Electrical Marketing®

THE ELECTRICAL INDUSTRY NEWSLETTER

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Around the Industry

Crescent Electric Supply relocates Minneapolis branch

Crescent Electric Supply Co., East Dubuque, IL, recently relocated its Minneapolis branch for better customer access and enhanced service. The new branch, located at 7035 Winnetka Ave. North, Suite C, Brooklyn Park, MN, opened March 7, and offers customers faster material delivery to job sites in the Twin City area; easily accessible location for will call; efficient project services for wire management and material staging and storage; and 24-hour emergency service.

The new facility replaces Crescent's former branch that was located at 2040 Elm St. SE in Minneapolis. Crescent was at this location for seven years. "The former location served us well for a number of years, but this new branch gets us closer to our customers and allows us to serve them better in a more convenient location," said Mike Larson, area VP for Crescent Electric, in the press release.

LEDucation draws 4,000 to Big Apple

LEDucation 2022, held March 15-16 at the New York Hilton in midtown Manhattan, got universally high marks from the exhibitors and attendees *Electrical Wholesaling* visited with at the show. Many lighting folks at the event said they were "Zoomed-out" and happy to finally be meeting with customers face-to-face.

With more than 4,000 attendees at the show and close to 400 booths, the show floor was buzzing, particularly on the first day. LEDucation has a different format than LightFair in that the majority of exhibitors were in 6-ft tabletop booths, instead of

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GE's Historic Nela Park Campus Sold to Commercial Real Estate Firm

The lighting industry has been buzzing this month with the news that Savant, the owner of GE Lighting's iconic Nela Park facility in Cleveland, has sold the facility to an affiliate of Phoenix Investors, a national private commercial real estate firm headquartered in Milwaukee.

GE Lighting, the residential piece of the legacy GE lighting unit, was acquired by Savant Systems, a player in the professional smart home industry, in July 2020. According to the Phoenix Investors press release announcing the sale, GE Lighting plans to maintain partial tenancy at Nela Park after the acquisition.

Built in 1913, the park spans over 138 acres and houses industrial space, office space and amenities such as a cafeteria, fitness center and outdoor recreation facilities, according to the press release. In the electrical wholesaling industry, it's best known as the location of GE's widely respected lighting education facilities, and hundreds of lighting salespeople took classes at the historic facility.

It's interesting to note that GE Current, the commercial lighting unit that its GE corporate parent sold in 2019 to American Business Partners and is now a Daintree company, recently opened up a lighting education center in Hendersonville, NC. GE Current announced plans in Aug. 21 to move its offices and approximately 120 employees from the Nela Park campus to nearby Beachwood, OH, according to a report at *www.news5cleveland.com.*

Phoenix has made other high-profile investments in iconic commercial real estate, and in Sept. 2021, it acquired the Huron Campus in Endicott, NY, the birthplace of IBM. "This is great news for our business and the future of Nela Park, as well as East Cleveland and other surrounding cities," said Kathy Sterio, the new president of GE

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Southern California and Michigan Boast Big Gains in Industrial Sales Potential

EM's editors noticed some big year-over-year increases in the value of new construction data in the Manufacturing category published monthly by the U.S. Census Bureau, so we figured it was a good time to update our electrical sales potential data at the county level. For example, the most current Census value of new construction data shows the Computer/electronic/electrical niche had the largest increase through Jan. 2021, with a huge +227.6% increase to $24,962 million.

Some fresh manufacturing employment data at the county level through 3Q 2021 from the U.S. Bureau of Labor Statistics (BLS) also supported our thesis that the industrial market is on the move in many local market areas and may provide some new sales opportunities. Using the sales-per-employee multipliers from *Electrical Wholesaling's* 2022 Market Planning Guide, we found that the 50 counties with the highest industrial employment could offer an estimated $6.2 billion in electrical sales potential (see chart on page 2).

Five of the 10 counties with most industrial employees are in California, and Southern California's Orange, Riverside, San Bernardino and San Diego-Carlsbad Counties together account for an estimated $1.3 billion in industrial sales potential. In total, these counties added 7,654 employees year-over-year through 3Q 2021, according to the most recent data available from BLS.

