

Electrical Marketing®

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ECM Industries Buys ILSCO in Major Deal

ECM Industries, New Berlin, WI, has acquired electrical connector manufacturer ILSCO, Cincinnati. ILSCO manufactures electrical connectors, tools and accessories serving commercial, industrial, utility and OEM customers.

ECM Industries markets several well-known electrical brands in its portfolio that were acquired in previous acquisitions, including Gardner Bender, Sperry Instruments, King Innovation and Bergen Industries. ILSCO will continue to operate its sales, engineering and customer support functions from Cincinnati.

“The acquisition of ILSCO adds a brand with best-in-class power connectors and grounding solutions. But its real value is with its talented and experienced leadership team that has built deep customer and channel relationships,” said Mike Masino, CEO ECM Industries, in the press release.

Andrew Quinn, CEO of ILSCO, said in the release, “This is a very exciting time for ILSCO as we start the next phase of our business with ECM. We are very proud of what we have built in our 126-year history, and with our complementary organizations and product lines, we will accelerate our growth and presence in the electrical industry.”

“We are very excited to welcome the ILSCO team to the ECM family,” added Masino. “Bringing the two organizations together greatly enhances ECM’s position in connecting, grounding and terminating products. In addition, it strengthens our position in the variety of channels and customers we serve.”

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- An Endeavor Business Media Inc. publication.
Publishers of *Electrical Wholesaling* and *EC&M* magazines.

March’s Metro Area Contractor Employment Declines Look Worst in Louisiana and Texas

Although reports of a massive slowdown in construction across the United States are well-known, the construction employment data collected monthly by the U.S. Bureau of Labor Statistics (www.bls.gov) hasn’t quite caught up with the depth of the downturn.

However, *EM* analysis of the latest available employment data showed some sizeable year-over-year declines in contractor employment in several states, with Louisiana down an estimated -1,157 electrical contractor employees from March 2019 for a -6% YOY decline. Because BLS break out electrical contractor employment at the national level but not at the state or metro level, *Electrical Marketing* uses the historical rule of thumb that electrical contractor employment represents 13% of total contractor employment at the national level.

At least half of Louisiana’s YOY decline in electrical contractor employment ap-

pears to be related to a -18% decline in electrical contractor employment in the Lake Charles, LA Metropolitan Statistical Area (MSA), which according to *EM* estimates had 598 fewer electrical contractor employees working in March 2020 than a year ago.

The impact of this employment decline on the state’s electrical sales potential is clear when you look at the sales-per-employee estimates for electrical contractors developed by *Electrical Wholesaling* for its 2020 Market Planning Guide. Each electrical contractor employee represents \$66,617 in buying power, so the state of Louisiana is looking at \$77.9 million less in electrical contractor sales in 2020, and Lake Charles will be hit with a decline of \$39.2 million in electrical contractor sales potential. The New Orleans-Metairie MSA (down 364 employees YOY for a -10%

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Year-to-Date Performance of Electrical Stocks Offer Some Surprises So Far this Year

What a ride it’s been for the stock market. Back in mid-February when the market indices were hitting all-time highs, bullish investors were doing a happy dance and congratulating themselves for their savvy stock-picking acumen. One month later, they were flattened by March’s nauseating declines when the Dow Jones Industrial Average lost over 10,000 points.

As we turn the page to the month of May, investors may be breathing a little easier because of the bounce-back from March’s lows. However, some financial analysts on CNBC’s *Squawk Box* and other media outlets believe investors should brace themselves for more volatility because of their concerns that in recent weeks the market has raced too far past actual market conditions, and that any economic recovery from the COVID-19 crisis is still very much in the earliest of innings in a nine-inning game.

Electrical stocks are all very much a part of this volatile whirlwind. As you can see in the chart on page 2, only a handful of the stocks that *Electrical Marketing’s* editors track are currently riding above the market indices. Unfortunately, when you analyze these stocks by the year-to-date percent change of share prices, the performance of most of the publicly held electrical manufacturers, distributors and contractors is currently tracking well below the Dow Jones Industrial Average, S&P 500 and NASDAQ Composite.

