

Electrical Marketing®

THE ELECTRICAL INDUSTRY NEWSLETTER

FEBRUARY 12, 2021 • Volume 46, Number 3

People on the Move

DDS (Distributor Data Solutions) Salt Lake City, UT): Electrical distribution and e-commerce veteran **Pam Nation** has joined DDS as head of a new customers success initiative. As DDS' new customer success manager, Nation brings more than 15 years of distribution and e-business experience to help DDS customers excel at their online and digital offerings. Prior to joining DDS, Nation served as e-business analyst at Springfield Electric Supply Co. With her extensive involvement working with product data, especially for use in e-commerce, Nation has a deep understanding of the challenges distributors face in getting quality content in a usable format, whether from industry data sources or direct from manufacturers.

Independent Electrical Contractors (IEC) (Arlington, VA): **Janet Martin**, VP and owner of Bret's Electric, Denver, will serve as the association's 2021 president. While women only comprise 10% of the construction industry, Martin is the second woman to head the predominantly male electrical and systems contracting industry organization. Martin's term began on Jan. 1. She has 30 years of corporate and small business experience. Martin became a member of IEC shortly after her business opened its doors in 1993.

Eaton (Pittsburgh, PA): The company named **John Vernacchia** as the energy transition segment director. This new role strengthens Eaton's commitment to help customers simplify the energy transition and shift to more sustainable, distributed and bi-directional energy resources through

Continued on page 6

Total Sales Through Electrical Distributors Slide -2.7% in 2021 to \$105.5 Billion

Although electrical executives will have to factor in a fairly sizeable drop for total U.S. electrical sales through electrical distributors for last year, when you think of what we have all been through over the past 12 months, a -2.7% decrease on a national basis doesn't seem all that bad.

Electrical Marketing's editors updated our 2020 sales potential estimates at the national, state and local (Metropolitan Statistical Area (MSA)), with the preliminary 2020 employment data for electrical contractors and industrials and *Electrical Wholesaling's* 2020 sales-per-employees multipliers. Taken together, these two customer segments account for an estimated 75% of all sales through distributors. *EM* estimates that, on average, other smaller customer niches account for the remaining 25%, including electric utilities, institutional, export and retail sales.

While our estimate for a decline in sales

on a national basis is comparatively tolerable, as you can see in the chart on page 2 and in the more detailed sales estimates available to *Electrical Marketing* subscribers at www.electricalmarketing.com, some states fared much worse last year. Vermont's estimated sales potential declined -20%, while other states with notable declines include North Dakota (-7.9%); Massachusetts (-7.3%); Oklahoma (-7.1%); and New York (-7%).

It's tough to draw concrete conclusions for declines of this size. But there's little doubt the impact of COVID-19 on construction projects in Massachusetts and New York had a big impact in these states, while the decline in oil & gas drilling activity hurt the energy-dependent economies of Oklahoma and North Dakota. According to *EM's* estimates some states weathered the economic storm much better, including

Continued on page 3

NEMRA's 2021 Virtual Annual Conference Draws 1,300-Plus Reps and Manufacturers

While attendees at last week's online annual conference staged by the National Electrical Manufacturers Representatives Association (NEMRA), Carmel, IN, missed the networking opportunities and face-to-face interaction the NEMRA annual always provides, the association's virtual 2021 conference showcased the potential of online educational sessions.

At the event, which attracted more than 1,300 registrants, NEMRA broadcast dozens of educational sessions, and offered its rep and manufacturer members a virtual platform for hundreds of online one-on-one and group meetings. Attendees were looking forward to next year's live event in Dallas, Feb. 2-5, 2022, but the educational program that NEMRA provided at this year's virtual conference was without a doubt more ambitious than anything the association had attempted in the past and was more robust than other

virtual educational sessions staged to date by any other electrical industry association, with the possible exception of last fall's NECA conference.

For the first time at any live or virtual event, NEMRA educational sessions brought together senior executives from five of North America's largest electrical distributors — Consolidated Electrical Distributors (CED); City Electric Supply (CES); Graybar; Rexel; and WESCO/Anixter to offer independent manufacturers' reps and electrical manufacturers tips on doing business with their firms. One common thread running through all of the distributor sessions, moderated by David Gordon, president, Channel Marketing Group, Raleigh, NC, was the need for reps and manufacturers to make appointments for sales calls at the branches because of the new COVID-19 reality.