Another cluster of industrial growth exists in Michigan, which added 12,650 employees YOY through 3Q 2021 and now employs 332,765 factory workers. With that increase, the state now has an estimated $647.5 million in estimated industrial sales potential. Elkhart County, IN, had the biggest YOY gain of any individual county with 9,683 more employees according to BLS employment data.

— Jim Lucy

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The 50 Counties with the Most Industrial Sales Potential

County	State	Metro Area	Industrial Total Estimated Sales Potential ($ millions)	% YOY $ Change	MRO ($ millions)	OEM ($ millions)	Factory Automation ($ millions)	3Q 2021 Industrial Employment	Employment Change YOY
Los Angeles	CA	Los Angeles-Long Beach-Anaheim, CA	625.9	1.1	287.0	299.8	39.0	311,994	3,485
Santa Clara	CA	San Jose-Sunnyvale-Santa Clara, CA	335.8	0.9	154.0	160.9	20.9	167,412	1,542
Harris	TX	Houston-The Woodlands-Sugar Land, TX	324.7	1.5	148.9	155.6	20.2	161,868	2,384
Orange	CA	Los Angeles-Long Beach-Anaheim, CA	295.1	0.9	135.4	141.4	18.4	147,129	1,255
Maricopa	AZ	Phoenix-Mesa-Scottsdale, AZ	266.7	3.9	122.3	127.8	16.6	132,975	4,989
San Diego	CA	San Diego-Carlsbad, CA	229.6	1.4	105.3	110.0	14.3	114,432	1,543
Alameda	CA	San Francisco-Oakland-Hayward, CA	184.5	11.0	84.6	88.4	11.5	91,975	9,094
Wayne	MI	Detroit-Warren-Dearborn, MI	181.1	10.4	83.0	86.7	11.3	90,261	8,534
Tarrant	TX	Dallas-Fort Worth-Arlington, TX	168.3	-1.2	77.2	80.6	10.5	83,901	(1,015)
Carver	MN	Minneapolis-St. Paul-Bloomington, MN-WI	148.3	3.4	68.0	71.1	9.2	73,950	2,456
Elkhart	IN	Elkhart-Goshen, IN	148.2	15.0	67.9	71.0	9.2	73,854	9,631
Middlesex	MA	Boston-Cambridge-Newton, MA-NH	139.3	1.1	63.9	66.7	8.7	69,443	748
Oakland	MI	Detroit-Warren-Dearborn, MI	131.8	3.7	60.4	63.1	8.2	65,696	2,354
Macomb	MI	Detroit-Warren-Dearborn, MI	127.6	0.5	58.5	61.1	8.0	63,603	299
Cuyahoga	OH	Cleveland-Elyria, OH	125.6	1.2	57.6	60.2	7.8	62,621	753
Kent	MI	Grand Rapids-Wyoming, MI	124.6	0.0	57.1	59.7	7.8	62,090	(12)
Salt Lake	UT	Salt Lake City, UT	116.0	4.1	53.2	55.6	7.2	57,822	2,267
Kane	IL	Chicago-Naperville-Elgin, IL-IN-WI	109.1	2.4	50.1	52.3	6.8	54,407	1,252
Jefferson	KY	Louisville/Jefferson County, KY-IN	107.3	4.2	49.2	51.4	6.7	53,511	2,138
Marion	IN	Indianapolis-Carmel-Anderson, IN	106.4	3.2	48.8	51.0	6.6	53,038	1,663
Lake	IL	Chicago-Naperville-Elgin, IL-IN-WI	105.3	0.6	48.3	50.5	6.6	52,515	328
Washington	OR	Portland-Vancouver-Hillsboro, OR-WA	103.7	1.8	47.5	49.7	6.5	51,685	909
San Bernardino	CA	Riverside-San Bernardino-Ontario, CA	102.6	0.5	47.0	49.1	6.4	51,139	244
Hartford	CT	Hartford-West Hartford-East Hartford, CT	102.5	-1.4	47.0	49.1	6.4	51,081	(711)
Suffolk	NY	New York-Newark-Jersey City, NY-NJ-PA	102.3	2.4	46.9	49.0	6.4	51,003	1,187
Hamilton	OH	Cincinnati, OH-KY-IN	95.1	1.6	43.6	45.6	5.9	47,430	748
Milwaukee	WI	Milwaukee-Waukesha-West Allis, WI	93.8	-0.2	43.0	44.9	5.8	46,744	(79)
Saint Louis	MO	St. Louis, MO-IL	93.6	-1.0	42.9	44.8	5.8	46,649	(481)
Montgomery	PA	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	88.2	-1.5	40.4	42.2	5.5	43,960	(665)
Travis	TX	Austin-Round Rock, TX	87.6	5.8	40.2	42.0	5.5	43,654	2,392
Riverside	CA	Riverside-San Bernardino-Ontario, CA	87.4	2.7	40.1	41.9	5.4	43,560	1,127
Waukesha	WI	Milwaukee-Waukesha-West Allis, WI	83.6	2.0	38.4	40.1	5.2	41,692	808
Erie	NY	Buffalo-Cheektowaga-Niagara Falls, NY	83.1	2.8	38.1	39.8	5.2	41,416	1,118
Ottawa	MI	Grand Rapids-Wyoming, MI	82.5	3.7	37.8	39.5	5.1	41,115	1,475
Sedgwick	KS	Wichita, KS	80.2	2.2	36.8	38.4	5.0	39,976	847
Miami-Dade	FL	Miami-Fort Lauderdale-West Palm Beach, FL	79.5	0.5	36.4	38.1	5.0	39,608	185
Essex	MA	Boston-Cambridge-Newton, MA-NH	77.8	1.9	35.7	37.3	4.8	38,772	719
Osage	OK	Tulsa, OK	74.5	-3.7	34.2	35.7	4.6	37,120	(1,435)
Lancaster	PA	Lancaster, PA	73.7	4.9	33.8	35.3	4.6	36,752	1,711
Monroe	NY	Rochester, NY	73.2	-0.4	33.6	35.1	4.6	36,483	(160)
Orange	FL	Orlando-Kissimmee-Sanford, FL	70.6	3.1	32.4	33.8	4.4	35,210	1,054
Mecklenburg	NC	Charlotte-Concord-Gastonia, NC-SC	70.2	6.7	32.2	33.6	4.4	34,987	2,207
Worcester	MA	Worcester, MA-CT	69.2	3.5	31.7	33.2	4.3	34,504	1,153
Spartanburg	SC	Spartanburg, SC	68.8	1.9	31.5	32.9	4.3	34,274	643
Allegheny	PA	Pittsburgh, PA	67.0	2.1	30.7	32.1	4.2	33,412	701
Pinellas	FL	Tampa-St. Petersburg-Clearwater, FL	66.6	3.3	30.5	31.9	4.2	33,203	1,062
Guilford	NC	Greensboro-High Point, NC	63.1	1.8	29.0	30.2	3.9	31,469	552
York	PA	York-Hanover, PA	62.6	2.0	28.7	30.0	3.9	31,212	622
Multnomah	OR	Portland-Vancouver-Hillsboro, OR-WA	61.6	1.5	28.3	29.5	3.8	30,707	439
Kane	IL	Chicago-Naperville-Elgin, IL-IN-WI	61.2	2.3	28.1	29.3	3.8	30,504	700

