Electrical Marketing

THE ELECTRICAL INDUSTRY NEWSLETTER

People on the Move

Dakota Supply Group (DSG) (Plymouth, MN): The company recently named Jared Winterboer, Cameron Pederson, Brian Eubanks, Brandon Messer, Jason Hammers, Justin Nelson and Ernie Companion as new regional sales managers.

Jared Winterboer is a new addition to DSG's team and will focus on the electrical segment throughout the South Dakota region, including branches in Aberdeen, Mitchell, Pierre, Rapid City and Sioux Falls. Prior to joining DSG, Winterboer held a variety of roles in electrical distribution, most recently as branch manager in South Dakota for a large electrical distributor.

Cameron Pederson has been a member of DSG's team for 19 years in several roles and will now oversee sales activities across its North Dakota region, including branches in Bismarck, Dickinson, Fargo, Grand Forks, Minot and Williston. Prior to this promotion, Pederson was account manager for DSG's Fargo, ND, location.

Brian Eubanks has held a variety of progressive roles within DSG for 29 years and will now lead sales activities throughout its Wisconsin region with branches in La Crosse, Plover, Rice Lake, Sheboygan and Winona, MN. Eubanks was an account manager for DSG's La Crosse, WI, location before his promotion.

Brandon Messer has held a variety of roles at Dakota Electric Supply since starting as an intern 17 years ago and will now lead the electrical sales activities throughout the Minnesota region with branches in Alexandria, Austin, Bemidji, Grand *Continued on page 5*

Top 50 industrial markets p. 2
ABB opens Phoenix warehouse p. 3
Panasonic inks partnership p. 4
NEMA's June EBCI rises p. 4
An Endeavor Business Media Inc. publication. Publishers of <i>Electrical Wholesaling</i> and <i>EC&M</i> magazines.

Signify Partners with New York Power Authority to Install 500,000 Streetlights

The New York Power Authority (NYPA) recently announced a partnership with Signify, based in Eindhoven, the Netherlands, to support its Smart Street Lighting NY project, launched in early 2018 by New York Governor Andrew Cuomo.

The program aims to replace at least half of the more than one million streetlights in the state of New York with energy-efficient LED technologies by 2025. NYPA will provide financial, logistical, technical and informational support for cities that want to upgrade their street lighting systems. The program will advance the governor's Green New Deal, which will put New York on a path to an economy-wide carbon neutrality.

To date, more than 50,000 LED streetlights have been installed or are currently being installed under the program, including the company's Interact City Internet of Things (IoT) lighting system, which can help cities monitor their lighting systems through a central dashboard. The smart street lighting can also reduce crime by +20% and road accidents with injuries by +30%, according to the company.

Through this partnership, the program has the potential to reduce energy consumption annually across the state by 482 GWh, the equivalent of 44,770 households. Additionally, technology such as traffic light queue sizing data leads to better management of public transport and traffic flow overall. Cities including Albany, Rochester and White Plains have already implemented projects.

As part of the project, NYPA has also devised a financing model that offers municipalities low-rate loans for lighting conversions, including the option to buy the physical street lighting assets from local utilities. Signify acts not only as a tech provider, but also as an advisor to and strategic partner of both NYPA and participating municipal governments.

Industrial Market Job Losses Continue with Midwest Feeling the Most Pain

While the opening of several large Michigan auto plants in mid-May was welcome news, the overall U.S. industrial market continues to see new job losses because of the COVID-19 crisis. It's a worrisome trend that impacts hundreds of distributors, manufacturers and independent reps across the nation because the industrial market accounts for an estimated 32% of all sales through electrical distributors, according to data from *Electrical Wholesaling*. That's easily over \$30 billion in electrical products when you consider all of the MRO, OEM and factory automation applications for industrial products.