Continued on page 3

Inside

- 2020 state sales potential p. 2
- Rep appointments p. 3
- NEMA EBCI sets record p. 4
- Eaton buys Tripp Lite..... p. 4

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

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

2020 Preliminary Estimates for Total Electrical Sales - U.S. and State (Ranked by Size)

State	State Postal	EW 2020 Estimated Sales Potential -Total (\$ Millions)	Estimated Total Sales % Change YOY - 2020 vs. 2019	Estimated Total Sales Change - YOY \$ millions	State % of U.S. Total Electrical Sales	2020 Core Electrical Potential (\$ Millions)	2020 Electrical Contractor Sales (\$ millions)	2020 Total Industrial (\$ millions)
UNITED STATES	US	105,538.3	-2.7	(2,955.5)		84,430.6	1,135.9	234.4
CALIFORNIA	CA	12,020.3	-2.9	(356.3)	11.4%	9,616.2	7,480.7	2,135.5
TEXAS	TX	10,045.5	-4.0	(416.5)	9.5%	8,036.4	6,498.0	1,538.3
FLORIDA	FL	6,858.9	-2.0	(138.1)	6.5%	5,487.1	4,818.4	668.7
NEW YORK	NY	4,895.9	-7.0	(366.7)	4.6%	3,916.7	3,222.7	694.0
PENNSYLVANIA	PA	3,888.1	-4.2	(169.2)	3.7%	3,110.5	2,170.1	940.4
OHIO	OH	3,777.8	-4.7	(184.4)	3.6%	3,022.3	1,854.5	1,167.8
ILLINOIS	IL	3,579.8	-3.0	(109.1)	3.4%	2,863.9	1,894.3	969.6
NORTH CAROLINA	NC	3,386.0	-4.1	(146.5)	3.2%	2,708.8	1,930.4	778.4
MICHIGAN	MI	3,126.5	-4.2	(136.5)	3.0%	2,501.2	1,511.6	989.7
GEORGIA	GA	3,011.0	-1.6	(47.7)	2.9%	2,408.8	1,733.6	675.2
WASHINGTON	WA	2,959.4	-2.6	(79.0)	2.8%	2,367.5	1,902.8	464.7
VIRGINIA	VA	2,774.2	2.8	75.0	2.6%	2,219.3	1,816.1	403.3
INDIANA	IN	2,714.9	-2.0	(56.3)	2.6%	2,171.9	1,296.3	875.6
WISCONSIN	WI	2,380.3	-0.1	(2.2)	2.3%	1,904.2	1,090.2	814.0
ARIZONA	AZ	2,226.4	-0.7	(16.7)	2.1%	1,781.1	1,479.7	301.4
COLORADO	CO	2,195.9	-2.7	(60.8)	2.1%	1,756.7	1,489.9	266.8
NEW JERSEY	NJ	2,145.7	-6.1	(140.4)	2.0%	1,716.5	1,290.3	426.2
MASSACHUSETTS	MA	2,121.5	-7.3	(168.1)	2.0%	1,697.2	1,286.1	411.1
MARYLAND	MD	2,089.5	2.1	43.0	2.0%	1,671.6	1,481.4	190.2
TENNESSEE	TN	2,081.7	-3.7	(80.0)	2.0%	1,665.4	1,085.9	579.5
MISSOURI	MO	2,044.9	3.8	75.1	1.9%	1,635.9	1,167.8	468.1
MINNESOTA	MN	1,991.6	-4.3	(89.9)	1.9%	1,593.3	1,052.1	541.2
SOUTH CAROLINA	SC	1,779.2	3.0	52.1	1.7%	1,423.3	970.7	452.6
LOUISIANA	LA	1,677.4	-5.1	(90.6)	1.6%	1,342.0	1,114.9	227.1
ALABAMA	AL	1,642.6	2.7	43.7	1.6%	1,314.1	849.0	465.1
UTAH	UT	1,587.9	4.2	63.8	1.5%	1,270.3	1,026.5	243.8
OREGON	OR	1,556.7	-2.5	(40.6)	1.5%	1,245.3	928.4	317.0
KENTUCKY	KY	1,425.3	0.9	12.1	1.4%	1,140.3	718.2	422.0
IOWA	IA	1,268.2	-5.9	(79.7)	1.2%	1,014.6	624.4	390.2
NEVADA	NV	1,130.7	-4.9	(58.3)	1.1%	904.5	802.7	101.9
OKLAHOMA	OK	1,101.1	-7.1	(84.5)	1.0%	880.9	659.7	221.2
KANSAS	KS	1,044.0	1.0	10.0	1.0%	835.2	560.4	274.7
CONNECTICUT	CT	961.7	-4.4	(44.4)	0.9%	769.4	495.0	274.3
ARKANSAS	AR	909.5	-1.2	(11.0)	0.9%	727.6	470.0	257.6
NEBRASKA	NE	789.8	-1.2	(9.9)	0.7%	631.8	459.5	172.3
MISSISSIPPI	MS	778.5	-2.3	(18.1)	0.7%	622.8	367.4	255.5
IDAHO	ID	753.8	4.7	33.8	0.7%	603.0	479.7	123.3
NEW MEXICO	NM	580.4	-6.3	(39.1)	0.5%	464.3	417.4	46.9
WEST VIRGINIA	WV	467.3	-2.3	(11.1)	0.4%	373.8	291.7	82.1
MAINE	ME	444.3	0.7	3.0	0.4%	355.5	269.0	86.5
NEW HAMPSHIRE	NH	441.8	-4.2	(19.6)	0.4%	353.4	240.0	113.4
HAWAII	HI	418.7	-3.2	(13.9)	0.4%	335.0	315.6	19.3
MONTANA	MT	380.2	0.4	1.5	0.4%	304.1	269.6	34.6
SOUTH DAKOTA	SD	370.5	4.9	17.2	0.4%	296.4	221.5	74.9
NORTH DAKOTA	ND	336.8	-7.9	(28.9)	0.3%	269.5	227.2	42.3
RHODE ISLAND	RI	294.1	-2.8	(8.5)	0.3%	235.3	167.2	68.1
DELAWARE	DE	285.5	-6.2	(18.8)	0.3%	228.4	184.5	43.8
WYOMING	WY	268.9	2.2	5.9	0.3%	215.2	197.3	17.8
VERMONT	VT	185.8	-20.0	(46.4)	0.2%	148.6	99.2	49.4
ALASKA	AK	178.2	-4.3	(8.0)	0.2%	142.6	131.6	10.9
DISTRICT OF COLUMBIA	DC	163.6	2.4	3.8	0.2%	130.9	128.8	2.1

