Electrical Marketing®

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People

Electri-Flex (Roselle, IL): **Brock Klein** is now director of sales & marketing, a promotion from his previous responsibilities as national sales manager.

Klein began his career in sales 13 years ago, progressively advancing through business development, product management and sales growth. He came to Electri-Flex five years ago and quickly moved from regional sales manager to national sales manager.

Agilix Solutions (St. Louis, MO): **Dave Armstrong** has joined the Agilix Solutions team as VP of South Region and will be based in the company's Memphis branch. A 25-year veteran in the electrical market, Armstrong will lead the company's efforts to grow the Agilix Solutions brand across its seven branches in Tennessee, Arkansas, and Mississippi. Prior to joining the Agilix Solutions team, he served in key roles for several distribution companies. Most recently he held the role of vice president of sales for Atlas Lighting Products, Burlington, NC.

Agilix Solutions was formed in 2021 by the merger of St. Louis-based French Gerleman and Memphis-based IAC Supply Solutions. The newly formed company now ranks among *Electrical Wholesaling*'s 50 largest electrical distributors in the North America.

National Electrical Manufacturers Association (NEMA) (Rosslyn, VA): **Sonia Vahedian** was appointed COO. She joins NEMA from the American Petroleum Institute (API), where she served as the VP of revenue generating programs.

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50 Metros Account for More Than 50% of Total Electrical Sales Potential in 1Q 2022

Although many electrical distributors are forecasting some sizeable revenue increases for 2022 fueled at least in part by inflation, *Electrical Marketing's* electrical sales forecasts showed some potential softening in local market conditions compared to late 2021.

In *Electrical Wholesaling's* recent survey for its 2022 Top 150 ranking, 46% of respondents were expecting a 2022 sales increase of more than +15% — roughly double the high end of the industry's average annual range of sales increases (+4% to +8%). While it's tough to know where inflation and electrical price increases will settle in by year-end, *Electrical Marketing's* Electrical Price Index as a whole is up +18.4% for the year.

One reason for caution are the employment declines *EM* editors spotted over the past few months in the key electrical contractor and industrial market segments. According to 1Q 2022 employment data (3-month average) published by the U.S. Bureau of Labor Statistics (BLS), estimated U.S. electrical contractor employment is down -3.5% from 4Q 2021 to 947,700 and U.S. industrial employment is down -2.9% over that same period to 12,574,667 employees.

Electrical Marketing used this BLS employment data in tandem with *Electrical Wholesaling's* sales-per-employee multipliers ($73,268 per electrical contractor employee and $2,006 per industrial employee) to calculate the 1Q 2022 estimated electrical sales potential by Metropolitan Statistical Area (MSA) and on page 2 lists the 50 MSAs with the most total, electrical contractor and industrial sales potential. You might be surprised by the consolidated nature of U.S. electrical sales. Twenty five of these MSAs offer at least $1 billion in

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Pause in Tariffs for Imported PV Panels Intended to Offer Renewed Source of Supply

There has been plenty of chatter in the renewables market over the past week about President Biden's pause on tariffs for imported solar products, which is intended to increase the supply of inexpensive solar panels and jumpstart the many stalled solar projects in the United States.

The decisions has sparked debates throughout the solar industry, with some domestic solar panel manufacturers concerned that a flood of products from Pacific Rim manufacturers from China and other nations in Southeast Asia will hurt their market share, and others, including companies on the installation side of the industry, glad to have a source of supply after scrambling for inventory over the past few months. A June 6 article in the *New York Times* said in 2020, 89% of the solar modules used in the United States were imported and that Southeast Asia accounted for most of these shipments.

Biden's announcement on the tariffs was part of an emergency proclamation to "ensure the United States has access to a sufficient supply of solar modules to assist in meeting our electricity generation needs." An ongoing anti-dumping probe by the U.S. Department of Justice into some solar cells imported from Southeast Asia will continue.

