

# Electrical Marketing®

THE ELECTRICAL INDUSTRY NEWSLETTER

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## Around the Industry

### IEWC buys CABLCON to bolster telecommunications business

In an effort to expand its operations in North America's telecommunications industry, IEWC, Milwaukee, WI, purchased CABLCON, a supplier of custom broadband cabling and fiber and copper connectivity solutions.

Mike Veum, IEWC's CEO, said in the press release, "This acquisition of CABLCON, in addition to our acquisition of telecom supplier Jupiter Communications last year, reinforces IEWC's commitment to become a leading connectivity solutions provider for telecom companies and data centers throughout the world, with a focus on North America."

CABLCON's customers are primarily wireless, wireline and cable television system integrators and DC power contractors. IEWC said in the release that CABLCON will benefit from the global supply chain and logistics capabilities of IEWC, along with its domestic and international network of distribution centers. Bryan Kadrich, CEO and owner of CABLCON, will head up this new division for IEWC as President - CABLCON, continuing to lead the CABLCON team and operations based in Detroit, Michigan and Dallas.

IEWC is a 59-year-old, employee-owned provider of wire and cable solutions with 25 locations in eight countries.

### Rockwell ESG project reduces waste

Rockwell Automation, Milwaukee, has reduced paper job packets for its engineered-to-order (ETO) products by 70% by using its own advanced automation technology.

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## Quanta Buys Blatter Holdings Co. to Boost Renewables Biz in \$2.7-Billion Deal

Quanta Services Inc., Houston, will be acquiring Blattner Holding Co., said to be one of the largest utility-scale renewable energy infrastructure solutions provider in North America for approximately \$2.7 billion. Founded in 1907 and headquartered in Avon, MN, Blattner provides front-end engineering, procurement, project management and construction services to renewable energy developers for wind, solar and energy storage projects.

Through its geographically and technologically diverse capabilities, Blattner has completed or been awarded more than 300 wind projects with 49GW installed generating capacity and more than 90 solar projects with 12GW installed generating capacity. It has also engineered 17 energy storage projects.

Over the last several years, Blattner has achieved double-digit organic revenue and profit growth by leveraging its operational

expertise and collaborative customer relationships. Blattner generated full-year 2020 revenues and adjusted EBITDA of approximately \$2.4 billion and \$291 million, respectively.

Duke Austin, Quanta's president and CEO, said in the press release, "We believe what Quanta is to the electric power solutions industry, Blattner is to the utility-scale renewable energy solutions industry. Together, we will be focused on what we believe are the most attractive areas of the electric infrastructure complex. Blattner will bring an exceptional management team that we believe will enhance our ability to collaborate with our customers to shape North America's energy transition to a carbon-neutral economy. Blattner has a strong and visible project backlog, and we believe their financial contribution will be accretive to Quanta's growth, margins, cash

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## Using Location Quotients to Uncover Potential Hot Spots for Industrial Sales

Every Metropolitan Statistical Area (MSA) has its own distinct economic personality, and sometimes you can use market data to find unique characteristics that can lead to new sales opportunities or a more strategic use of company resources in those metros.

Location quotients (LQs) are a data tool you can use to find out which industries dominate a local economy. The U.S. Bureau of Labor Statistics ([www.bls.gov](http://www.bls.gov)) offers location quotients that compare key economic indicators at the county, MSA, state and national level, including employment, wages and number of establishments for dozens of individual industries classified by NAICS (North American Industry Classification System) code. According to BLS, "Location quotients compare the concentration of an industry within a specific area to the concentration of that industry nationwide. If an LQ is equal to "1," then the industry has

the same share of its area employment as it does in the nation. An LQ greater than "1" indicates an industry with a greater share of the local area employment than is the case nationwide."