Note: Estimated Core Electrical Potential (CEP) is the combined total of estimated electrical contractor and industrial sales. EW 2020 Estimated Sales Potential -Total is the Core Electrical Potential and the EW estimate of an additional 25% of sales for smaller customers segments not covered by our electrical contractor or industrial sales estimates. These segments include but are not limited to utility, institutional, export, general public/retail. Electrical contractor sales estimated at \$65,617 per employee. Industrial sales estimated at a total of \$1,747 per employee and \$801 per employee for MRO; \$837 per employee for OEM; and \$109 per employee for factory automation segments.

NEMRA Meeting Offers Robust Online Training Platform

Continued from page 1

The presenters also all provided solid corporate overviews and many provided local contact information for the reps and manufacturers. WESCO offered a status report on the integration of the Anixter acquisition and its new corporate structure for what will be a \$17.2 billion enterprise — the largest electrical distributor in North America.

Graybar's Kathy Mazzarella, CEO and president, and Bill Mansfield, senior vice president of sales and marketing, said they expect it might take until 2022 before the industry sees "some sense of normalcy." They also updated the audience on the company's continued investment in new technology, including what sounded like a very interesting project that would digitally link the company directly to the take-off process at electrical contractors.

Andrew Dawes and John Gray, co-COOs of City Electric Supply, Dallas, said one of the biggest differentiators in their company is its culture of promoting from within and the autonomy of local branches. Each branch has decision makers who can decide what products the branch stocks or sells or the general direction of the business, said Dawes in the presentation. Rather than increase the size of individual branches, City Electric will open a new branch of approximately the same size to serve the new area. The CES executives also mentioned that CES has plans to open 30 new locations in 2021.