NextEra Energy Inc., one of the nation's largest electric utilities, has built a larger portfolio of utility-scale solar farms. John Ketchum, NextEra's president and CEO said, "The Biden administration's announcement of a two-year pause on new solar tariffs is an important step to help the solar industry recover from the uncertainty of the last three months. I want to thank the administration for recognizing the challenges that trade uncertainty presents to our industry and the country, and for taking this important action. We look forward to working with

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50 Metros with the Most Sales Potential through 1Q 2022								
Area	State	1Q 2022 Total $ Estimate (Millions)	1Q 2022 Electrical Contractor $ Estimate (Millions)	1Q 2022 Industrial $ Estimate (Millions)	Total $ QtQ Change	Total $ QtQ % Change	Total $ YOY Change	Total $ YOY % Change
United States	US	118,326.1	69,436.1	25,224.8	-3054.4	-2.5	3819.3	3.3
New York-Newark-Jersey City	NY-NJ-PA	5,259.0	3,534.4	672.8	-286.4	-5.2	50.3	1.0
Los Angeles-Long Beach-Anaheim	CA	4,186.9	2,416.1	933.4	20.7	0.5	91.9	2.2
Dallas-Fort Worth-Arlington	TX	3,395.3	2,136.1	580.1	49.3	1.5	138.1	4.2
Houston-The Woodlands-Sugar Land	TX	3,109.3	2,050.4	437.0	9.5	0.3	155.1	5.2
Chicago-Naperville-Elgin	IL-IN-WI	2,905.0	1,512.9	811.2	-246.4	-7.8	90.2	3.2
Washington-Arlington-Alexandria	DC-VA-MD-WV	2,046.6	1,526.8	110.5	-28.3	-1.4	30.6	1.5
Phoenix-Mesa-Scottsdale	AZ	2,025.0	1,337.6	282.4	13.7	0.7	59.8	3.0
Atlanta-Sandy Springs-Roswell	GA	1,999.8	1,251.9	348.0	-23.2	-1.1	65.8	3.4
Seattle-Tacoma-Bellevue	WA	1,929.1	1,226.5	316.8	-15.3	-0.8	52.6	2.8
Miami-Fort Lauderdale-West Palm Beach	FL	1,898.6	1,334.4	184.5	-10.6	-0.6	34.6	1.9
San Francisco-Oakland-Hayward	CA	1,830.6	1,161.1	303.4	19.8	1.1	44.7	2.5
Philadelphia-Camden-Wilmington	PA-NJ-DE-MD	1,823.6	1,105.2	353.7	-71.1	-3.8	59.0	3.3
Detroit-Warren-Dearborn	MI	1,515.6	714.4	498.1	-68.5	-4.3	81.8	5.7
Denver-Aurora-Lakewood	CO	1,460.3	1,024.6	143.7	-12.4	-0.8	33.2	2.3
Minneapolis-St. Paul-Bloomington	MN-WI	1,424.9	735.6	404.3	-124.4	-8.0	55.7	4.1
San Diego-Carlsbad	CA	1,274.1	791.5	227.7	-25.6	-2.0	21.5	1.7