Also, of note is the fact that several key competitors to traditional electrical distributors are beating the three indices despite all this turmoil — Amazon (up +24% year-to-date); Home Depot (+1%); and Fastenal (-2%). Generac (+2%) and LSI Industries (-2%) are the only major electrical stocks beating the indices. The

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2020 Electrical Stock Performance — Year-to-Date

Company Name	Symbol	April 29, 2020 Stock Price	Jan. 2, 2020 Stock Price	% Change YTD	Avg. Volume (3-month)	Market Cap
MANUFACTURERS						
ABB Ltd	ABB	19.08	24.37	-22	2.709M	40.96B
Ametek	AME	83.76	100.8	-17	1.988M	19.198B
Atkore International Group Inc.	ATKR	25.58	40.31	-37	497,955	1.215B
Acuity Brands Inc.	AYI	88.65	139.61	-37	428,636	3.522B
Belden Inc.	BDC	35.16	55.24	-36	430,490	1.583B
Emerson Electric Co.	EMR	58.67	77.48	-24	5.268M	35.078B
EnerSys	ENS	60.69	75.83	-20	331,904	2.563B
Eaton Corp.	ETN	85.75	95.87	-11	3.596M	35.291B
FLIR Systems Inc.	FLIR	45.22	52.75	-14	1.869M	6.083B
Federal Signal Corp.	FSS	28.68	32.67	-12	468,701	1.743B
General Electric Co.	GE	6.72	11.93	-44	99.116M	58.55B
Generac Holdings Inc.	GNRC	103.87	102.01	2	1.12M	6.499B
Hubbell Inc.	HUBB	125.85	148.5	-15	380,138	6.844B
Littelfuse Inc.	LFUS	158.51	193.48	-18	156,406	3.872B
Signify NV*	LIGHT.AS	19.25	28.54	-33	905,440	2.424B
Legrand SA*	LR.PA	63.94	73.54	-13	812,419	17.063B
LSI Industries Inc.	LYTS	6.12	6.09	0	166,598	159.955M
3M Co.	MMM	155.81	180	-13	5.004M	89.666B
Mersen SA*	MRN.PA	19.9	34.65	-43	57,939	408.243M
Nexans SA*	NEX.PA	32.64	44.01	-26	143,664	1.407B
nVent Electric plc	NVT	18.74	25.92	-28	1.304M	3.191B
Orion Energy Systems Inc.	OESX	4.8	3.32	45	537,279	145.274M
OSRAM Licht AG*	OSR.DE	38.5	44.32	-13	281,944	3.603B
Pentair plc	PNR	34.85	46.42	-25	1.469M	5.844B
Regal Beloit Corp.	RBC	72.68	86.59	-16	304,903	2.955B
Rockwell Automation Inc.	ROK	198.1	205.64	-4	1.256M	23.003B
Siemens AG*	SIE.HA	88	118.7	-26	808	-
Schneider Electric SE*	SU.PA	86.34	93.06	-7	2.147M	47.513B
Zumtobel Group AG*	T9Z.F	6.04	9.39	-36	1,095	265.988M
Encore Wire Corp.	WIRE	52.67	57.83	-9	141,177	1.086B
DISTRIBUTORS						
Avnet Inc.	AVT	30.64	42.72	-28	1.014M	3.059B
Anixter International Inc.	AXE	92.11	95.65	-4	566,911	3.132B
Fastenal Co.	FAST	36.65	37.23	-2	5.834M	21B
Genuine Parts Co.	GPC	82.52	105.81	-22	1.218M	11.997B
W.W. Grainger Inc.	GWW	278.61	344.71	-19	441,263	14.897B
HD Supply Holdings	HDS	29.89	40.31	-26	1.692M	4.842B
Houston Wire & Cable Co.	HWCC	2.435	4.27	-43	71,712	40.316M
Kaman Corporation	KAMN	40.58	65.64	-38	204,073	1.129B
MSC Industrial Direct Co.	MSM	62.12	78.77	-21	686,609	3.453B
Rexel SA*	RXL.PA	9.02	11.97	-25	1.313M	2.723B
WESCO International	WCC	29.18	58.88	-50	1.127M	1.222B
CONTRACTORS						
EMCOR Group Inc.	EME	71.02	86.55	-18	491,131	3.996B
IES Holdings Inc.	IESC	19.94	25.13	-21	47,412	423.219M
MasTec Inc.	MTZ	38.53	63.69	-40	1.376M	2.893B
Quanta Services Inc.	PWR	37.01	41.09	-10	1.857M	5.098B
HOME CENTERS						
The Home Depot	HD	221.23	219.66	1	1.689M	5.962B
Lowe's	LOW	105.55	120.46	-12	1.528M	10.203B
ONLINE RETAILERS						
Amazon	AMZN	2,353.05	1,898.01	24	6.203M	1.176T
Alibaba Group Holding Limited	BABA	205.9	219.77	-6	17.551M	565.042B
MARKET INDICES						
Dow Jones Industrial Average	^DJI	24,632.48	28,868.80	-15	514.416M	NA
S&P 500	^GSPC	2,936.18	3,257.85	-10	5.841B	NA
NASDAQ Composite	^IXIC	8,889.82	9,092.19	-2	3.615B	NA