Notes: Sales estimates developed from 3Q 2021 county manufacturing employment data from U.S. Bureau of Labor Statistics (Quarterly Census of Employment and Wages) and *Electrical Wholesaling*'s sales-per-employee multipliers from 2022 Market Planning Guide. Total Industrial: $2,006 per employee; Industrial MRO: $920 per employee; Industrial OEM: $961; and Factory Automation: $125 per employee. Employment data is the three-month avearge for 3Q 2021 manufacturing employment.

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LightFair's often larger and occasionally extravagant booths. Some companies did have multiple tabletops, and in many cases New York area lighting reps had all of their vendors in the same aisle.

Randy Reid, executive director for the National Lighting Bureau, said vendors like to use the smaller booth format to focus on a carefully curated group of products. Reid reported in his *Edison Lighting Report* that more than 2,400 attendees were at the first day of the show. While the show draws primarily from the New York metropolitan area's lighting community, exhibitors said they saw lighting designers and other lighting pros from other East Coast markets at the show.

The event also featured more 26 conference sessions. LEDucation 2023 will be held March 7-8, 2023 at the New York Hilton.

GE's Nela Park Campus Sold to Phoenix Investors

Continued from page 1

Lighting, in the press release. "Phoenix has a track record of success reinvigorating and investing in commercial real estate to attract new tenants and will bring that same approach to historic Nela Park. The future of Nela will be in good hands and positioned to benefit local communities that rely on job creation, income tax dollars and consumer spending to thrive."