As you can see in the table on page 2, the Industrial Midwest has been hit particularly hard. Local market in Illinois, Indiana, Michigan, Ohio and Wisconsin lost tens of thousands of jobs over the past year, according to the latest employment data available from the U.S. Bureau of Labor Statistics (BLS) through May. Despite the fact that assembly lines are rolling at major auto plants, Michigan is currently seeing the biggest impact.

While the state's largest auto manufacturers started production at several facilities after BLS' May industrial employment data was published, the decline remains severe. Through May, industrial employment was down -18.7% YOY for the state of Michigan, a full 10 points worse than the national decline in this key economic segment, which stood at -8.6% in May and improved to -5.8% in June. Overall unemployment claims in Michigan have been rising, and for the week ending June 27, Michigan logged 18,688 new initial claims, the highest in the nation.

Several metropolitan statistical areas (MSAs) are suffering with employment declines of more than -20% — Flint at 32.5%, *Continued on page 3*

Copying or reprinting all or parts of this newsletter without specific permission violates Federal law!

JULY 10, 2020 • Volume 45, Number 13

) Metropolitan Statistical Areas					
Ranked by Estimated Total Industrial Sales Potential (\$ Millions)	Ranked by Employment Loss - YOY	Area	State	Estimated Total Industrial Sales (\$ Millions)	May 2020 Industrial Employees	Industrial Employment # Change YOY	Industrial Employmen % Change YOY
1	2	Los Angeles-Long Beach-Anaheim	CA	797.7	456,600	(43,000)	-8.6
2	5	Chicago-Naperville-Elgin	IL-IN-WI	688.8	394,300	(25,933)	-6.2
3	3	New York-Newark-Jersey City	NY	561.7	321,533	(39,300)	-10.9
4	33	Dallas-Fort Worth-Arlington	ТХ	491.5	281,333	(6,033)	-2.1
5	9	Houston-The Woodlands-Sugar Land	ТХ	388.4	222,300	(13,833)	-5.9
6	1	Detroit-Warren-Dearborn	MI	355.9	203,700	(56,033)	-21.6
7	23	Minneapolis-St. Paul-Bloomington	MN-WI	334.3	191,333	(8,333)	-4.2
8	152	Dallas-Plano-Irving	тх	322.1	184,400	(867)	-0.5
9	10	Boston-Cambridge-Nashua	MA-NH	306.0	175,133	(12,600)	-6.7
10	15	Seattle-Tacoma-Bellevue	WA	304.5	174,300	(10,000)	-5.4
11	18	Philadelphia-Camden-Wilmington	PA-NJ-DE-MD	304.0	174,033	(9,433)	-5.1