Notes: * - Euros; 4/29 stock price from Yahoo Finance - 2 p.m. EDT; Market Cap and 3-Mo. Average volume abbreviations: M - Millions; B - Billions; and T - Trillions. NA - Not Available

Around the Industry

2020 NAED Annual to go virtual next week with full slate of speakers

The National Association of Electrical Distributors (NAED) will hold its first-ever virtual meeting on May 7. The in-person conference in Philadelphia had to be cancelled because of the COVID-19 coronavirus, but the virtual meeting will offer a full slate of speakers on webcast, including Tom Ridge, former United States Secretary of Homeland Security and Governor of Pennsylvania, and aliantgroup chairman of Cybersecurity and Technology; Alan Beaulieu, president of ITR Economics; and Michael Marks, principal, Indian River Consulting Group.

To register for the virtual meeting, which kicks off at 10 a.m., Thursday, May 7, go to www.naed.org/nationalvirtual.

Grainger Offers Insight into COVID-19 Impact on Industrial Market in Analysts Call

Because of its focus on supplying MRO products to industrial and commercial accounts, W.W. Grainger, Lincolnshire, IL, has a unique perspective on the impact of the COVID-19 coronavirus on business across North America and around the world. While the company reported a +5.5% increase in its 1Q 2020 sale to \$3 billion, through mid-April the company is also seeing a double-digit year-over-year sales decline.

Company executives provided more color on market conditions in a April 24 investor call. According to a transcript of the call posted by *Thomson Reuters*, DG Macpherson, chairman and CEO, told analysts that while the company has experienced “minimal disruptions” so far on nonpandemic-related items, they have seen “shortages in stock-outs of critical pandemic-related items, including N95 masks, sanitizers and other PPE (personal protection equipment).”

“We are working diligently with our suppliers alongside our government and health care customers to secure as much product as possible as well as trying to identify and source suitable alternatives,” he said. “To give you a sense of the magnitude of the problem, in several weeks’ time, we received orders for the same quantity of safety masks that we’ve usually received over several years and in some cases, even decades. This is truly an unprecedented challenge.”

Macpherson also said many of its customers are totally closed, while others are

Upper Midwest Electrical Expo rescheduled for December

The Upper Midwest Electrical Expo, generally considered to be the largest regional trade show in the United States, will be held Dec. 9-10 at the Minneapolis Convention Center.

According to the press release announcing the new dates, “The December 9-10, 2020 Expo dates allow for leveraging several promising elements, including avoiding a demanding surge in business projected for summer/fall 2020; increased attendance due to field personnel availability during a slower time; avoiding major industry event conflicts; jump-starting 2021 construction projects; higher demand for distributor-sponsored customer buses; and lastly — an opti-

partially operating. “We have a number of customers that we cannot get into to refill vending ourselves, but we flip most of them to customer-managed inventory, and most of those customers have people working. It’s very difficult to say how many are really closed,” he said. “Ten percent are really busy; 40% are less impacted essential businesses; 40% are nonessential, but they’re working on some sort of reduced schedule; and 10% roughly are what we would call disrupted. They may not be fully closed, but for all intents and purposes, they are closed.”

Thomas Okray, the company’s senior VP & CFO, added that through April 21, the company was seeing “year-over-year declines of approximately -10% on a constant currency total company basis with dramatic differences by end market, product categories and customer size.”