Portland-Vancouver-Hillsboro	OR-ID	1,218.0	723.6	250.8	-12.9	-1.0	38.0	3.2
Tampa-St. Petersburg-Clearwater	FL	1,212.1	829.0	140.7	0.0	0.0	35.3	3.0
St. Louis	MO-IL	1,115.2	657.8	234.3	-21.7	-1.9	78.6	7.6
Charlotte-Concord-Gastonia	NC-SC	1,106.7	671.8	213.6	-7.1	-0.6	14.4	1.3
Orlando-Kissimmee-Sanford	FL	1,098.3	775.6	103.0	-27.9	-2.5	-0.3	0.0
San Jose-Sunnyvale-Santa Clara	CA	1,053.1	498.1	344.4	-4.2	-0.4	34.0	3.3
Boston-Cambridge-Newton	MA	1,052.3	689.9	151.9	-47.6	-4.3	55.0	5.5
Austin-Round Rock	TX	1,039.0	696.9	134.3	-15.3	-1.5	40.7	4.1
Sacramento-Roseville-Arden-Arcade	CA	982.3	710.2	75.6	0.4	0.0	49.3	5.3
Indianapolis-Carmel-Anderson	IN	899.0	532.8	186.4	-27.8	-3.0	39.2	4.6
Las Vegas-Henderson-Paradise	NV	887.6	656.3	53.8	11.3	1.3	20.5	2.4
Cincinnati	OH-KY-IN	866.0	459.4	233.4	-28.4	-3.2	21.2	2.5
Nashville-Davidson-Murfreesboro-Franklin	TN	843.3	507.0	167.6	-6.5	-0.8	41.0	5.1
Pittsburgh	PA	836.7	507.0	162.4	-82.8	-9.0	-8.4	-1.0
San Antonio-New Braunfels	TX	804.4	539.1	104.4	-14.7	-1.8	8.5	1.1
Salt Lake City	UT	789.7	507.4	124.4	-11.6	-1.4	35.7	4.7
Cleveland-Elyria	OH	729.5	346.4	237.2	-24.9	-3.3	44.6	6.5
Columbus	OH	702.0	416.9	144.8	-23.5	-3.2	25.9	3.8
Jacksonville	FL	686.8	484.2	65.3	18.5	2.8	50.0	7.8
Lebanon	PA	658.6	508.6	18.3	-37.1	-5.3	15.7	2.4
Milwaukee-Waukesha-West Allis	WI	639.6	284.2	227.5	-62.8	-8.9	9.5	1.5
Raleigh	NC	612.7	425.4	64.7	8.1	1.3	23.4	4.0
Virginia Beach-Norfolk-Newport News	VA	593.3	363.5	111.1	-7.6	-1.3	-23.6	-3.8
Grand Rapids-Wyoming	MI	576.6	238.8	222.5	-17.0	-2.9	18.8	3.4
Baton Rouge	LA	565.7	394.6	57.9	-12.2	-2.1	8.1	1.4
Richmond	VA	545.5	373.4	63.1	-20.2	-3.6	-10.0	-1.8
Louisville/Jefferson County	KY-IN	528.4	268.9	153.8	-31.4	-5.6	-4.9	-0.9
Oklahoma City	OK	449.5	291.8	67.8	2.4	0.5	5.6	1.3
Silver Spring-Frederick-Rockville MD	MD	443.6	315.9	39.0	-4.4	-1.0	16.4	3.8
Birmingham-Hoover	AL	441.9	275.6	77.9	-0.3	-0.1	16.3	3.8
Boise City	ID	437.9	292.4	57.9	2.3	0.5	20.2	4.8
Omaha-Council Bluffs (NE-IA)	NE-IA	437.9	281.3	69.0	-8.8	-2.0	23.8	5.7
New Orleans-Metairie	LA	427.0	284.2	57.4	5.5	1.3	35.4	9.0
Cape Coral-Fort Myers	FL	426.1	326.4	14.5	-6.8	-1.6	10.1	2.4