One application for this data in the electrical market is to find out which local markets may have more potential customers for a specific product. Let's say you are an electrical manufacturer launching a new product specifically designed for the oil & gas industry. You can go use the BLS' QCEW Local Quotient data to see which counties, MSAs and states have a high proportion of oil & gas sales employment or companies compared to the national average. This data might help you concentrate your sales force's selling time in the market areas with the highest LQs for the oil & gas market.

The chart on page 2 shows the 50 markets with the highest LQs in industrial

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## Industrial Strongholds in the U.S.: The 50 Metros with the Highest Concentration of Industrial Employment (Sales estimates in \$ millions)

Rank	Area	State	Establishments — 1Q 2021	1Q 2021 Industrial Employment Average	MRO Sales Estimate	OEM Sales Estimate	Factory Automation \$ Sales Estimate	Total Industrial Sales Estimate	Industrial Location Quotient
	United States	US	363,796	12,147,101	9,729.8	10,167.1	1,324.0	21,221.0	1.00
1	Elkhart-Goshen	IN	793	71,066	56.9	59.5	7.7	124.2	6.06
2	Columbus	IN	145	18,616	14.9	15.6	2.0	32.5	4.52
3	Sheboygan	WI	205	20,579	16.5	17.2	2.2	36.0	4.13
4	Kokomo	IN	75	10,274	8.2	8.6	1.1	17.9	3.32
5	Hickory-Lenoir-Morganton	NC	720	39,259	31.4	32.9	4.3	68.6	3.07
6	Morristown	TN	154	11,896	9.5	10.0	1.3	20.8	3.04
7	Wausau	WI	263	18,032	14.4	15.1	2.0	31.5	3.03
8	Decatur	AL	211	13,079	10.5	10.9	1.4	22.8	2.80
9	Oshkosh-Neenah	WI	301	21,529	17.2	18.0	2.3	37.6	2.77
10	Racine	WI	326	16,922	13.6	14.2	1.8	29.6	2.76
11	Fond du Lac	WI	155	10,561	8.5	8.8	1.2	18.5	2.75
12	Spartanburg	SC	554	36,884	29.5	30.9	4.0	64.4	2.75
13	Decatur	IL	100	10,436	8.4	8.7	1.1	18.2	2.75
14	Gettysburg	PA	129	7,382	5.9	6.2	0.8	12.9	2.61
15	Logan	UT-ID	282	13,934	11.2	11.7	1.5	24.3	2.49
16	Muskegon	MI	277	12,038	9.6	10.1	1.3	21.0	2.46
17	Rockford	IL	642	27,719	22.2	23.2	3.0	48.4	2.46
18	Niles-Benton Harbor	MI	310	11,545	9.2	9.7	1.3	20.2	2.45
19	Grand Rapids-Wyoming	MI	1995	108,837	87.2	91.1	11.9	190.1	2.41
20	Battle Creek	MI	157	10,216	8.2	8.6	1.1	17.8	2.36
21	Appleton	WI	407	23,672	19.0	19.8	2.6	41.4	2.33
22	Michigan City-La Porte	IN	162	7,428	6.0	6.2	0.8	13.0	2.29
23	Cleveland	TN	150	8,848	7.1	7.4	1.0	15.5	2.28
24	Mansfield	OH	184	9,147	7.3	7.7	1.0	16.0	2.24
25	Rocky Mount	NC	126	10,192	8.2	8.5	1.1	17.8	2.17
26	Owensboro	KY	137	9,147	7.3	7.7	1.0	16.0	2.13
27	Lebanon	PA	192	9,069	7.3	7.6	1.0	15.8	2.12
28	Green Bay	WI	540	30,210	24.2	25.3	3.3	52.8	2.11
29	Danville	IL	81	4,468	3.6	3.7	0.5	7.8	2.09
30	Bowling Green	KY	176	12,920	10.3	10.8	1.4	22.6	2.09
31	Tuscaloosa	AL	213	17,378	13.9	14.5	1.9	30.4	2.09
32	York-Hanover	PA	587	30,891	24.7	25.9	3.4	54.0	2.09
33	Reading	PA	510	29,245	23.4	24.5	3.2	51.1	2.09
34	Napa	CA	570	12,170	9.7	10.2	1.3	21.3	2.08
35	Kingsport-Bristol	TN-VA	309	19,466	15.6	16.3	2.1	34.0	2.04
36	Fort Wayne	IN	635	36,684	29.4	30.7	4.0	64.1	2.04
37	Lima	OH	130	8,342	6.7	7.0	0.9	14.6	2.00
38	Jackson	TN	143	11,393	9.1	9.5	1.2	19.9	1.99
39	Kankakee	IL	122	7,121	5.7	6.0	0.8	12.4	1.98
40	Longview	WA	140	6,620	5.3	5.5	0.7	11.6	1.97
41	Toledo	OH	736	46,174	37.0	38.6	5.0	80.7	1.94
42	Kalamazoo-Portage	MI	440	21,832	17.5	18.3	2.4	38.1	1.91
43	Fort Smith	AR-OK	301	16,847	13.5	14.1	1.8	29.4	1.90
44	Jackson	MI	255	8,854	7.1	7.4	1.0	15.5	1.90
45	Janesville-Beloit	WI	212	10,466	8.4	8.8	1.1	18.3	1.89
46	Canton-Massillon	OH	570	25,278	20.2	21.2	2.8	44.2	1.88
47	Albany	OR	199	7,429	6.0	6.2	0.8	13.0	1.87
48	Norwich-New London	CT	190	16,893	13.5	14.1	1.8	29.5	1.83
49	Erie	PA	470	17,668	14.2	14.8	1.9	30.9	1.82
50	San Jose-Sunnyvale-Santa Clara	CA	2722	167,790	134.4	140.4	18.3	293.1	1.82