12	30	San Jose-Sunnyvale-Santa Clara	CA	289.8	165,867	(6,567)	-3.8
13	21	Seattle-Bellevue-Everett	WA	275.9	157,900	(8,800)	-5.3
13	8	Atlanta-Sandy Springs-Roswell	GA	274.7	157,233	(14,200)	-8.3
15	13	Anaheim-Santa Ana-Irvine	CA	257.9	147,600	(14,200)	-7.6
16	4	Warren-Troy-Farmington Hills	MI	229.3	131,233	(32,800)	-20.0
10	7	San Francisco-Oakland-Hayward	CA	229.3	129,533	(15,000)	-20.0
		· · · · ·				. , ,	
18	52	Phoenix-Mesa-Scottsdale	AZ	224.9	128,733	(3,067)	-2.3
19	29	Portland-Vancouver-Hillsboro	OR-ID	214.2	122,600	(6,600)	-5.1
20	16	Cleveland-Elyria	ОН	199.2	114,033	(9,867)	-8.0
21	28	Milwaukee-Waukesha-West Allis	WI	198.1	113,400	(6,600)	-5.5
22	24	Cincinnati	OH-KY-IN	196.2	112,333	(7,933)	-6.6
23	22	St. Louis	MO-IL	193.2	110,600	(8,367)	-7.0
24	43	San Diego-Carlsbad	CA	192.4	110,133	(3,867)	-3.4
25	41	Charlotte-Concord-Gastonia	NC-SC	186.7	106,867	(4,033)	-3.6
26	6	Grand Rapids-Wyoming	MI	170.2	97,433	(21,633)	-18.2
27	35	Fort Worth-Arlington	TX	169.3	96,933	(5,167)	-5.1
28	20	Riverside-San Bernardino-Ontario	CA	161.9	92,667	(9,133)	-9.0
29	19	Indianapolis-Carmel-Anderson	IN	147.8	84,600	(9,333)	-9.9
30	25	Miami-Fort Lauderdale-West Palm Beach	FL	147.3	84,333	(7,000)	-7.7
31	27	Pittsburgh	PA	141.2	80,800	(6,700)	-7.7
32	34	Boston-Cambridge-Newton	MA	128.0	73,267	(5,700)	-7.2
33	14	Nashville-Davidson-Murfreesboro-Franklin	TN	127.4	72,900	(11,967)	-14.1
34	32	Kansas City	MO-KS	124.8	71,433	(6,333)	-8.1
35	11	Louisville/Jefferson County	KY-IN	123.0	70,433	(12,433)	-15.0
36	48	Columbus	ОН	122.3	70,033	(3,167)	-4.3
37	153	Denver-Aurora-Lakewood	СО	121.5	69,533	(867)	-1.2
38	323	Tampa-St. Petersburg-Clearwater	FL	119.8	68,567	-	0.0
39	351	Austin-Round Rock	ТХ	111.3	63,733	1,467	2.4
40	239	Hartford-West Hartford-East Hartford	СТ	103.9	59,500	(367)	-0.6
41	321	Salt Lake City	UT	103.3	59,133	(33)	-0.1
41 42	208	Virginia Beach-Norfolk-Newport News	VA-NC	103.3	58,033	(467)	-0.1
		Baltimore-Columbia-Towson					
43	50		MD	98.0	56,100	(3,100)	-5.2
44	12	Elkhart-Goshen	IN	97.1	55,600	(12,333)	-18.2
45	55	Greenville-Anderson-Mauldin	SC	96.3	55,133	(2,833)	-4.9
46	84	Washington-Arlington-Alexandria	DC-VA-MD-WV	95.6	54,733	(1,833)	-3.2
47	62	Wichita	KS	91.3	52,267	(2,600)	-4.7
48	40	Tulsa	ОК	90.4	51,733	(4,067)	-7.3
49	348	San Antonio-New Braunfels	TX	89.6	51,267	433	0.9
50	31	Rochester	NY	86.9	49,767	(6,500)	-11.6