COVID-19's Impact on 2020 Electrical Sales

Continued from page 1

South Dakota (+4.9%); Idaho (+4.7%); and Utah (+4.2%).

When you analyze sales potential, it quickly become apparent just how consolidated sales are in the electrical wholesaling industry. When you take a look at the state data, you will find the 10 states with the most electrical potential account for a whopping 51% of all sales. These states are California (11.4%); Texas (9.5%); Florida (6.5%); New York (4.6%); Pennsylvania (3.7%); Ohio (3.6%); Illinois (3.4%); North Carolina (3.2%); Michigan (3%); and Georgia (2.9%).

On an MSA level, the Phoenix-Mesa-Scottsdale, AZ MSA always provides the most dramatic example of sales consolidation. *EM's* preliminary 2020 annual data shows that last year the fast-growing metro

Also on the program were executives from the Affiliated Distributors and IMARK buying/marketing groups, the National Electrical Contractors Association (NECA) and the Independent Electrical Contractors (IEC), DISC Corp., Legrand, Sonepar, StrategicX Marketing, SPARXIQ, Trade Tech, Trinet and SFBBG.

Chris Sokoll of DISC Corp., Houston, gave conference attendees a feel for 2021 business conditions in the electrical market. Despite a tough 2020 economically due to the pandemic, he predicts new opportunities and growth in renewables like wind and solar, as the government looks to ban drilling in public lands and reach net-zero emissions by 2050. In regards to recovery from the pandemic, Sokoll seemed cautiously optimistic. "It's going to be a rough go in the first quarter," he said. "But second quarter, we'll see a good pickup in pent-up demand. We'll carry that through back to kind of normal growth over the next couple of years."

NEMRA also used the 2021 virtual conference as an opportunity to honor some of its rep and manufacturer members with its annual NEMMY Awards. Legrand won the 2020 Rep's Choice award for electrical manufacturers, Ewing-Foley Inc., got the 2020 Manufacturer's Choice Award and Electra Sales and Intermatic took home the 2020 Partnership of the Year.

— *Jim Lucy & Ellie Coggins*

accounted for 78% of Arizona's \$2.23 billion in total sales potential. The Denver-Aurora-Lakeland, CO MSA also accounts for a surprisingly large share of Colorado, with 59% of the state's estimated \$2.3 billion in estimated 2020 electrical sales.

Looking at a state's share of national total potential or a local market's share of a state is more than an interesting exercise for data nerds — it gives any electrical marketer basic insight into how their company's market coverage lines up with the market share of a given geography. That type of information is helpful in determining branch performance, where to open a new location, or the performance of local reps, factory salespeople or distributors.

EM's Feb. 26 issue will offer analysis of our preliminary sales estimates for more than 300 MSAs.

— *Jim Lucy*

Rep News

Electra Products Agency, Indianapolis, IN, announced a new corporate structure that went into effect at the beginning of January. **Joel Van Treese** will be president and oversee all aspects of the business. During his distribution career, he held titles from truck driver to VP, general manager and board member with both a large local distributor and a national distributor. He also has served on several advisory committees for large manufacturers. **Mike Graham** is now VP-Operations and is responsible for customer service and warehouse logistics. He has previous experience with a national distributor in setting up a distribution center. One of his core responsibilities will be managing the company's 58,000-sq-ft regional warehouse, which serves multiple states. Another key appointment in the new company structure was the promotion of **Matt Beynon** to VP-Sales, where he will oversee deployment and execution of field sales strategy.

MaxLite, West Caldwell, NJ, appointed four new agents. **One Source/Paolicelli Associates** now represents MaxLite in western Pennsylvania and West Virginia. The agency was founded in 1981 as Paolicelli & Associates. In 2016, Paolicelli & Associates merged with One Source Associates to offer the markets it serves "one source" for construction and design needs. One Source/Paolicelli Associates has a 65,000-sq-ft warehouse located in Carnegie, PA, in addition to associates throughout the region.