According to a recent report posted at *inside.lighting,* Sterio, a GE Lighting veteran with more than 29 years of lighting and home automation experience, was recently named president of GE Lighting after serving as the company's chief marketing officer.

In other news at GE Lighting, the company announced that it was closing its Bucyrus, OH, light bulb plant and its Logan, OH, glass plant.

ANAMET, nVent, Southwire & TradeTech Join ETIM North America

Several major electrical manufacturers and one software company recently joined ETIM North America, Salt Lake City, UT. ANAMET Electrical, nVent, Southwire and TradeTech Solutions (TTS), a software platform serving the business needs of manufacturers, agents and distributors, will be integrating their data into ETIM North America's product classification system. More than 30 electrical companies participate in ETIM NA.

TradeTech promote its service, the TTS Platform, as "the electrical manufacturers' reps ERP system." This all-in-one rep solution provides the five key business functions that reps need to effectively compete in today's world — quotations, sales analysis, CRM, total order entry and marketing.

Matt Scarborough, TradeTech Solutions president, said in the release, "As manufacturers adopt the ETIM standards, TradeTech Solutions will be able to integrate the information into our platform, helping get the right information to the right people easily."

Southwire's recent decision to join ETIM will help the group overcome the challenge of standardizing product attributes in the wire and cable business. According to the press release, the wire and cable segment has historically been challenged to assign product attributes for product classification and e-commerce utilization purposes. ETIM North America's Product Expert Group for wire & cable now brings together Southwire with Prysmian, Priority Wire & Cable, Atkore, Electri-Flex, ANAMET and Service Wire to develop standards for the electrical industry.

Phil Tuggle, senior VP of business transformation at Southwire, said in the press release, "I have been a proponent of the ETIM model for a number of years. It's what the wire & cable industry needs to enable us to achieve digital transformation benefits that will benefit all elements of our channel. ETIM NA's vision of utilizing industry-sourced features and values and then enabling them to be used throughout the industry will benefit all."

ETIM's Shaw said in the release that it's "gratifying to see another major company in a product category that is commonly considered a 'commodity' recognize that industry-developed standards that are globally recognized and locally refined can help a company achieve their digital transformation objectives."

Shaw believes it's important manufacturers and distributors of all sizes and product types recognize the electrical ecosystem is undergoing a digital transformation, and they are encouraged to be part of the process. ETIM North America is designed to be open, collaborative and to embrace all manufacturers and distributors. Industry standards are designed through a collective process.

To learn more about ETIM North America, its Product Expert Groups, and how manufacturers, distributors and service companies can participate, visit *www.etim-na.org* or contact Mary Shaw at *mary@etim-na.org.*

Chelsea Lighting expands service to South Florida with new location

Chelsea Lighting, New York, a provider of lighting and lighting controls solutions, has opened an additional office in Fort Lauderdale, FL. Leading the team in Fort Lauderdale is Michael Biebel, senior project manager, who has served as a key member of Chelsea's project management team in New York. Biebel brings an extensive background in electrical engineering, project management and client relationship development to the new office. Chelsea has also expanded on its relationship with Blisset LLC, which provides warehousing and logistics locally in Florida. The new Chelsea office is located at 6750 North Andrews Ave., Suite 200, Fort Lauderdale, FL. Chelsea Lighting was ranked #76 on *EW's* 2021 Top 150 Distributors listing.

Kichler Lighting to donate $500,000 to St. Jude Dream Homes

Kichler Lighting recently became the first-ever national sponsor for interior and exterior lighting for the St. Jude Dream Home Giveaway. The annual fundraising effort benefiting St. Jude Children's Research Hospital helps support its mission to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. As a national sponsor, Kichler Lighting is donating nearly $500,000 in products for custom-built St. Jude Dream Homes across the U.S.

Through the St. Jude Dream Home Giveaway program, ticket buyers have a chance to win newly built, single-family homes in more than 40 cities across the United States, with proceeds benefiting St. Jude. Homes range in market value from $300,000 to $700,000 and are built using donated or deeply discounted products and services.