**Sources & footnotes.** Location quotient and employment data - 1Q 2021 Industrial employment data from U.S. Bureau of Labor Statistics' Quarterly Census of Employment and Wages (QCEW). Sales forecasts (all data in \$ millions) Estimates calculated with sales-per-employee data from *Electrical Wholesaling* magazine's Market Planning Guide/ MRO - \$801 per industrial employee; OEM \$837 per industrial employee; and Factory Automation - \$109 per industrial employee. Location quotient data & sales estimates for more than 300 MSAs available to *Electrical Marketing* subscribers at [www.electricalmarketing.com](http://www.electricalmarketing.com).

## Around the Industry

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ETO products are custom manufactured solutions. Typically, a job packet for a single project — such as a low-voltage motion control center — requires up to 26 lbs of paper

documentation, as well significant labor to generate, compile and distribute.

As part of Rockwell's Transactional Automation Project (TAP), the company used solutions from its FactoryTalk industrial

software portfolio to improve efficiency and eliminate waste in the ETO manufacturing process. So far, Rockwell has launched nearly 50 separate projects in 14 of its manufacturing plants, eliminating more than 251,000 lbs of paper waste.

## Institutional Segment Leads August Slide in Dodge Momentum Index with -6% Decline

The Dodge Momentum Index dropped -3% in August to 148.7 (2000=100) from the revised July reading of 154 points. The Momentum Index, issued by Dodge Data & Analytics, is a monthly 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 commercial planning component lost -2% in August, while the institutional component fell by -6%.

Projects entering the earliest stages of planning have declined following the torrid pace set in the spring. The decline in August was the third consecutive drop in the Momentum Index, which is now off -14% from the most recent high in May, since May the commercial component is down -10% and the institutional component is -22% lower.

This reversal comes as prices for materials used in nonresidential buildings increase in combination with a shortage of labor and a rising number of new COVID-19 cases from the Delta variant, all working in concert to undermine confidence in the fledgling construction recovery. There were some pockets of strength in August, however, as

more data center, education and warehouse projects moved into planning relative to the prior month. Additionally, the overall level of the Momentum Index is +19% higher than one year ago; institutional planning was up +17% and commercial planning was +20% higher than last year.