MaxLite also expanded its representation in Tennessee, with the addition of two lighting agencies to its independent sales network. **Factory Sales Agency (FSA Lighting)** will cover the eastern and middle regions of the state, while **Spectrum Lighting and Controls** will drive sales in the west. Serving the electrical market since 1954, FSA Lighting has branches in Nashville, Knoxville and Chattanooga. Spectrum Lighting and Controls, Cordova, TN, prides itself on a customer-centric approach to service for the wholesale, contractor and design communities.

Lazar Lighting has been appointed to grow MaxLite sales in Canada. Offering more than 15 years of experience in the lighting industry, Lazar Lighting will focus on Ontario and Quebec provinces. The agency is located in Woodstock, Ontario.

Orbit Industries, a manufacturer started by electrical contractors, recently announced

Continued on page 5

Industry Events

Feb. 22-26, 2021

NAED Virtual Regional Conference

Combined conferences for NAED's South-Central, Western & Eastern Regions; www.naed.org

April 28-30, 2021

NAED Adventure

Baltimore; www.naed.org

May 24-26, 2021

NAED National Meeting

Marco Island, FL; www.naed.org

June 22-25, 2021

NAED Women in Industry Forum

San Antonio; www.naed.org

June 27-29, 2021

EASA Convention & Solutions Expo

Ft. Worth, TX; www.easa.com

Aug. 17-18, 2021

LEDucation Trade Show & Conference

New York; www.leducation.org

Sept. 13-15, 2021

IDEA E-Biz

Dulles, VA;
www.idea4industry.org

Oct. 9-12, 2021

National Electrical Contractors (NECA) Trade Show & Conference

Nashville, TN; National Electrical Contractors Association,
www.necashow.org

Oct. 25-29, 2021

Lightfair Trade Show & Conference

New York; www.lightfair.com
Status: Rescheduled from May 2021

Nov. 8-10, 2021

NAED Eastern Conference

Austin, TX; www.naed.org

Dec. 8-9, 2021

Upper Midwest Electrical Expo

Minneapolis; www.ncel.org

Jan. 17-19, 2021

NAED Western Conference

Palm Desert, CA; www.naed.org

Eaton Buys Tripp Lite for \$1.6 Billion to Bolster UPS Biz & Support Future Growth

Eaton recently signed an agreement to acquire Tripp Lite, a supplier of power quality products and connectivity solutions including single-phase uninterruptible power supply systems, rack power distribution units, surge protectors, and enclosures for data centers, industrial, medical, and communications markets in the Americas.

"The acquisition of Tripp Lite will enhance the breadth of our edge computing and distributed IT product portfolio and expand our single-phase UPS business," said Uday Yadav, president and chief operating officer, Electrical Sector, Eaton, in

the press release.

Founded nearly 100 years ago, Tripp Lite is headquartered in Chicago. Under the terms of the agreement, Eaton will pay \$1.65 billion for Tripp Lite, approximately 12 times Tripp Lite's 2020 EBITDA and 11 times its estimated 2021 EBITDA. The acquisition, which is subject to customary closing conditions, is expected to close mid-2021.

Eaton's 2019 revenues were \$21.4 billion. The company sells products to customers in more than 175 countries. It has approximately 92,000 employees.

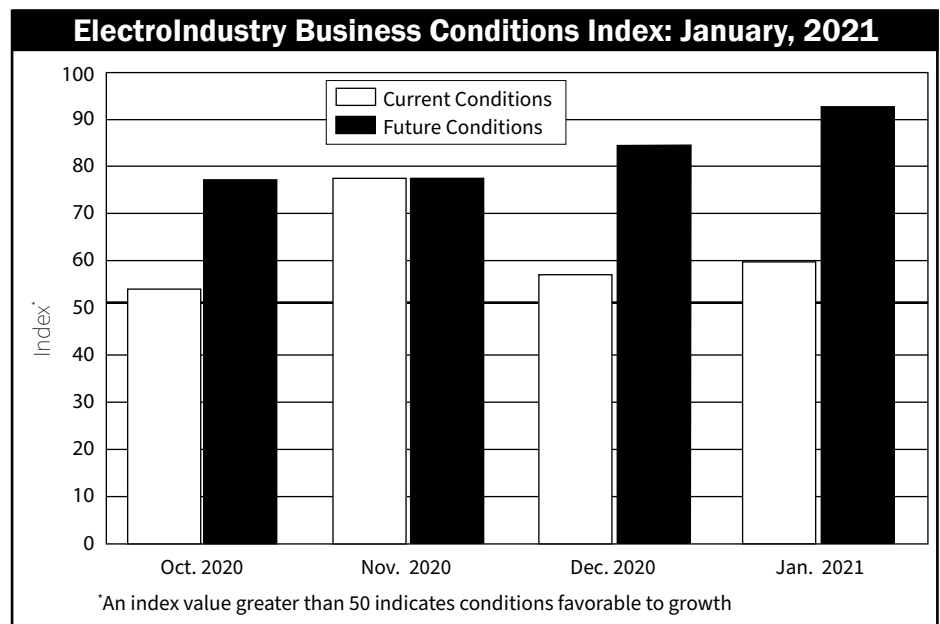
NEMA's EBCI Future Conditions Expectations Set Record in January with 93.3-Point Reading