Notes: QtQ = Quarter-to-Quarter; YOY = Year-Over-year; Estimates for Total Electrical Sales Potential developed with 1Q 2022 & 1Q 2021 employment data from the U.S. Bureau of Labor Statistics and Electrical Wholesaling's 2021 sales-per-employee multipliers: $73,268 per electrical contractor employee and $2,006 per industrial employee. Sales estimates for all 50 states and more than 300 Metropolitan Statistical Areas (MSAs) and related employment data available at www.electricalmarketing.com as part of an annual subscription to Electrical Marketing newsletter.

CES buys SoCal distributor

City Electric Supply (CES), Dallas, recently acquired Phyl-Mar Electrical Supply, Santa Clarita, CA, and will incorporate the Santa Clarita location into its branch network.

Phyl-Mar Electrical Supply has been serving Santa Clarita and the surrounding area since 1979. CES and Phyl-Mar align in catering to a variety of contractors in commercial, residential and industrial fields, and government municipalities. With the CES' primary California locations based in Los Angeles and stretching down to San Diego, this Santa Clarita location will extend the company 45 minutes farther north, becoming the most northern CES branch in the state.

"We are looking forward to increasing the City Electric Supply presence in the third-largest city in Los Angeles County," said David Hoyle, CES' VP of operations, in the press release.

City Electric Supply is ranked #7 on *Electrical Wholesaling's* 2022 Top 150 ranking.

1Q 2022 Electrical Sales Potential in Top 50 MSAs

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total electrical sales potential. Of the $118.3 billion in total electrical sales potential, the 10 largest MSAs account for 23% of all sales — New York-Newark-Jersey City, NY-NJ-PA; Los Angeles-Long Beach-Anaheim, CA; Dallas-Fort Worth-Arlington, TX; Houston-The Woodlands-Sugarland, TX; Chicago-Naperville-Elgin, IL-IN-WI; Washington-Arlington-Alexandria, DC-VA-MD-WV; Phoenix-Mesa-Scottsdale, AZ; Atlanta-Sandy Springs-Roswell, GA, Seattle-Tacoma-Bellevue, WA; and Miami-Fort Lauderdale-West Palm Beach, FL. The 50 largest MSAs offer $63.7 billion in total estimated electrical sales potential. *EM's* editors estimate that's approximately 54% of all sales in the electrical industry.

Solar Tariffs Spark Controversy in Business Community

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the administration on this effort and putting hardworking Americans back to work in the solar industry."

Heather Zichal, CEO of the American Clean Power Association (ACP), a large lobbying group for the renewable industry, also issued a statement in support of the pause in these tariffs, and said it would spark continued investment by solar developers.

"The U.S. solar industry is actively making investments to further increase the scale of the domestic manufacturing sector, including recent announcements to expand U.S. module production facilities; create new manufacturing plants for components like steel trackers; and work with allied trading partners to unlock the potential for inputs (like polysilicon) from the United States. As one example, ACP has exclusively learned that a large U.S. developer is pursuing a domestic solar panel manufacturing facility that could have up to 5GW of production. Panel production at this facility would begin by the fall of 2023 and would put 1,000 American workers on the job building America's clean energy future."

ACP's Zichal said the solar industry didn't install as many utility-scale projects as expected in 2021 because of the shortage in PV panels. ACP's recently released *Clean Power Annual Market Report 2021,* showed that wind, utility solar and battery storage power capacity in the U.S. topped 200 gigawatts (GW) after 28.5 GW of clean energy projects came online in 2021.

However, ACP said in the report's executive summary, "Installations were flat when compared to 2020 levels due to several policy headwinds facing the wind and solar sectors. ACP found that maintaining last year's project volume would provide only 35% of what is needed to reach a net zero grid by 2035."

The study also said, "Despite recent growth trends, unrelenting challenges from the pandemic and global supply chain issues slowed clean power growth. Roughly 10 gigawatts of clean power capacity originally expected online in 2021 were delayed because of various policy headwinds.

"Looking to 2022 and beyond, the uncertainty of tax credits for renewable energy projects, the availability of solar panels, supply chain issues and inflation are all expected to have a concerning impact on our ability to deliver growth. Further, continued and arguably heightened uncertainty brought about by challenges to existing trade precedent like this year's Department of Commerce inquiry into solar module tariffs are already taking a toll as we see projects canceled and delayed."

ACP said the report that in total, the U.S. utility solar sector installed a record 12,433 MW of capacity in 2021, bringing total cumulative operating capacity to 60,733 MW. Solar capacity installations grew by +20% year-over-year, although over 6 GW of projects were delayed in 2021. Delays were due to supply chain constraints and trade barriers. Solar imports into the U.S. fell -18% due to the regulatory barriers expected to obstruct future industry growth.