Notes: Data from U.S. Bureau of Labor Statistics for May 2020. Sales estimates for 300-plus metro areas and all 50 states available to *Electrical Marketing* subscribers at *www.electricalmarketing.com*. YOY - Year-Over-Year.

Around the Industry

AIA's Architecture Billings Index improves in May

Demand for design services in May saw few signs of rebounding following a record drop in billings the month prior, according to a new report from The American Institute of Architects (AIA) (*www.aia.org*). AIA's Architecture Billings Index (ABI) score for May was 32 points compared to 29.5 points in April, but still represents a significant decrease in services provided

Michigan Sees Major Losses in Industrial Employment

Continued from page 1

Bay City at -31.9% and Detroit-Warren-Livonia at -24.3%. The real numbers sound even worse than these percentages. The state of Michigan lost 117,467 manufacturing jobs since May of last year, and the Detroit-Warren-Dearborn MSA alone is down over 56,000 jobs. Another hardhit metro in Michigan is Warren-Troy-Farmington Hills, which is off 32,800 jobs.

While the economic pain in the industrial market would appear to be most severe in the industrial Midwest, Los Angeles-Long Beach-Anaheim (down 43,000 job since May 2019) and New York-Newark-Jersey City (down 39,300 jobs) have also taken major hits.

Few large industrial projects are breaking ground during the COVID-19 crisis, according to *EM* research. Value of New Construction data from the U.S. Comby U.S. architecture firms (any number below 50 indicates a decrease in billings). In May, the decline in new project inquiries and design contract scores moderated from April, posting scores of 38 points and 33.1 points respectively.

"A large portion of the design and construction industry remains mired in steep cutbacks as many businesses and organizations are still trying to figure out what actions make sense in this uncertain

merce Dept. showed that in May, the construction of new manufacturing facilities dropped -4.1% from April to \$71 billion and is down -10.8% year-over-year.

One large project that made the news was the \$950-million SDI Steel Complex in Sinton, TX. According to a report at www. caller.com, the facility being built by Steel Dynamics will eventually create 600 jobs and produce 3 million tons of steel annually in its flat roll steel mill near Corpus Christi, TX. On a smaller scale, Cabot Corp. recently announced plans to invest in a \$90 million expansion of a carbon black plant for the tire and rubber industry in Ville Platte, LA, according to a post at www.theadvocate.com, and Charlotte Pipe and Foundry plans to build a \$325-million production facility in Oakboro, NC., according to www.thomasnet.com.

— Jim Lucy

Dodge Momentum Index Loses Ground in June

The Dodge Momentum Index dropped -6.6% in June to 121.5 (2000=100) from the revised May reading of 130.1. 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 nonresidential buildings by a full year. The institutional component of the Momentum Index fell -11.7% while the commercial component declined by -3.5%.

The Dodge Momentum Index has shifted noticeably lower as the fallout from recession continues to hold its grip on the construction sector. The overall Momentum Index fell -13% in the second quarter from the first three months of the year, with the commercial component -14% lower and the institutional component down -11%. While the recession has ended and recovery is underway, the return from one of the steepest downturns in U.S. history will be slow and fraught with risk. This holds true for the construction sector as well. While projects continue to enter planning, the slower pace suggests that recovery in the construction sector will be modest in coming months.

In June, seven projects each with a value of \$100 million or more entered planning. The leading commercial projects were a \$200-million warehouse in Windsor, CT, and a \$200-million office building in Somerville, MA. The only institutional project over \$100 million was a \$115-million emergency room addition in Johnson City, NY. economic environment," said AIA Chief Economist Kermit Baker, in the AIA press release. "There are growing signs of activity beginning to pick up in some areas, but others are seeing a pause as pandemic concerns continue to grow."

ABB opens distribution center in Phoenix to cover western U.S.

ABB Electrification's Installation Products division made its first shipments from its new Phoenix, distribution center in late June. The facility, which will supply products to customers in the western region of the U.S., will be fully operational during the third quarter of 2020. According to an ABB press release, the distribution center will bring the business closer to distributors, contractors and industrial customers in the western U.S., cutting delivery times by up to half.

"The new facility is part of our expansion plans to increase volume capacity and further enhance the speed and service capabilities of ABB Installation Products," said Christy Tilton, U.S. sales leader for ABB Installation Products, in the press release.

Orion Energy joins Russell 2000

Orion Energy Systems Inc. (NASDAQ: OESX), a provider of LED lighting systems and turnkey project implementation including installation and commissioning of fixtures, controls and IoT systems and ongoing system maintenance, was added to the U.S. small-cap Russell 2000 Index, effective June 29, as part of the 2020 Russell indexes reconstitution. Russell indexes are used by investment managers and institutional investors for index funds and as benchmarks for active investment strategies.

Hensel Phelps wins bid for Denver Convention Center expansion

A report in *Engineering News-Record* said design-builder Hensel Phelps, Greeley, CO, won a bid for a \$233-million expansion of Denver's downtown convention center. The *ENR* post said the company is also working on a \$195-million renovation at Denver International Airport, and a \$175-million contract for infrastructure work at north Denver's National Western Complex, that will include the replacement of utilities and realignment of several rail lines, as well as road grading and excavation.