A total of 21 projects with a value of \$100 million or more entered planning during August. The leading commercial projects were a pair of \$165-million Google Data Centers in New Albany, OH, and Lancaster, OH. The leading institutional projects were the \$158-million Sentara Albemarle Medical Center in Elizabeth City, NC, and the \$140-million Apex Outpatient Center in Cleveland, OH.

Despite the recent declines in the Momentum Index, it is still too early to call this a retrenchment or a new cyclical downturn. Demand for nonresidential buildings remains weak, but the recent rising number of new COVID cases should not cause the same amount of disruption as previous waves did. As the economy continues to trudge forward, momentum will return to the construction sector and moderate growth in projects entering planning will return.

## NEMRA Donates \$20,000 to Gary Sinise Foundation to Help Wounded Veterans

Jim Johnson, president of The National Electrical Manufacturers Representatives Association (NEMRA), Carmel, IN, made a visit to the Gary Sinise Foundation, presenting them with a \$20,000 donation to support the organization's RISE program. Through RISE (Restoring Independence Supporting Empowerment), the foundation is building specially adapted smart homes for our most severely wounded veterans and first responders. Through specific customizations tailored to the wounded veteran or first responder, these 100% mortgage-free homes ease the daily challenges faced by these heroes and their families who sacrifice alongside them. Through the R.I.S.E. program,

the Gary Sinise Foundation also provides home modifications, mobility devices, and adapted vehicles to our wounded heroes.

"I want to express our sincere gratitude on behalf of Gary Sinise and all of us at the Gary Sinise Foundation for the generous donation we received," said Gib Bosworth, VP of strategic initiatives & outreach, Gary Sinise Foundation, in the release. "We look forward to expanding this great partnership so we can help pay it forward and serve more veterans, first responders, and their families."

Click here for information on how to make a donation. For in-kind donations, contact NEMRA at [nemra@nemra.org](mailto:nemra@nemra.org).

## LightFair 2021 attendees in Big Apple must be vaccinated

LightFair will be a live event at New York's Javits Center, Oct. 25-29, but all attendees must bring proof of COVID-19 vaccination and wear a mask at all conference events. According to a statement by event organizers, vaccinations will be required of all individuals 16 and older, and individuals must show proof of vaccination at access points to the Javits Center.

Individuals must have received at least one dose of a COVID-19 vaccine that is FDA-approved or authorized for emergency use by the FDA or WHO. Proof of Vaccination may include NYC Covid Safe App; Android/iOS (recommended); Excelsior Pass; CDC Vaccination Card (or photo); NYC Vaccination Record; or an official immunization record for outside NYC or the U.S.

## United Utility acquires Utility Contractor Williams Electric

United Utility, Charlotte, NC, a utility services company, has acquired Williams Electric Co., an electrical utility contractor based in Shelby, NC, with primary operations in North and South Carolina and expanded reach throughout the Southeast. The acquisition adds to United Utility's platform of utility service providers while growing its national footprint. United Utility is building a platform of providers with expertise in overhead and underground power transmission and distribution, substation, relay system, fiber-optic communications and storm recovery services.

Williams Electric will continue to operate under the same name with the same management team and staff in place, working with United Utility to serve customers and pursue new opportunities to expand services. Founded in 1968, Williams Electric offers a wide array of electrical services, including transmission, distribution and storm restoration. The company primarily serves regulated utilities, cooperatives and municipal utilities along the East Coast, particularly in the Carolinas.