Lonestar Electric Supply links up with ABB in Texas

Lonestar Electric Supply, Houston, one of the largest electrical distributors in Texas, announces an authorized distribution agreement with ABB Electrification. Established in 2015, Lonestar has seen tremendous growth since its inception and is now ranked #27 on *Electrical Wholesaling's* 2022 Top 150 ranking with $405 million in sales. ABB will now be the single-line electrification equipment provider for Lonestar at all of its five Texas locations. Gaining access to a major switchgear line as part of the ABB package is expected to turbocharge Lonestar Electric's growth.

Homebuilders worried about April's decline in housing sales

The National Association of Home Builders (NAHB), Washington, DC, said that in a further sign of a housing slowdown, new home sales posted a double-digit percentage decline in April, falling to their weakest pace in two years, as rising mortgage interest rates and worsening affordability conditions continue to take a toll on the housing market.

Sales of newly built, single-family homes in April fell -16.6% to a 591,000 seasonally adjusted annual rate from a downwardly revised reading in March, according to newly released data by the U.S. Department of Housing and Urban Development and the U.S. Census Bureau. New home sales are down -26.9% compared to April 2021.

In another indicator that deteriorating affordability conditions are particularly hurting the entry-level market, a year ago, 25% of new home sales were priced below $300,000, while in April this share fell to just 10%.

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Industry Events

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

October 26-27 2022
NAED Data Analytics Conference
Dallas; *www.naed.org*

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

November 14-16 2022
NAED Eastern Conference
Tampa, FL; *www.naed.org*

November 16-17 2022
NEMA Annual Meeting
Amelia Island, FL; National Electrical Manufacturers Association (MEMA)
www.nema.org

IDEA Partners with Avalon CSC to Offer Weights and Measures for Product Data

The Industry Data Exchange Association (IDEA), Arlington, VA, is working with Avalon CSC to provide weights and dimensions product data in IDEA Connector. IDEA said in the press release that distributors need weights and dimensions to efficiently pick, pack and ship to customers, and that this new data will integrate via IDEA Connector into their ERP, WMS and e-commerce systems.

"We're dedicated to bringing more value to product data by partnering with Avalon to collect product weights and dimensions data. Having access to this valuable data will improve real-time freight calculations for e-commerce orders, operations, handling costs and warehouse automation for the electrical industry," said David Oldfather, president of IDEA, in the press release.

IDEA Volumetrics anticipates delivering data for high-velocity electrical items later this year, with tens of thousands of products in phase one.

NEMA's EBCI Index for May Hits Turbulence with 11-Point Monthly Decline

Confidence has become rather wobbly of late in NEMA's monthly EBCI Index, as the current conditions component fell below 50 points for the second time this year and hit its lowest level since right after the end of the recession. An 11-point shift from last month left May's current conditions reading at 42.9 points, as now more than one-third of respondents reported "worse" conditions during this survey period.