The re-imposition of some business restrictions in response to an early-January surge in COVID-19 related hospitalizations, combined with a slower-than-expected vaccine rollout, reined in the panel's expectations, which otherwise appeared poised to charge ahead. Alongside a slight reduction in the share of respondents reporting worse conditions, a majority of respondents reported an unchanged business environment in January, pushing the current conditions component to 60 points, a nearly imperceptible increase over December's 57.7 reading.

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.

Bearing in mind that the diffusion methodology underlying the EBCI measures the breadth of business confidence rather than its magnitude, expectations for improved conditions in six months were held nearly universally among our panelists as the future conditions index hit an all-time high reading of 93.3 points in January, compared to an already robust 84.6 points from last month. None of the respondents indicated worse conditions ahead. Commentary largely suggested that in six months the economy will be reaping the benefits of a receding pandemic and concomitant stability.



Nonresidential Construction Lags Other Segments in 2020 with -1.7% Annual Decline

Construction spending during Dec. 2020 was estimated at a seasonally adjusted annual rate of \$1,490.4 billion, +1% above the revised November estimate of \$1,475.6 billion. The December figure is +5.7% above the Dec. 2019 estimate of \$1,410.3 billion. According to the U.S. Census Bureau, the value of construction in 2020 was \$1,429.7 billion, +4.7% above the \$1,365.1 billion spent in 2019.

Private construction. Spending on private construction was at a seasonally adjusted annual rate of \$1,137.6 billion, +1.2% above the revised November estimate of \$1,124.4 billion. Residential construction was at a seasonally adjusted annual rate of \$691.0 billion in December, +3.1% above the revised November estimate of \$670.1 billion. Nonresidential construction was at a seasonally adjusted annual rate of \$446.6 billion in December, -1.7% below the revised Novem-

ber estimate of \$454.4 billion. The value of private construction in 2020 was \$1,079.3 billion, +4.7% above the \$1,030.7 billion spent in 2019. Residential construction in 2020 was \$607.6 billion, +11.6% above the 2019 figure of \$544.4 billion and nonresidential construction was \$471.7 billion, -3% below the \$486.3 billion in 2019.

Public construction. In December, the estimated seasonally adjusted annual rate of public construction spending was \$352.8 billion, +0.5% above the revised November estimate of \$351.1 billion. Educational construction was at a seasonally adjusted annual rate of \$90.2 billion, +0.6% above the revised November estimate of \$89.7 billion. The 2020 value of public construction was \$350.5 billion, +4.8% above the \$334.4 billion spent in 2019. In 2020, educational construction was \$87.3 billion, up +3.6% YOY.

Rep News

Continued from page 3

an expanded partnership with **DeFazio Industries**, Glen Allen, VA. Effective immediately, DeFazio Industries will represent Orbit's complete line of electrical products throughout North Carolina and South Carolina.

Around the Industry

Trimble joins ETIM North America

Trimble, a big player in construction technology, including pricing and software solutions for distributors, contractors, and engineers/designers, has joined ETIM North America, a non-profit association responsible for the translation and adoption of the ETIM product classification model. Adding Trimble to its roster of electrical and technology companies gives ETIM deeper exposure into the design and construction side of the market. Trimble's reach throughout the electrical ecosystem is significant for ETIM as it can help facilitate the adoption and utilization of the ETIM product data standards throughout the industry. ETIM's vision is to push the adoption of machine-readable data standards in the entire electrical ecosystem, enabling efficient transfer of product information across technology platforms.