Industry Events

July 16, 2020

NAED Lead Conference

Minneapolis; *www.naed.org* Status: Virtual meeting

Sept. 14-16, 2020

IDEA E-Biz

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

Oct. 4-6, 2020

NECA Trade Show & Conference

Chicago; National Electrical Contractors Association, *www.necashow.org* Status: Virtual event

Nov. 2-4, 2020

NAED Eastern Conference

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

<u>Dec. 9-10, 2020</u>

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

Jan. 26-28, 2021

NAW Annual Conference

Washington, DC; National Association of Wholesaler-Distributors (NAW) *www.naw.org* Status: Still scheduled

Feb. 3-5, 2021

NEMRA Annual Conference

Orlando, FL; National Electrical Manufacturers Representatives Association (NEMRA) *www.nemra.org* Status: Still scheduled

Feb. 22-24, 2021

NAED Western Conference Tampa, FL; www.naed.org Status: Still scheduled

April 28-30, 2021

NAED Adventure Baltimore; www.naed.org

Panasonic Lighting Americas Partners with Pointr to Offer Connected Lighting Solutions

Panasonic Lighting Americas, Nashville, TN, recently announced a partnership with Pointr, a London-based provider of locationbased services. The deal enables the companies to pair connected lighting solutions with real-time location-based services.

As Panasonic and Pointr envision it, a Panasonic-Pointr connected lighting solution will be integrated with a facility's Content Management System (CMS) so building visitors can interact with the venue in realtime for a personalized customer experience. The system can direct the visitor to any destination within the building — whether to a specific product in the store, meeting room or hospital room.

"The partnership with Panasonic Lighting Americas was a natural fit for Pointr, and we look forward to bringing the power of location-based services indoors," said Ege Akpinar, CEO of Pointr, in the press release. "As businesses reopen, people now have a smart concierge in their pocket, whether they're at work, in a shop, at an airport or at a resort. 'SMART' LED lighting combined with Deep Location allows us to create safer and more efficient spaces, enabling enhanced user experience while also improving operations in smart offices, retail stores, airports, industrial buildings and hospitals."

NEMA's EBCI Index for June Reflects Huge Leap in Business Expectations

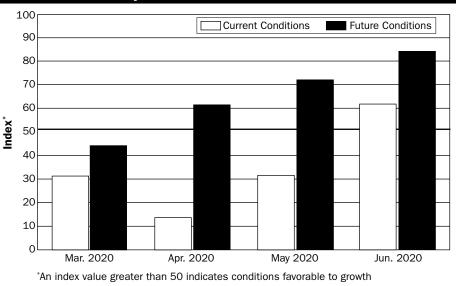
Bearing in mind that the EBCI is a survey of senior executives at NEMA electrical manufacturers that measures perceived changes relative to a prior time period, the current conditions component for June marked a vast improvement versus May, gaining 30 points to 62.5. The June result validated the assumption that conditions facing the electroindustry hit bottom in April, and expansion relative to that low point and a dismal May has begun.

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.

Some corners of the industry have thrived throughout the pandemic and continued to do so. Even among those sectors that had struggled, the tone of comments improved in June reflecting an assessment that "business is still spotty but the level of day-to-day activity is picking up."

Eighty-one percent of respondents indicated that they expect better conditions in six months, as the future conditions component expanded from 70.6 points last month to 84.4 points in June. Only 6% of the survey panelists expected conditions to remain unchanged.

ElectroIndustry Business Conditions Index: June 2020



May Value of New Construction Lags April but Was Up +5.7% Year-to-Date at \$1,356.4 Billion

Construction spending during May 2020 was estimated at a seasonally adjusted annual rate of \$1,356.4 billion, -2.1% percent below the revised April estimate of \$1,386.1 billion. According to the U.S. Census Bureau, the May figure is +0.3% above the May 2019 estimate of \$1,352.9 billion. During the first five months of this year, construction spending in the United States amounted to \$543.2 billion, up a surprising +5.7% the \$513.7 billion for the same period in 2019.