Kichler Lighting plans to outfit St. Jude Dream Homes with a minimum of $10,000 of interior and exterior lighting, ceiling fans and landscape lighting.

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Industry Events

Mar. 30-31, 2022
Electro Expo
Cleveland; Electrical League of Ohio
www.electricalleague.com

April 12-14 2022
NAED Adventure Conference
Baltimore, MD; *www.naed.org*

April 21-23, 2022
AHTD Spring Meeting
Ponte Verdra, FL; Association of High Technology Distribution
www.ahtd.org

May 17-22 2022
NAED Annual Conference
Scottsdale, AZ; *www.naed.org*

June 19-23, 2022
LightFair 2022 Trade Show & Conference
Las Vegas; *www.lightfair.com*

June 25-27, 2022
EASA Convention
St. Louis, MO; *www.easa.org*

September 13-15 2022
NAED LEAD Conference
Milwaukee, WI; *www.naed.org*

September 21-22, 2022
LightSpec West
Los Angeles; *www.lightspecwest.com*

October 4-5, 2022
LightSpec Midwest
Chicago; *www.lightspecmidwest.com*

Oct. 16-18, 2022
NECA Show & Conference
Austin, TX; National Electrical Contractors Association
www.necashow.org

Oct. 16–19, 2022
NALMCO Convention & Trade Show
Glendale, AZ; National Association of Lighting Maintenance Companies
www.nalmco.org

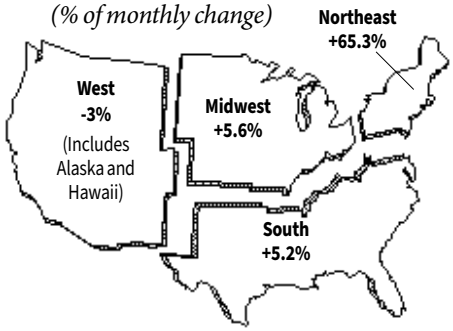
Oct. 26-27, 2022
Electric Expo 2022
King of Prussia, PA, Electrical Association of Philadelphia
www.electricexpo.org

Multi-Family Housing Leads Market in February with Biggest Increase in Two Years

Privately-owned housing starts in February were at a seasonally adjusted annual rate of 1,769,000, +6.8% above the revised January estimate of 1,657,000 and +22.3% above the February 2021 rate of 1,447,000. According to the U.S. Census Bureau, single-family housing starts in February were at a rate of 1,215,000, +5.7% above the revised January figure of 1,150,000. The February rate for units in buildings with five units or more was 501,000.

"The February pace for apartment construction was the best since Jan. 2020 and we expect the multi-family sector to continue to show strength as the economy reopens," said Robert Dietz, chief economist for the National Association of Home Builders (NAHB).

Housing Starts by Region
(% of monthly change)



New Privately Owned Housing Units Started

(Thousands of units, seasonally adjusted annual rate)

Period	Total	1 Unit	5 Units or more	Northeast	Midwest	South	West
Feb. 2022[1]	1,769	1,215	501	81	151	688	295
Jan. 2022 [2]	1,657	1,150	497	49	143	654	304
Dec. 2021[2]	1,754	1,203	548	69	202	671	261
Nov. 2021	1,703	1,222	464	63	138	727	294
Oct. 2021	1,552	1,074	468	54	130	623	267
Sept. 2021	1,550	1,089	452	69	132	624	264
Feb. 2021	1,447	1,069	365	69	108	581	311

1-Preliminary; 2-Revised; Note: Detail may not add to total because of rounding.
Source: U.S. Bureau of the Census

February's EPI Moves Up +0.6%

Advances in electrical prices slowed down in February, with few product categories logging big increases and the Total Index inching up +0.6% to 192 points. Switchgear (+10.5%) and Panelboards & Switches (+5.1%) led all products, followed by Motors (+4.6%) and Fuses (+3.3%). Year-over-year (YOY) increase were still eye-popping, with the Total Index up +19.6% YOY and nine categories topping that mark.