“Not surprisingly, our health care, essential manufacturing and pockets of government are growing significantly faster year-over-year, and we are seeing rapid declines elsewhere in areas such as hospitality and heavy manufacturing,” said Okray. “On the product side, safety and cleaning supplies are significantly up year-over-year with most other categories down, some dramatically. To be clear, this is what we are seeing through the first 15 business days of the month and not meant to be construed as guidance for the quarter.”

mistic, all-industry celebration midway through a festive holiday season.”

NAHB expects housing market to soften in 2Q 2020

Although the *Eye on the Economy* blog published monthly by Robert Dietz, chief economist for the National Association of Home Builders (NAHB), Washington, DC, offered some sobering insight in to the state of the housing market, it also gave home-builders some reason to cheer.

Dietz said residential fixed investment, which includes home building and remodeling, was up at a +21% annualized rate, primarily due to favorable weather in January and February. “Moreover, home-ownership gained ground during the first quarter, rising to a rate of 65.3% — its highest mark since the third quarter of 2013,” he said. “New home sales during the first quarter of 2020 were almost +7% higher than the first quarter of 2019. These early 2020 housing data are a reminder that housing traditionally leads a rebound in economic downturns and can do so again as states relax some business-related virus mitigation rules.”

However, Dietz expects second quarter housing data to be negative, in part because of some soft housing sales data from the U.S. Census Bureau. “Census Bureau-reported new home sales in March declined by more than 15%, falling to a 627,000 annual rate,” he said. “Inventory of newly built single-family homes increased to a 6.4-month supply. (A level of more than six indicates elevated supply.)

“While construction starts are expected to decline in the second quarter, it is worth

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Electrical Stocks Turn in Mixed Results in 1Q 2020

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year-to-date performance through midday on April 29 of 30 of the stocks *EM* editors track is below that of the three indices, with WESCO (down -50%); GE (down -44%); Houston Wire & Cable (-43%); Mersen (-43%); and MasTec (-40%) currently suffering the most. Both WESCO and Mersen stock had been top electrical stocks in our previous market analyses over the past year or two, proving true the old Wall Street saying, “The market giveth, and the market taketh.”

— Jim Lucy

Industry Events

May 5-7, 2020

LightFair Trade Show & Conference

Las Vegas; www.lightfair.org;
Status: Cancelled.

May 5-8, 2020

NAED National Conference

Philadelphia; www.naed.org
Status: Cancelled, but virtual meeting
to be held May 7.

June 23-26, 2020

NAED Women in Industry

San Antonio; www.naed.org
Status: Still scheduled as of April 29.

July 14-16, 2020

NAED Lead Conference

Minneapolis; www.naed.org
Status: Still scheduled as of April 29.

July 28-30, 2020

NAED Adventure

Baltimore; www.naed.org
Status: Still scheduled as of April 29.

Sept. 14-16, 2020

IDEA E-Biz

Dulles, VA. www.idea4industry.org
Status: Cancelled. 2021 meeting
scheduled for Sept. 13-15

Oct. 4-6, 2020

NECA Trade Show & Conference

Chicago; National Electrical Contractors
Association, www.necashow.org
Status: Still scheduled as of April 29.

Nov. 2-4, 2020

NAED Eastern Conference

Marco Island, FL; www.naed.org
Status: Still scheduled

Dec. 9-10, 2020

Upper Midwest Electrical Expo

Minneapolis; www.ncel.org
Status: Rescheduled from April

Jan. 18-20, 2021

NAED Western Conference

Palm Desert, CA; www.naed.org
Status: Still scheduled

Feb. 3-Feb. 5, 2021

NEMRA Annual Conference

Orlando; www.nemra.org
Status: Still scheduled

AIA Panel Updates 2020 Consensus Construction Forecast Because of COVID-19

The American Institute of Architects (AIA), Washington, DC, (www.aia.org) said in its closely watched Consensus Construction Forecast that its panel of construction economists now expect significant declines in construction activity this year.

While the panelists from Dodge Data & Analytics, IHS Economics, Moody's Economy.com, FMI, ConstructConnect, Associated Builders & Contractors, Wells Fargo Securities and Markstein Advisors initially expected a modest slowdown for nonresidential building activity in 2020, they

now see big declines because of COVID-19.