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## Industry Events

Oct. 9-12, 2021

### **National Electrical Contractors (NECA) Trade Show & Conference**

Nashville, TN; National Electrical Contractors Association, [www.necashow.org](http://www.necashow.org)

Oct. 25-29, 2021

### **Lightfair Trade Show & Conference**

New York; [www.lightfair.com](http://www.lightfair.com)

Nov. 3-4, 2021

### **NEMA Annual Meeting**

Palm Beach Gardens, FL; [www.nema.org](http://www.nema.org)

Nov. 8-10, 2021

### **NAED Eastern Conference**

Austin, TX; [www.naed.org](http://www.naed.org)

Dec. 8-9, 2021

### **Upper Midwest Electrical Expo**

Minneapolis; North Central Electrical League (NCEL) [www.ncel.org](http://www.ncel.org)

December 14-16, 2021

### **NAED Women in Industry Forum**

San Antonio; [www.naed.org](http://www.naed.org)

December 15-17, 2021

### **LEAD Conference**

NAED, San Antonio; [www.naed.org](http://www.naed.org)

Jan. 17-19, 2022

### **NAED Western Conference**

Palm Desert, CA; [www.naed.org](http://www.naed.org)

Feb. 21-23, 2022

### **NAED South Central Conference**

Phoenix; [www.naed.org](http://www.naed.org)

Mar. 7-9, 2021

### **IDEA E-Biz**

Dulles, VA; [www.idea4industry.org](http://www.idea4industry.org)

May 17-20, 2022

### **NAED National Meeting**

Scottsdale, AZ; [www.naed.org](http://www.naed.org)

## Quanta's Acquisition of Blattner Signals Confidence in Utility-Scale Solar & Wind Projects

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flow conversion and earnings per share.”

Scott Blattner, president of Blattner Holding Co., said in the release, “Our industry is on the cusp of significant evolution and this is an opportunity to add the additional scale and resources needed for our organization to continue leading and delivering certainty to our renewable energy customers. Blattner was looking for a strategic partner with the resources and capabilities that will provide us the opportunity to strengthen our market po-

sition, take advantage of next-generation opportunities emerging in the renewable energy market and continue to contribute to the long-term success of our employees and customers. To that end, we believe Quanta is the ideal partner for Blattner.”

Blattner's existing management team will remain in place, with Scott Blattner continuing as president.

Quanta's stock price surged on the news, with an increase of more than +11%. It was still near an all-time high of \$116 per share at press time.

## EBCI Indexes Take Major Hit in August But Remain in Growth Territory

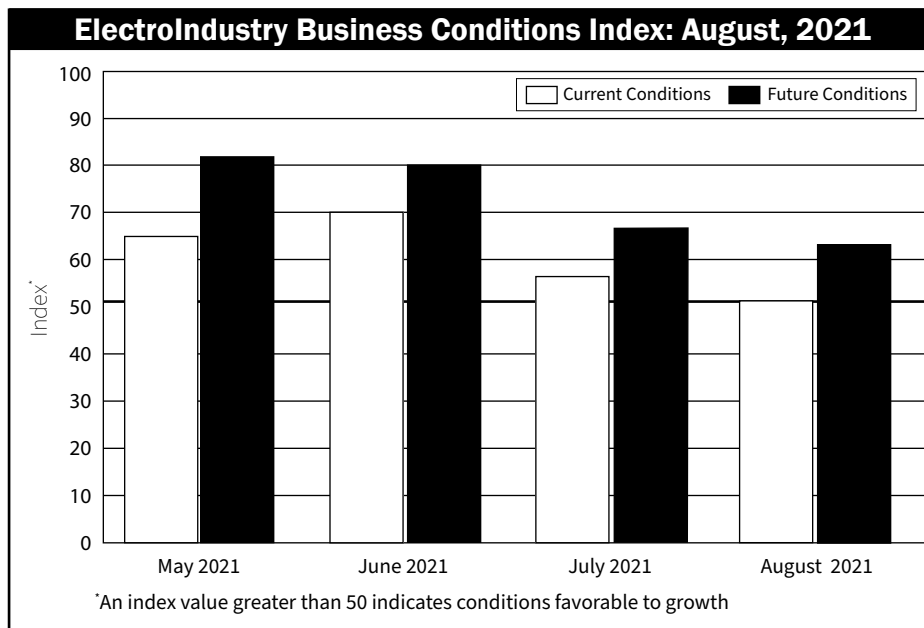
Sinking to its lowest reading since coming out of the pandemic-induced recession, the EBCI's current conditions component lost just over seven points from July's result to land at 50 points in August. An equal share of respondents noted better conditions and worse conditions, but 60% of panel members rated the current business as unchanged from a month ago. Comments were uniformly negative with common concerns centering on difficulty in finding qualified labor, inflationary pressures and broad supply constraints.