Note: All EPI series represent IHS Markit aggregates of Bureau of Labor Statistics' (BLS) producer price indices (PPIs). The revised data partly reflect redefinitions of specific PPIs by the BLS, but mostly reflect the rebenchmarking of all EPI price series to a 2012 base year. The four following EPI series have been affected by BLS redefinitions: boxes, conduit (fittings), nonmetallic conduit, and generators. Sources: U.S. Bureau of Labor Statistics; IHS Markit

Electrical Price Index — February 2022

2012=100	Feb. 2022	Jan. 2022	Feb. 2021	% Change 1 Mo.	% Change 1 Yr.
Building Wire & Cable	256.6	254.3	204.1	0.9	25.7
Power Wire & Cable	333.5	334.1	235.6	-0.2	41.6
Telephone	226.5	225.6	194.6	0.4	16.4
Hand & Power Tools	158.5	157.7	147.2	0.6	7.7
Elec. Heating Equip.	165.7	164.8	149.4	0.5	10.9
Residential Lighting	168.9	167.7	149.5	0.7	13.0
Industrial Fixtures	159.6	158.6	144.4	0.6	10.5
Fans & Blowers	191.5	189.3	169.6	1.2	12.9
Wiring Devices & Connectors	153.2	152.1	137.3	0.7	11.6
Pole Line Hardware	262.8	266.9	181.1	-1.5	45.1
Boxes	276.9	276	191.3	0.3	44.7
Conduit Fittings	263.7	267.4	176.6	-1.4	49.3
Metal Conduit	228	226.4	191.1	0.7	19.3
Nonmetallic Conduit	258.6	260.4	178.1	-0.7	45.2
Motors	199.6	190.9	164.9	4.6	21.0
Generators	179.6	174.5	155.2	2.9	15.7
Ballasts	214.6	213.4	154.2	0.6	39.1
Elect. Meas. & Integ. Inst.	134.8	134.8	127.1	0	6.1
Transformers	153.5	153.2	142.6	0.2	7.7
Panelboards & Switches	205.6	195.6	175.3	5.1	17.3
Circuit Breakers	204.4	212.6	181.8	-3.9	12.4
Switchgear	216.4	195.9	176	10.5	23.0
Fuses	188.6	182.6	164.1	3.3	14.9
Industrial Controls	185.8	185	166.1	0.5	11.9
Lamps	177.7	177.7	163.3	0	8.8
Appliances	127.3	126.5	116.5	0.6	9.2
Air Conditioners	177.2	176.6	164.2	0.3	7.9
Fasteners	190	186.8	166.3	1.7	14.3
Total Index	**192**	**190.8**	**160.5**	**0.6**	**19.6**

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February building permits cool off but still sit well above 2021 levels. Privately-owned housing units authorized by building permits in February were at a seasonally adjusted annual rate of 1,859,000, -1.9% below the revised January rate of 1,895,000, but +7.7% above the Feb. 2021 rate of 1,726,000. According to the U.S. Census Bureau, single-family authorizations in February were at a rate of 1,207,000, -0.5% below the revised January figure of 1,213,000.

AIA's Billings Index stays solid in February. Demand for design services in February grew slightly since January, according to the Architecture Billings Index (ABI) published monthly by the American Institute of Architects (AIA).

The ABI score for February was 51.3 points, up from a score of 51 points in January. Any score above 50 points indicates an increase in billings. Firms reported both project inquiries and design contracts remaining positive in February, but while project inquiries increased to 62.5 points from 61.9 points in January, design contracts decreased to 55.2 points from 56.1 points.

"Despite the continued healthy demand for design services, activity is plateauing as firms face a myriad of external challenges, from staffing to supply chain disruptions to high inflation and rising interest rates," said Kermit Baker, AIA chief economist, in the press release. "While the rebound from the pandemic has positively impacted firms in most regions, the prolonged lack of demand for design services in the Northeast is of growing concern."

Railroads not carrying as much freight in early March. Freight rail traffic slowed down in the week ending March 12, according to the Association of American Railroads (AAR). For this week, total U.S. weekly rail traffic was 496,134 carloads and intermodal units, down -4.7% compared with the same week last year. For the first 10 weeks of 2022, U.S. railroads reported cumulative volume of 2,288,852 carloads, up +3.2% from the same point last year; and 2,561,813 intermodal units, down -7.2% from last year. Total combined U.S. traffic for the first 10 weeks of 2022 was 4,850,665 carloads and intermodal units, a decrease of -2.6% compared to last year.