According to the Consensus Construction Forecast, "The small projected growth for 2020 has now been revised down to an -11% decline, with the sharpest decline predicted to occur in the commercial construction sector. While slight +0.6% growth was originally forecast for 2020, it has now been revised down to a loss of -14%. Institutional construction spending will also be hard hit, although not quite as seriously as commercial, with losses of -7% now projected, versus +2.9% growth predicted in December."

EBCI Current Conditions Index Drops -15 Points in April But Future Conditions Index Soars

With lockdown policies fully in effect across most of the U.S., the current conditions component fell by more than 15 points to 15.8 in April. The last time this reading had drifted so far below 50, the United States was in the midst of the 2007-2009 recession.

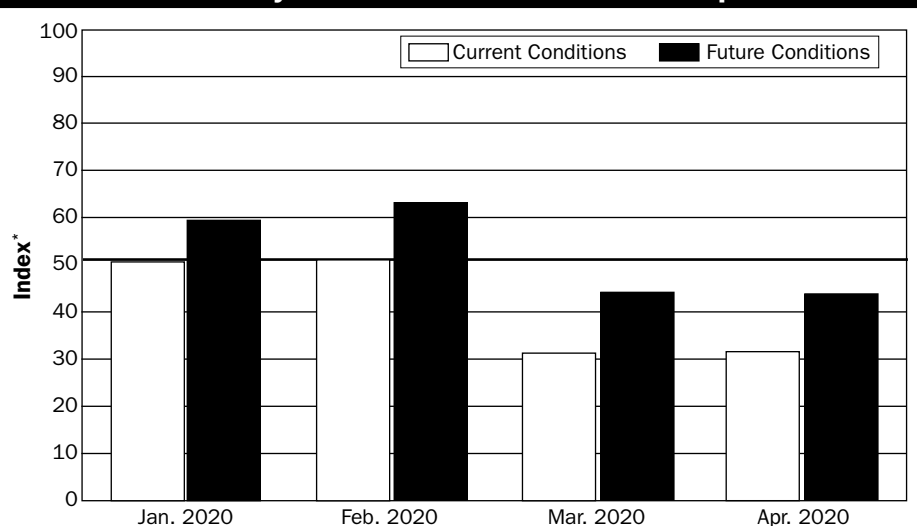
No one reported unchanged conditions, and the vast majority of respondents noted conditions were worse. However, some panelists see better conditions in their sectors, with one describing activity as "torrid." Of course, most comments conveyed deep concern in light of, in the words of one executive, a "significant drop in orders."

The ElectroIndustry Business Conditions Index (EBCI) is a monthly survey of senior executives at electrical manufacturers published by the National Electrical Manufacturers Association (NEMA), Rosslyn, VA.

Any score over the 50-point level indicates a greater number of panelists see conditions improving than see them deteriorating.

A review of respondents' comments suggested that the nearly 17-point gain in the future conditions component, from 43.8 points in March to 60.5 points this month, was more a reflection of the belief that the worst effects of the pandemic response will have dissipated six months from now. The panel was far from unanimous in that relative optimism, with a combined 42% expecting worse, or at best unchanged, conditions. Many respondents assumed improved conditions ahead, but the assessments of potential gains ranged widely, from "better than during the shutdown, but a slow and difficult recovery" to "a strong rebound starting in the third quarter."

ElectroIndustry Business Conditions Index: April 2020



*An index value greater than 50 indicates conditions favorable to growth

Electrical Contractor Employment Data Points to Slowdown in Oil Patch

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annual decline); and the Baton Rouge MSA (down 260 employees for a -4% decline) also were amongst the nation's MSAs with the largest annual drops in electrical contractor employment.

While it's tough to say exactly why Louisiana is taking such a big hit in contractor employment, it's possible several of the billion-dollar petrochemical projects that were underway there in recent years are either now complete or not employing as many electrical contractors. It's also quite possible that the decline in the oil & gas market hit earlier in these metros than any declines caused by the COVID-19 coronavirus.

As you can see in the chart below, that would appear to also be the case in Texas, where energy-dependent MSAs including Odessa, Beaumont-Port-Arthur, Midland and Corpus Christi all experienced significant YOY drops in electrical contractor employments, according to *EM* estimates.