Private construction. Spending on private construction was at a seasonally adjusted annual rate of \$1,001.2 billion, -3.3% below the revised April estimate of \$1,035.2 billion. Residential construction was at a seasonally adjusted annual rate of \$535.9 billion in May, -4% below the revised April estimate of \$558.3 billion.

Nonresidential construction was at a seasonally adjusted annual rate of \$465.3 billion in May, 2.4% below the revised April estimate of \$476.9 billion.

Private educational construction saw the biggest drop in May, with a -20.6% decline to \$156.8 billion. Manufacturing was also down double digits, with a -10.8% decline to \$71 billion

Public construction. In May, the estimated seasonally adjusted annual rate of public construction spending was \$355.2 billion, +1.2% above the revised April estimate of \$350.9 billion. Educational construction was at a seasonally adjusted annual rate of \$87.3 billion, -0.1% above the revised April estimate of \$87.2 billion and +3.7% over May 2019. Public safety construction saw the largest increase, with a +44.2% jump to \$14 billion.

Value of Construction Put-in-Place (\$ billions, seasonally adjusted annual rate)										
	May. '20 ₁	Apr. '20 ₂	Mo. % Change	May '19	YTY % Change					
Total Construction	1,356.4	1,386.1	-2.1	1352.9	0.3					
Total Private Construction1	1,001.2	1,035.2	-3.3	1013.6	-1.2					
Residential	535.9	558.3	-4	532.1	0.7					
New single family	261.8	286.1	-8.5	273.7	-4.4					
New multifamily	77.3	75.6	2.3	81.9	-5.6					
Nonresidential	465.3	476.9	-2.4	481.4	-3.4					
Lodging	27.2	28.2	-3.6	31.8	-14.7					
Office	69.7	70.4	-1.1	74.2	-6					
Commercial	77.9	78.9	-1.2	75.7	2.9					
Health care	35.0	37.5	-6.7	35.2	-0.5					
Educational	16.8	17.4	-3	21.2	-20.6					
Religious	2.9	2.9	-1.4	3.7	-21					
Amusement and recreation	14.1	13.9	1.1	15.1	-6.4					
Transportation	15.9	15.3	3.9	16.8	-5					
Communication	22.9	22.9	0.1	21.9	4.7					
Power	110.7	114.2	-3.1	104.5	5.9					
Electric	78.4	80.6	-2.7	76.5	2.5					
Manufacturing	71.0	74.1	-4.1	79.7	-10.8					
Total Public Construction ₂	355.2	350.9	1.2	339.3	4.7					
Residential	8.0	7.7	3.6	5.9	34.4					
Nonresidential	347.2	343.2	1.2	333.4	4.2					
Office	11.1	10.9	1.7	10.3	7.5					
Commercial	3.9	4.0	-3.5	3.9	-0.6					
Health care	8.8	8.8	0.7	9.2	-4.1					
Educational	87.3	87.2	0.1	84.2	3.7					
Public safety	14.0	13.6	2.6	9.7	44.2					
Amusement and recreation	14.3	14.0	2.2	13.4	7					
Transportation	41.3	40.8	1.2	40.0	3.3					
Power	7.1	6.8	4.6	6.6	7.2					
Highway and street	106.6	103.7	2.8	104.8	1.7					
Sewage and waste disposal	25.6	25.9	-1.1	26.1	-1.8					
Water supply	17.8	17.7	0.6	14.8	20					
Conservation and development	8.2	8.5	-4.4	8.8	-7.2					

1-Preliminary; 2-Revised

Note: The U.S. Census department changed its construction categories beginning with its May 2003 statistics.

With the changes in the project classifications, data now presented are not directly comparable with those data previously published in the regular-format press releases and tables. Direct comparisons can only be made at the total, total private, total state and local, total federal, and total public levels for annual and not seasonally adjusted monthly data. For more information, check out http://www.census.gov/const/www/c30index.html.