The Marketplace : Key Figures

	Month	Latest month	Previous month	Month-over-month % change	Year ago	Year-over-year % change	2021 annual
CONSTRUCTION							
New Construction Put in Place (billions of dollars, SAAR)[2]							
Total	JAN	1677.25	1655.85	1.3	1549.79	8.2	1587.01
Offices	JAN	72.52	72.60	-0.1	71.34	1.7	70.56
Industrial	JAN	92.86	85.59	8.5	70.76	31.2	77.51
Housing Starts (Thousands of units, SAAR)[2]							
Total	FEB	1769	1657	6.8	1447	22.3	1605
Single-unit	FEB	1215	1150	5.7	1069	13.7	1131
Mobile Home Shipments[3] (thousands of units, SAAR)	JAN	112	108	3.7	105	6.7	106
Employment, Construction Workers (thousands)[4]	FEB	7293	7191	1.4	6970	4.6	7413
Employment, Electrical Contractors (thousands)[4]	JAN	965.3	977.1	-1.2	945.7	2.1	961.1
Hourly Wage, Electrical Contractors[4]	JAN	32.4	32.53	-0.4	31.20	3.8	31.91
PRODUCTION							
Industrial Production Index (1967=100)[5]	FEB	103.6	103.0	0.5	96.4	7.5	100.1
Construction Supplies Production Index[5] (1977=100-SA)	FEB	105.6	103.9	1.6	97.1	8.8	100.7
Employment in Electrical Equipment & Supplies Mfg.							
Production workers (Thousands)[4]	JAN	140.5	140.9	-0.3	134.9	4.2	138.5
Weekly hours	JAN	41.7	42.4	-1.7	42.8	-2.6	42.0
Hourly wage	JAN	25.09	24.49	2.4	21.84	14.9	23.21
Electric Power Output Index (1967=100)[5]	FEB	107.4	108.4	-0.9	106.6	0.7	102.2
Machine Tool Orders* (millions of dollars)[6]	JAN	430.92	587.66	-26.7	310.53	38.8	481.44
Industrial Capacity Utilization (percent, SA)[1]	FEB	77.95	77.08	1.1	72.78	7.1	75.77
TRADE							
Electrical Mfrs' Shipments	JAN	3,405	3,431	-0.8	3,171	7.4	3,307
Electrical Mfrs' Inventories (millions of dollars, SA)[2]	JAN	6,721	6,689	0.5	6,178	8.8	6,344
Electrical Mfrs' Inventory-to-Shipments Ratio	JAN	1.974	1.950	1.2	1.948	1.3	1.918
Electrical Mfrs' New Orders (millions of dollars, SA)[2]	JAN	3,633	3,477	4.5	3,223	12.7	3,325
Electrical Mfrs' Unfilled Orders (millions of dollars, SA)[2]	JAN	12,747	12,473	2.2	12,360	3.1	12,348
Exports, Electrical Machinery (f.a.s. value in millions of dollars)[2]	JAN	6,468	6,958	-7.0	6,370	1.5	82,865
U.S. Dollar vs. Other Major Currencies (1973=100)[5]	FEB	110.00	109.77	0.2	103.94	5.8	106.31
PRICES & INTEREST RATES							
Industrial Commodities Wholesale Price Index (Bureau of Labor Statistics, 1967=100)	FEB	255.1	247.2	3.2	211.2	20.8	228.4
Electrical Price Index (Electrical Marketing, 1997=100)	FEB	192.0	190.8	0.6	160.5	19.6	173.0
Construction Materials Wholesale Price Index (Bureau of Labor Statistics, 1982=100)	FEB	338.1	333.5	1.4	273.8	23.5	298.9
Copper Prices (Metals Week, cents per pound)	FEB	450.22	443.13	1.6	386.09	16.6	424.28
Prime Rate[5]	FEB	3.25	3.25	0.0	3.25	0.0	3.25
Federal Funds Rate[5]	FEB	0.08	0.08	0.0	0.08	0.0	0.08
Mortgage Rate[7]	FEB	3.76	3.45	9.2	2.81	33.9	2.95

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

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

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People

Sales Management Performance Consulting (Ridgewood, NJ): **Bill Marshall** has established a new sales consultancy firm to help electrical manufacturers and distributors enhance market share and develop new marketing and management capabilities.

Marshall, a well-known industry veteran who spent 26 years with Leviton in an electrical career that spanned more than four decades, says his new company, Sales Management Performance Consulting (SMPC), Ridgewood, NJ, will help clients "build strategy formulations that increase the value of key relationships and assist with talent management planning and critical skills development."