We also noticed some large construction employment declines in the Philadelphia-

Camden-Wilmington (MSA) — down 481 electrical contractor employees — and the New York-Jersey City-White Plains, NY-NJ MSA, down 338 employees. The construction industry in the Philadelphia metro and the entire state of Pennsylvania suffered a severe blow when Gov. Tom Wolf shut down most projects last month. New guidelines for opening up the construction industry take effect on May 1.

EM's editors crunched the BLS construction employment data for March to develop some estimates for electrical contractor employment at the state and MSA level to give our readers a very rough idea of where the employment situation stands in the electrical construction industry. We usually only publish employment data as a three-month moving average because of its volatility, but because of thirst for information on the industry's economic conditions right now, we are breaking our own rules and running with BLS' preliminary employment data for the month.

Construction industry analysts believe

BLS' April employment report due on May 8 will be the first employment indicator to truly measure just how many contractors have lost their jobs in recent months.

The Arlington, VA- Associated General Contractors (AGC) trade group tracks construction employment closely, and said in an April 28 release that construction employment declined in 99 out of 358 metro areas from March 2019 to last month "as the coronavirus pandemic triggered the first shutdown orders and project cancellations."

"These new figures foreshadow even larger declines in construction employment throughout the country as the pandemic's economic damage grows more severe," said Ken Simonson, the association's chief economist, in the release. "Unfortunately, the data for April and later months are sure to be much worse. In our latest survey, more than one-third of firms report they had furloughed or terminated workers — a direct result of growing cancellations."

— Jim Lucy

Largest Metro Area Declines in Electrical Contractor Employment through March

Area	State	Electrical Contractor Sales Potential (\$ millions)	Mar. 2020 Electrical Contractor Employment	YOY Employment # change	YOY Employment % change	MTM Employment # change	MTM Employment % change
Lake Charles	LA	177.4	2,704	-598	-18	39	1.5
Philadelphia-Camden-Wilmington	PA-NJ-DE-MD	950.3	14,482	-481	-3	-143	-1.0
New Orleans-Metairie	LA	226.1	3,445	-364	-10	-91	-2.6
San Diego-Carlsbad	CA	684.1	10,426	-338	-3	-442	-4.1
New York-Jersey City-White Plains	NY-NJ	2,289.5	34,892	-338	-1	520	1.5
Odessa	TX	176.6	2,691	-260	-9	-104	-3.7
Baton Rouge	LA	449.5	6,851	-260	-4	143	2.1
Chicago-Naperville-Elgin	IL-IN-WI	1,408.3	21,463	-260	-1	533	2.5
Anaheim-Santa Ana-Irvine	CA	880.3	13,416	-234	-2	-286	-2.1
Cincinnati	OH-KY-IN	375.3	5,720	-221	-4	130	2.3
Minneapolis-St. Paul-Bloomington	MN-WI	627.8	9,568	-208	-2	-26	-0.3
Tulsa	OK	207.3	3,159	-208	-6	0	0.0
Beaumont-Port Arthur	TX	170.6	2,600	-182	-7	-78	-2.9
Midland	TX	333.5	5,083	-182	-3	26	0.5
Northern Virginia	VA	650.9	9,919	-169	-2	0	0.0
Corpus Christi	TX	198.8	3,029	-156	-5	-13	-0.4
Miami-Fort Lauderdale-West Palm Beach	FL	1,200.2	18,291	-117	-1	-104	-0.6
Huntington-Ashland	WV-KY-OH	56.3	858	-117	-12	52	6.5
Birmingham-Hoover	AL	241.4	3,679	-104	-3	-130	-3.4
Fort Lauderdale-Pompano Beach-Deerfield Beach	FL	412.0	6,279	-104	-2	-65	-1.0
Laredo	TX	29.0	442	-104	-19	-13	-2.9
Duluth	MN-WI	66.5	1,014	-104	-9	0	0.0
San Francisco-Redwood City-South San Francisco	CA	360.0	5,486	-104	-2	52	1.0

Notes: Electrical contractor employment estimated using its historical average of 13% of total construction employment. Sales potential estimated with sales-per-employee multiplier from 2020 Electrical Wholesaling Market Planning Guide

Around the Industry

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keeping in mind that there are currently more than 530,000 single-family homes in varying stages of construction, as well as more than 680,000 apartments. That said, given there are a number of states where construction has been deemed non-essential, we estimate that among these existing projects, construction has paused on at least 10% of single-family homes and at least 20% of apartments.”