People on the Move

Continued from page 1

Rapids, Ham Lake, Monticello, Oakdale, Plymouth, Rochester and St Paul. Before this promotion, Messer was an account manager in the Twin Cities metro market.

Jason Hammers has been with DSG for seven years. Prior to that, he held a variety of roles with mechanical contractors. Hammers will now focus on sales activities for the mechanical segment throughout the South Dakota region, including branches in Aberdeen, Mitchell, Pierre, Rapid City and Sioux Falls. Previous to his promotion, Hammers was an account manager for DSG's Sioux Falls, SD business.

Justin Nelson is a new addition to DSG's team and will now lead sales activities for its Montana region, including branches in Billings, Bozeman, Helena, Kalispell and Missoula. Prior to joining DSG, Nelson gained experience from a variety of roles in the mechanical industry, most recently as part of the selling team for a manufacturers' rep firm based in Montana.

Ernie Companion is also new to DSG and will now lead mechanical selling activities throughout the Minnesota region with branches in Alexandria, Austin, Bemidji, Grand Rapids, Ham Lake, Monticello, Oakdale, Plymouth, Rochester and St. Paul. Most recently he was director of business development for a global provider of critical communications systems.

Crawford Electric / Sonepar (Houston): **Mark Ganucheau** will join Crawford Electric's executive team as vice president of finance. The Crawford press release said he has significant expertise in supply chain management and process improvement. Ganucheau is a graduate of Louisiana State University's E.J. Ourso College of Business.

Panasonic Lighting Americas, Inc. (PTLA) (Nashville, TN): The parent company for Douglas Lighting Controls and Universal Lighting Technologies recently announced the promotion of **Ty Anderson** to president. Since 2009, Anderson helped position PLTA as a fully integrated solutions company featuring Internet of Things (IoT), LED drivers, LED modules and retrofit products. The Panasonic press release said he also improved the PLTA supply chain to create shorter lead time capabilities.

Most recently, Anderson served as se-Continued on page 6

People

Continued from page 5

nior vice president of operations and vice president of sourcing and new product operations. Before joining PTLA, Anderson worked for Cooper Lighting and Schneider Electric.

Since joining PLTA, Anderson helped manage the installation of Panasonic equipment to exceed manufacturing, testing and reliability requirements for LED products. With this experience, Anderson will lead the PLTA vision to accelerate the digital transition with enabled end-to-end lighting solutions.

OmniCable (West Chester, PA): Victor Lewis has been promoted to Boston regional manager. He will be responsible for the day-to-day operations and leadership of OmniCable's Boston branch, which services electrical distributors in Connecticut, Maine, Massachusetts, New Hampshire, New York, Rhode Island and Vermont. Lewis brings more than five years of electrical distribution positions and has held several positions as the company, most recently as Boston senior account manager.

ESL Vision (Salt Lake City): ESL Vision announced the appointment of **Jerry Francis** to the role of Midwestern regional manager. In this role, he will report to National Sales Manager Stephanie Reeves and oversee all sales efforts in the Midwest, including management of its rep team. He bring more than 35 years of industry experience and most recently served as Midwest regional for Eiko Ltd. Francis will be based out of De Soto, KS.

Keystone Technologies (Philadelphia): Keystone recently announced the hire of **Steve Schwartz** as the ESCO territory manager for the Pacific Northwest, where he will handle select accounts throughout the country. He brings 25 years of experience in the lighting and energy space, where he most recently served as vice president of energy sales for Deco Lighting. He received a bachelor's degree from California State University and an MFA from the University of California, Riverside.

Nora Lighting (Commerce, CA): **Davis Chastain** will oversee all Nora commercial sales and marketing activities throughout the West Coast, Pacific Northwest and Rocky Mountain states, along with the upper Midwest. Chastain will be directing Nora's reps in those regions, and will liaison with specifiers, electrical distributors and installers.