A press release announcing the launch of SMPC said that during Marshall's 40-plus years in the electrical wholesaling industry, he delivered consistent and predictable sales results above market growth. Marshall is a recipient of the prestigious *Edison Report* Lifetime Achievement Award, presented annually to individuals who have made outstanding contributions to the lighting industry over their careers. For more information contact the company's marcom department at *marcommsmpc@outlook.com.*

Crawford Electric Supply (Houston): After more than 46 years in the electrical distribution business, **Kenny DeLaune** announced his retirement from Crawford Electric effective March 31. He has led the company's Louisiana business for almost a decade. Delaune will continue working with and on behalf of Crawford on a contract basis.

In conjunction with his retirement, **Michael Ringe** will be promoted to area manager with responsibility for Crawford Electric's Louisiana business. He joined the company in 2013 as a branch manager in Baton Rouge and after growing the business was promoted to regional business manager.

Keystone Technologies (Lansdale, PA): **Gene Lindemann** was promoted to VP of sales–ESCO channel. Lindemann, a longtime veteran of the lighting and electrical industries, joined Keystone as ESCO sales manager in 2015. In his new position, he'll be providing increased supervisory expertise to the ESCO team, including training staff, logistical planning and overseeing territory managers.

WAGO (Germantown, WI): After six years as a regional sales manager in Canada for the Alberta, Saskatchewan and Manitoba territories, **Tyrone Visser** is WAGO's North American business development manager for IIoT and Linux.

Obituaries

Randy Goldrick, former president of the National Association of Electrical Distributors (NAED), passed away on March 12. According to a post on NAED's *www.tedmag.com,* the resident of Southport, CT, and husband of Cynthia (Cynnie) Bone Goldrick of 65 years was born and raised in Rhode Island, son of the late James and Mary Reardon Goldrick. He graduated from La Salle Academy and the University of Connecticut, class of 1956. He then served his country in the United States Army, stationed in Germany until 1958.

Goldrick's electrical career began with the Edwards Co. and then with Hubbell until 1969. He spent 28 years with NAED and retired in 1996. After retirement his obituary at *www.legacy.com* and in the *Connecticut Post* said he helped launch the Vineyard Vines Golf Pro Shop Division, where he worked until the very day he passed.

He is survived by Cynnie, and their daughters, Pamela Koss (Jud) of Southport, CT; Patti Gormley (Larry) of Rye, NH; Jamie Reynolds (Stephen) of Amelia Island, FL; and Jenny Fahrman (Keith) of Long Valley, NJ, 14 grandchildren, and two great-grandchildren.

Although Randy and his ad sales team at *TED* magazine competed with *Electrical Wholesaling* for advertising dollars for many years, you could always count on him for a smile, handshake and good story when you saw him around the electrical circuit. The *EW* staff sends along our condolences to the Goldrick family.

Thomas Wiltrout, founder of Wiltrout Sales, passed away peacefully on March 13, after a fight with cancer that spanned over 20 years. Wiltrout started in the industry as a purchasing agent with Burnstine's Distributing Corp. in 1973. From there he began his career as a rep in 1976, working first as an outside salesperson for other agencies before starting his own agency, Wiltrout Sales, in 1984 with his wife Margaret in the spare bedroom of their home.

Soon after starting Wiltrout Sales, he saw electrical reps needed professional training and development. To meet this need, he partnered with a group of educators and representatives from other industries to form MRERF (Manufacturers Representative Education and Research Foundation). From those early meetings came the Certified Professional Manufacturers Representative (CPMR) training and designation program, now governed by the Institute for Professional Advancement (IPA).

Wiltrout Sales is now led by Tom's son, Tim, who purchased the company upon Tom's retirement in 2015. Though officially retired, Tom continued serving as a consultant and mentor in the industry while also volunteering in the cancer wards of local hospitals until March 2020.

James R. Austin, founder of Austin Electrical Enclosures, Yadkinville, NC, passed away. He started what is now known as Austin Electrical Enclosures on March 6, 1964 in Greensboro, NC. In 1970, the plant expanded to include the current manufacturing facility in Yadkinville. Austin retired and passed the torch to his five children in 1993.

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