Jim Reis, Business area director, Trimble MEP Content & Construction Analytics, said in the press release, "The ETIM model is being quickly adopted globally and Trimble is committed to supporting our customers in this effort. We know that the efficient communication of product information is integral to the future of the construction trades. We believe that Trimble's constructible process and analytical insights help to reduce operating costs for all. We see the adoption of ETIM standards as an element of this."

IMARK unveils new public website

Website visitors to the freshly designed IMARK Group website at www.imarkgroup.com will learn about all of the benefits that accrue to members and suppliers in all IMARK divisions (Electrical, HVACR, and Plumbing/Irrigation) as well as Luxury Products Group, which supports decorative showrooms and IM Supply, which is a national account sales solution for IMARK Group members. The website features videos from group leadership as well as an introductory video on the home page.

Value Of New Construction Put In Place — December, 2020

Value of Construction Put-in-Place (\$ billions, seasonally adjusted annual rate)

	Dec. '20 ₁	Nov. '20 ₂	Mo. % Change	Dec '19	YTY % Change
Total Construction	1,490.4	1,475.6	1	1,410.3	5.7
Total Private Construction:	1,137.6	1,124.4	1.2	1,067.7	6.5
Residential	691.0	670.1	3.1	572.4	20.7
New single family	365.0	345.1	5.8	295.5	23.5
New multifamily	91.4	91.3	0.1	77.5	17.8
Nonresidential	446.6	454.4	-1.7	495.3	-9.8
Lodging	23.3	24.9	-6.4	30.9	-24.6
Office	69.0	68.9	0.2	71.4	-3.3
Commercial	77.0	79.2	-2.8	78.1	-1.4
Health care	35.7	36.8	-3	39.2	-8.7
Educational	16.2	16.3	-0.8	19.1	-15.3
Religious	3.1	3.2	-2.6	3.1	-0.4
Amusement and recreation	11.4	11.5	-0.7	14.7	-22.6
Transportation	15.6	15.3	2.2	15.9	-1.6
Communication	21.8	21.8	0	22.3	-2.4
Power	108.5	107.9	0.6	121.7	-10.8
Electric	74.0	74.0	0.1	85.3	-13.2
Manufacturing	63.6	67.4	-5.6	77.2	-17.6
Total Public Construction:	352.8	351.1	0.5	342.6	3
Residential	9.2	9.1	0.8	7.5	22.7
Nonresidential	343.7	342.0	0.5	335.1	2.5
Office	10.5	10.6	-1.5	11.1	-5.8
Commercial	4.1	4.1	-1.3	3.8	6.8
Health care	9.6	9.5	0.4	9.2	4.7
Educational	90.2	89.7	0.6	86.4	4.5
Public safety	15.0	15.4	-2.7	11.8	27.7
Amusement and recreation	13.7	13.8	-1	15.0	-8.7
Transportation	41.8	41.4	0.9	42.2	-1
Power	6.6	6.7	-0.5	7.8	-15.2
Highway and street	98.4	97.5	0.9	94.7	3.9
Sewage and waste disposal	26.6	26.0	2.3	25.6	4
Water supply	17.9	17.9	0.1	17.1	4.9
Conservation and development	7.8	7.8	-0.3	9.1	-14.3

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

Continued from page 1
its “Everything as a Grid” approach.

In his new role, Vernacchia will support Eaton’s Everything as a Grid approach to the energy transition, leading renewable, energy storage, microgrid and electric vehicle charging projects. He and his team will support system specification, new product innovation, as well as acquisitions, partnerships and joint ventures.

Vernacchia brings 40 years of experience in marketing, sales, product management and operations. He has played a major role in the development of Eaton’s energy transition solutions and was previously the segment manager for renewable energy solutions. Vernacchia is based in Pittsburgh, and reports to Molly Murphy, senior vice president, North American Sales.