Fiber Optic Center (FOC) (New Bedford, MA): Richard (Rick) Tumminelli was appointed as the company's fiber design and manufacturing consultant, and in-house expert on rare-earth doped optical fiber fabrication. He will join FOC's perform fabrication consulting services team to work directly with manufacturers of specialty optical preforms and fibers on meeting specific customer applications and performance criteria.

Tumminelli recently retired as director of engineering at the Coherent fiber site in Salem, NH, and has been working in the field of rare earth doped optical fiber for 40 years.

Additionally, Tumminelli managed the specialty fiber group at JDS Uniphase and held positions in the optics group at Draper Laboratories. He is co-inventor of double-clad fiber laser pumping, has been granted 22 patents and has 20 publications in fiber laser and amplifiers.

Rep News

Classic Wire & Cable, Miami, has appointed **Ewing-Foley Inc.,** Cupertino, CA, to rep California, Washington, Oregon, Alaska, Idaho, Utah, Montana, and the northern Nevada market. Ewing-Foley has served the western U.S. for more than 50 years.

Classic Wire & Cable recently also recently appointed three other independent manufacturers' reps to service other parts of the western United States.

PRESSCO Electrical Agency will cover the Arizona and Las Vegas markets. Based in Chandler, AZ, the manufacturers' rep agency is a new agency managed by industry veterans with more than 50 years' combined experience.

S-Squire will rep Classic Wire & Cable in New Mexico and El Paso, TX. S-Squire is the electrical commodities division of Resource Group and has been representing companies in the electrical wholesaling industry for more than 30 years.

TEC Sales has been appointed as Classic Wire & Cable's new sales representative agency for Texas and Oklahoma.

AttaBox Enclosures, Belding, MI, recently announced that **EMRA Controls**, Auburn, WA, will represent its line of industrial polycarbonate enclosures across Washington, Oregon, Idaho and Montana. EMRA Controls has been a rep serving distributors and OEMs in the Pacific Northwest since 1984.

Obituary

Joe Gross, 61, Gross Electric, Toledo, OH, passed away on June 3, according to a report on *www.electricaltrends.com* and his obituary in the *Toledo Blade*. According to the obituary, he is survived by his wife, Cary, and his children, Andrew, Emily, Jason; Poncho, his beloved German Shepherd; and his sisters Laurie Gross, Polly Collins (Dave Stroeh) and Marcia Miller. He was preceded in death by his parents, Richard and Marion Gross.

Gross Electric is one of the best-known family-owned electrical distributors in nation. Our condolences to Laurie and the rest of the Gross family.

Electrical Marketing

Subscriptions: 877-382-9187 (8 a.m. - 4 p.m. Central Time) or electrical marketing@omeda.com

Subscription rates:

Electrical Marketing now offers a special \$99 introductory subscription rate for the 1st year only. Renewals come at the \$199/year standard rate for all digital access and print subscription. Group subscription discount rates are also available.

Electrical Marketing is published twice a month by Endeavor Business Media. 9800 Metcalf Ave., Overland Park, KS 66212. For subscriber services, write to Electrical Marketing, P.O. Box 3257, Northbrook, IL 60065-3257 USA; call (847) 559-7598; Toll-free: (877) 382-9187; Fax: 847-291-4816

PRIVACY POLICY: Your privacy is a priority to us. For a detailed policy statement about privacy and information dissemination practices related to Endeavor products, please visit our Web site at www.endeavor.com.

Editorial questions: Jim Lucy, Editor-in-Chief — (913) 461-7679 or Ellie Coggins, Associate Content Specialist — (848) 205-1998

Questions on online access to Electrical Marketing: Sonja Trent, Audience Marketing Manager strent@endeavorb2b.com

Inquiries about advertising in Electrical Wholesaling, Electrical Construction & Maintenance (ECM) or Electrical Marketing: Mike Hellmann, Vice President - mhellmann@endeavorb2b.com

© Copyright 2020, Endeavor Business Media Inc. All rights reserved. Reproduction in any form whatsoever is forbidden without the express permission of the copyright owner.