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.

The future conditions component also fell to a post-recession low point in August but remained well into expansion territory at 63.3 points, even after shedding nearly five points from the previous month. The lower score revealed expectations for continued expansion in six months, but at a slower pace than suggested by results obtained from earlier in the year.

A majority of respondents continued to expect better conditions ahead, but the share of those anticipating a worsening business environment increased as well. One panelist mentioned the positive effects of the release of projects in the second half, but most others remained cautious to outright negative about the road ahead.



# Value of New Construction Remains Strong, Up +6.2% During First Seven Months of 2021

Total construction spending during July 2021 was estimated at a seasonally adjusted annual rate of \$1,568.8 billion, +0.3% above the revised June estimate of \$1,563.4 billion. According to the U.S. Census Bureau, the July figure is +9% above the July 2020 estimate of \$1,439.6 billion. During the first seven months of this year, construction spending amounted to \$883.2 billion, +6.2% above the \$831.5 billion for the same period in 2020.

**Private construction.** Spending on private construction was at a seasonally adjusted annual rate of \$1,231.0 billion, +0.3% above the revised June estimate of \$1,227.8 billion.

Residential construction was at a seasonally adjusted annual rate of \$773 billion in July, +0.5% above the revised June estimate of \$768.9 billion. On a year-over-year basis,

single-family construction was up +47.1% and multi-family construction was up +14.9%. Nonresidential construction was at a seasonally adjusted annual rate of \$458.0 billion in July, -0.2% below the revised June estimate of \$458.9 billion. The construction of fabricated metal facilities had the biggest YOY increase of any individual construction category with an +88.1% increase to \$2,018 million. New construction of financial offices through July logged a particularly large decline, with a -42.9% drop to \$1,663 million.

**Public construction.** In July, the estimated seasonally adjusted annual rate of public construction spending was \$337.8 billion, +0.7% above the revised June estimate of \$335.6 billion. Educational construction was at a seasonally adjusted annual rate of \$79.7 billion, -0.5% below the revised June estimate of \$80.1 billion.

# Around the Industry

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The acquisition is the latest in a series of key acquisitions that are part of United Utility's national growth strategy. United Utility was established in 2018 through the acquisition of W.A. Chester, an electrical contractor offering specialized services in underground transmission and distribution cable systems, overhead distribution, substations and communications.

United Utility, which is owned by Bernhard Capital Partners, Baton Rouge, LA, a portfolio company, expanded its footprint earlier this year with the acquisition of Mississippi-based B&B Electrical & Utility Contractors. Founded in 1982, B&B offers a full array of electrical and utility services for the southeastern U.S. United Utility also acquired a minority investment in E.P. Breaux Utility Services, a minority-owned company, located in Baton Rouge, LA, in Feb. 2021. This utility contractor specializes in EPC (Engineering, Procurement & Construction) partnerships for new substation construction (Gas-insulated switchgear (GIS) and air-insulated switchgear (AIS)), substation modification and reconfiguration projects.

## Generac broadens product & service offering for electric utilities

Generac's new Grid Services business unit will provide solutions directly to utilities, grid operators and energy markets by leveraging generators and other power-related products in its portfolio, including home standby generators, PWRcell storage systems, industrial natural gas generators and others. This will allow Generac Grid Services to create economic and environmental value by delivering turn-key distributed energy assets to customers, grid operators and energy markets.