Generac Power Systems (Waukesha, WI): Generac recently appointed three executives to new positions and has established a new business organization called Energy Technology (ET), which will consist of all Generac businesses whose primary focus is on products or services related to storage and energy management products.

Russ Minick will lead the ET organization with the title of president, Energy Technology. Under his leadership, the ET team will collaborate with Generac’s business groups to deliver a wide range of clean energy products and services to end-markets globally. Minick will also retain his duties as chief marketing officer, which he has held since 2016.

Patrick Forsythe has been appointed to the newly created position of chief technical officer. He will be responsible for the integration of new and transformative technologies into Generac’s products and building a technical team to further support future technical product development needs. Forsythe has led Generac’s global engineering team since rejoining the company in 2015.

Steve Goran has been appointed chief strategy officer. This new position is tasked with quickly assessing new business opportunities and ventures, while simultaneously formulating long-term strategy and managing year-round strategic planning and development efforts at the company. Goran has more than 30 years of experience with Generac, serving in many roles within the organization.

Hein Electric Supply (West Allis, WI): **Ron Reinowski** was promoted to VP - Business Development & Lighting. He most recently served as the director of Lighting and National Accounts. He has over 30 years of experience in the industry and was previously a partner in a Milwaukee-based lighting agency. He joined Hein Electric Supply in 2009, growing the company’s lighting business by assembling a dedicated team of professionals with a strategic focus in areas such as controls, design-build assistance, project management and national accounts.

Verozza (Montreal, Quebec): **Eric Borden** was appointed president and CEO. He has been consulting with the company for most of 2020 and has assisted in bringing the Verozza brand to the North American marketplace. A four-decade veteran of the lighting industry, Borden brings experiences in sales, product development, training and executive management.

His lighting industry career began with the Halo Lighting division of McGraw Edison. He also was with Capri Lighting, Juno Lighting, Sea Gull Lighting and Kichler Lighting. Most recently Borden was president of Pathfinder Consultants, Inc, an electrical industry consulting firm. Selected as the American Lighting Association’s (ALA) Pillar of the Industry in 2014, Borden is well known throughout the lighting community. Verozza is the North American partner of NEKO Lighting, a leading global supplier of lighting products.

Franklin Electric (Fort Wayne, IN): At the company’s recent 2021 Commercial Summit, several employees were recognized for distinction in outstanding performance and customer support in the sales and field service engineering categories. The winners were Salesperson of the Year - **Alex Bracht**, territory manager – Western Region; Field Service Engineer of the Year - **Todd Hofstra**, senior field service engineer – Western Region; Team of the Year - Northeast Region – Sales, Field Service, Marketing & Customer Relations - **Jim Sacriponte**, **Bryan Defoe**, **Dan Kolath**, **Robert Ruff**, **Tom Mitchell**, **Jennifer Ford**, **Ilse Gallegos**, **Jim Hartmann**, **Ryan Horner** and **Bob McClain**.

Electro-Mechanical Corporation (EMC) (Bristol, VA): The supplier of power distribution solutions to domestic and international electric utility, mining and commercial and industrial customers, recently announced

the promotion of **Jody Dutcher** to vice president of sales and marketing.

During her 33-year tenure with EMC, Dutcher has held various management positions, most recently serving as director of utility products. She holds a BA from Tusculum University and strategic marketing certifications from the University of Chicago.

Eiko (Shawnee, KS): At the Design Light Consortium (DLC), Eiko’s **Owen Vanderveelde** was elected to a second term to represent small lighting manufacturers. The group promotes lighting quality, utility program best practices for lighting energy efficiency, and ongoing opportunities, challenges and potential risks related to advancement of energy-saving lighting technologies.

National Specialty Lighting (Tonawanda, NY): This lighting manufacturer appointed **Jeff Porter** COO. He has spent more than 30 years in the North American electrical and lighting manufacturing and distribution industry at posts with companies including NSi Industries, NII Northern International, Intermatic and Siemens.

Electrical Marketing

Subscriptions: 877-382-9187

(8 a.m. - 4 p.m. Central Time)

or electricalmarketing@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@endeavor2b.com

Inquiries about advertising in Electrical Wholesaling, Electrical Construction & Maintenance (ECM) or Electrical Marketing: Mike Hellmann, Vice President - mhellmann@endeavor2b.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.