an important component of the company's wider strategic growth objectives. In line with this goal, several other appointments have been made to the team:

Todd Hughes was named OEM regional sales manager for the Northwest U.S. and Canada, and comes with over 20 years of account management experience in the lighting industry with both OEM and distribution customers. He will oversee OEM sales in WA, OR, CO and all of Canada.

Stephen Flemings joins as the new OEM account development manager. His responsibilities include working with customers nationwide to develop and drive new business for Fulham.

Rep News

IDEAL Networks, Stokenchurch, U.K., appointed several new rep agencies to cover U.S. territories: **Axion Technologies** will represent WA, OR, ID, MT, and AK; **Big East Technologies** will serve ME, MA, RI, VT, NH and CT; **Convergent Sales** will cover WY, CO, AZ, NM, UT and NV; and **East Coast Enterprise** will look after VA, MD and DC. These additions bring the number of leading reps agencies in the U.S. to 11 total.

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In Memoriam:

George Ganzenmuller, 1924-1986
Thomas Preston, 1927-1991

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