Generac Grid Services was formed primarily through the acquisition of Enbala Power Networks in Oct. 2020. Enbala's Concerto software platform is a vendor-agnostic, open solution for virtual power plants (VPP) and distributed energy resource management systems (DERMS). With the Concerto platform, power-generation and storage products that might otherwise sit idle are now able to be dispatched and orchestrated as part of a distributed energy solution, thereby generating value for the home or business owner while also delivering value to the energy grid.

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## Value Of New Construction Put In Place — July 2021

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

	July '21 <sub>1</sub>	June '21 <sub>2</sub>	Mo. % Change	July '20	YTY % Change
<b>Total Construction</b>	<b>1,568.8</b>	<b>1,563.5</b>	<b>0.3</b>	<b>1,439.6</b>	<b>9.0</b>
<b>Total Private Construction:</b>	<b>1,231.0</b>	<b>1,227.8</b>	<b>0.3</b>	<b>1,083.6</b>	<b>13.6</b>
Residential	773.0	768.9	0.5	608.6	27
New single family	416.3	412.7	0.9	283.1	47.1
New multifamily	98.8	98.8	0	86.0	14.9
Nonresidential	458.0	459.0	-0.2	475.0	-3.6
Lodging	19.1	19.1	-0.1	27.2	-29.8
Office	69.8	69.8	-0.1	74.3	-6.1
Commercial	85.0	85.0	0	81.2	4.6
Health care	38.0	37.9	0.2	38.9	-2.4
Educational	14.8	14.7	0.5	18.4	-19.6
Religious	3.0	3.0	1	3.3	-8.7
Amusement and recreation	11.5	11.3	1.6	13.0	-11.6
Transportation	15.4	15.6	-1	16.1	-4.5
Communication	21.5	21.6	-0.6	22.7	-5.6
Power	104.4	105.1	-0.7	105.3	-0.9
Electric	80.8	81.6	-0.9	82.1	-1.6
Manufacturing	74.2	74.2	0	72.8	1.8
<b>Total Public Construction:</b>	<b>337.8</b>	<b>335.6</b>	<b>0.7</b>	<b>356.0</b>	<b>-5.1</b>
Residential	9.2	9.1	1.1	9.5	-4
Nonresidential	328.7	326.6	0.6	346.4	-5.1
Office	11.3	11.3	0.1	12.9	-12.1
Commercial	3.4	3.4	1.7	4.3	-19.8
Health care	10.0	10.1	-0.8	9.9	1.2
Educational	79.7	80.1	-0.5	85.1	-6.4
Public safety	11.6	11.5	0.8	18.9	-38.8
Amusement and recreation	13.4	13.5	-0.9	14.1	-5.3
Transportation	41.3	41.2	0.3	43.1	-4.2
Power	8.4	8.2	2.3	6.5	29.8
Highway and street	94.5	92.7	1.9	94.6	-0.1
Sewage and waste disposal	27.5	27.3	0.8	26.8	2.8
Water supply	18.4	18.3	0.7	18.8	-1.8
Conservation and development	7.8	7.7	1.6	9.9	-21.0

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>.

## Indiana's Elkhart-Goshen MSA: A Quiet Industrial Powerhouse

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employment. They aren't necessarily the MSAs with the most industrial employees — they are the metros with the highest proportion of industrial employment when compared to the national average. You might be surprised to learn that the Elkhart-Goshen, IN MSA has an LQ of 6.06 for industrial employment. That's an exceptionally high proportion of industrial employment compared to its total employment, and its LQ for this sector is six times higher than the overall U.S. LQ for this area. Thirty-seven MSAs have industrial employment LQs of 2.0 or more, which means they have twice the concentration of industrial employment as the United State as a whole. Columbus, IN (4.52); Sheboygan, WI (4.13); Kokomo, IN (3.32); and Hickory-Lenoir-Morganton, NC (3.07) were also at the top of the list for industrial employment LQs by MSA. You can find the industrial employment LQs for 1Q 2021 for more than 300 MSAs at [www.electricalmarketing.com](http://www.electricalmarketing.com).