IRCG's Weekly Pandemic Revenue Index shows -14.8% decline

Indian River Consulting Group's (IRCG) weekly Pandemic Revenue Index for the work week of April 20-24, 2020, indicated a -14.8% decline compared with the same week a year ago.

IRCG's distributor Pandemic Revenue Index gives distributors a weekly quantified view into how other distributors in the industry are faring with respect to revenue declines as the global COVID-19 pandemic progresses. So far, all but one participant in the Pandemic Revenue Index has realized an aggregate sales decline over the past five weeks with an average decline of 22.4%. A big project order that shipped last week is responsible for the sales growth of the one company not showing an overall decline.

“Based on what we've seen from participants in the Pandemic Revenue Index and heard in other conversations, industrial markets seem to be holding their own, but outside of that markets are very soft,” said Mike Emerson, IRCG partner, in a press release. “It will be interesting to see what happens as businesses start to slowly reopen in several states over the next few weeks.”

Free resources for distributors on responding to the pandemic, including a cash flow modeling spreadsheet, instructional webinar and a cost-reduction planning webinar are available at ircg.com/stress-testing.

Winsupply's Odessa Winlectric named company of the year

Odessa Winlectric (Texas) managed by Carl Long, president, won Winsupply's overall company of the year for the second straight year. Tacoma Electric Supply, with Charlie Silva, president, was named top company in the Electrical category. The winners of Winsupply's 2019 Vendor of the Year were Encore Wire in the Electrical category and Milwaukee Electric in the Tools category.

People

Crescent Electric Supply Co. (East Dubuque, IL): **Scott Teerlinck** will be taking over for **Marty Burbridge**, who is retiring after more than 41 years with the company.

Before joining Crescent, Teerlinck served as the president of Werner Electric Supply for more than seven years. Prior to that, he spent nearly 19 years at Rockwell Automation, where he held roles of increasing responsibility, including global accounts manager, sales manager, director of marketing, and global P&L leadership for Rockwell's Plant Services business.

Teerlinck will be relocating to the Dubuque area, and he begins his tenure as president and CEO on May 4. Additionally, Burbridge will remain with the company through June 1st to assist with the transition process.

Werner Electric Supply (Appleton, WI): The company recently announced **Craig Wiedemeier** as its new president. He replaces **Scott Teerlinck**, who decided to pursue other professional opportunities. Most recently, Wiedemeier served as Werner Electric's COO.

Wiedemeier has been with the company for more than eight years. As COO, he led the customer experience team, focusing on maximizing value-added support to manage each customer experience. In addition, Wiedemeier focused on the company's investment in IT to modernize infrastructure; provided updates to customer relationship management software; and improved Werner Electric's online ordering system.

Prior to serving as chief operating officer, he served as VP of operations and led the company's move to its new corporate headquarters and regional distribution center in 2016. Past experience includes global leadership positions at Plexus Corp. and General Electric. Additionally, Wiedemeier holds a MBA from Marquette University and an industrial engineering degree from the University of Wisconsin-Madison.

Rep News

Ascend Sales & Marketing, Manville, NJ, will represent Universal Lighting Technologies in northern New Jersey and New York City. Ascend's team of sales leaders have more than 40 years of experience in lighting and electrical sales.

“Though a newer agency in the NY/NJ market, Ascend has proven to be a top performer in the lighting industry, and we are confident the talented and experienced team at Ascend will continue to offer the best possible technology to customers while expanding the reach of Universal Lighting Technology solutions,” said Eric Schlechtweg, Universal Lighting Technologies Eastern Region director of sales, in the press release.

Alan Schutz and Robert Horvath lead the sales team at Ascend Sales & Marketing.

Northwest Lighting Alliance, Boise, ID, will be Nora Lighting's commercial sales agency for Idaho. Northwest Lighting is headed up by Michael Howell, who had been Nora Lighting's Western regional sales manager for four years prior to starting his own rep firm. Howell's experience in the lighting industry includes more than 25 years with companies that included Lightolier-Forecast, LBL Lighting Sales, Eoff Electric and North Coast Electric in Oregon and Idaho.

ElectricalMarketing

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