— Jim Lucy

## Around the Industry

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"This is another significant step toward our strategic evolution into an energy technology and services company," said Aaron Jagdfeld, president and chief executive officer, in the press release. "The future of energy is quickly changing, as consumers look for alternative ways to generate, store and manage the power they need to help address the challenges associated with an electrical grid that is outdated. Generac Grid Services will enable our company to provide an array of solutions and an entirely new value stream for our customers."

### Toll Brothers to build luxury homes loaded with EV charges & PV panels

Toll Brothers, a publicly owned luxury homebuilder, announced plans for an 85-home single-family development in Valencia, CA, that will have solar panels available for purchase or lease, an EV charger in each garage and dedicated Neighborhood Electric Vehicle (NEV) spaces. The press release said Skylar by Toll Brothers at Valencia will feature a total of 2,000 EV charging stations. Pricing for the homes is expected to start at \$1.3 million.

## People

*Ruselectric/Siemens (Hingham, MA):* **Jeff Phelan** is the new director of field service. He brings over 30 years of experience leading service businesses. Phelan also worked for a rep in Ruselectric's electrical space. For the last 18 years, Phelan led Siemens' electrical services for utility, industrial and commercial infrastructure and aftermarket life cycle support.

*Leviton (Melville, NY):* **Ron Ridenour** was promoted to VP - Retail Sales & Marketing, effective Sept. 7. He will be assuming this role after it had been held for the past 16 years by **Carol Lynch**, who has announced her retirement, effective Dec. 30. Lynch began her career with Leviton in 1977 in marketing and progressed through many positions in retail before taking on the VP post in 2005. Ridenour began his career at Leviton as an account representative in 2006, and since then has had extensive experience in the retail and home improvement industries.

*Alloy LED (Emeryville, CA):* This designer and manufacturer of LED tape light recently hired **Diane Sabo** as director of marketing. Sabo brings 25 years of marketing experience to the position, including more than 10 years of marketing experience in the electrical and lighting industries. Prior to joining Alloy LED, she worked with Ideal Industries, Eaton and most recently at NSI Industries, where she was the senior director, Corporate Marketing and Communications.

*Keystone Technologies (Lansdale, PA):* **Josh Insogna** was promoted to VP of sales - Distribution. A seven-year veteran of Keystone, Insogna was previously director of sales. Insogna came to Keystone after several years in the hospitality industry.

*Service Wire (Culloden, WV):* **Jacob Walton** joined the company as a sales rep and will be serving distributors, contractors and engineers, while working with reps in Florida and Tennessee. Walton has more than seven years of sales experience.

## Rep News

Kansas City-based Milbank Manufacturing signed **Brazill Brothers** as its manufacturers' representative in the New York and New Jersey market, effective Sept. 1. The territory has been represented by Kelly & Noviello since 1975. Kelly & Noviello ceased operations Aug. 31, with Frank Noviello announcing retirement.

Employee-owned Brazill Brothers was

founded in 1951 by Burt Brazill, Sr., and Bob Brazill in New York City and serves the electrical, energy management and lighting markets in the eastern United States. Brazill Brothers has grown to be one of the oldest and largest independent manufacturers' reps in the eastern region and operates in New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia and Washington, D.C.

Alan Wire, Sikeston, MO, appointed **C&O Sales**, Overland Park, KS, as representative for western Missouri and Kansas, effective Sept. 1. An independent rep in the Kansas and Missouri markets for over 50 years, C&O has broad-based experience with wire and cable, having pioneered several of the industry's leading brands over the course of the past five decades.

Bob Garrett, Alan Wire's VP of sales and marketing, said in the press release, "We believe very strongly in local representation: people who live, work in and support their home market area. C&O Sales has been a go-to source for building wire products in Kansas and western Missouri since 1965."

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