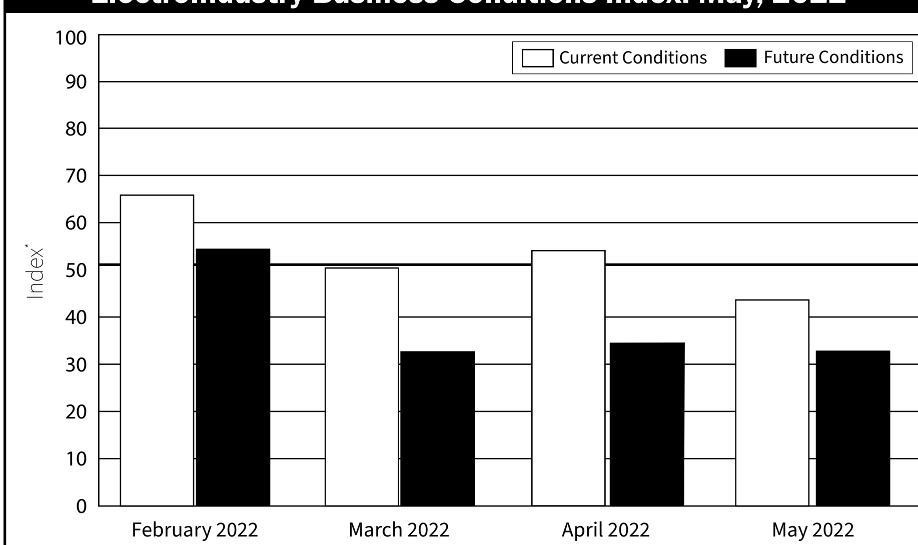
The ElectroIndustry Business Conditions Index (EBCI) is a monthly survey of senior executives at electrical manufacturers published by the National Electrical Manufacturers Association (NEMA), Rosslyn, VA. Any score over the 50-point level indicates a greater number of panelists see conditions improving than see them deteriorating.

Lockdowns in China and other ongoing supply chain problems have bedeviled electrical manufacturers. Now added to that mix, one executive noted the deleterious effects soaring energy costs and U.S. tariffs are having on business conditions. Not all was negative, however, as some panel members noted their companies experienced better than expected orders activity.

The future conditions component has remained range-bound in the lower thirties for the last three months now as the May reading came in at 32.1 points. The list of potential pitfalls expected to affect the electroindustry and shared by NEMA executives is long.

Most of the challenges noted are ongoing, including rising inflation and interest rates, Covid-19, labor and materials shortages, supply chain snags and geopolitical concerns. Looming disruptions include turmoil surrounding mid-term elections and the potential for work stoppages surrounding union contract negotiations.

ElectroIndustry Business Conditions Index: May, 2022



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

Construction Spending Shows Little Monthly Growth in April But Remains Up +12.3% YOY

Total construction spending during April 2022 was estimated at a seasonally adjusted annual rate of $1,744.8 billion, +0.2% above the revised March estimate of $1,740.6 billion. According to the U.S. Census Dept., the April figure is +12.3% above the April 2021 estimate of $1,553.5 billion. During the first four months of this year, construction spending was $520.8 billion, up +12.4% year-over-year (YOY) from April 2021.

Private construction. Spending on private construction was at a seasonally adjusted annual rate of $1,394.7 billion, +0.5% above the revised March estimate of $1,387.9 billion. Residential construction was at a seasonally adjusted annual rate of $891.5 billion in April, +0.9% above the revised March estimate of $883.5 billion. As usual, single-family construction accounted for the lion's share of the gain, as it accounted for $477.5 billion of the residential's markets total of $891.5 billion in April construction.

Nonresidential construction was at a seasonally adjusted annual rate of $503.2 billion in April, -0.2 % below the revised March estimate of $504.4 billion. Manufacturing continued to lead other major categories of private construction, with a +1.6% increase to $96.4 billion. The computer/electronic/electrical category had the largest year-over-year increase, with a +259.9% jump from April 2021 to $27.2 billion.

Public construction. In April, the estimated seasonally adjusted annual rate of public construction spending was $350.1 billion, -0.7% below the revised March estimate of $352.7 billion. Educational construction was at a seasonally adjusted annual rate of $79.6 billion, -0.7% below the revised March estimate of $80.1 billion.

Value Of New Construction Put In Place — April 2022

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

	Apr. '22 1	Mar. '22 2	Mo. % Change	Apr. '21	YTY % Change
Total Construction	**1,744.8**	**1,740.6**	**0.2**	**1,553.5**	**12.3**
Total Private Construction 1	**1,394.7**	**1,387.9**	**0.5**	**1,209.8**	**15.3**
Residential	891.5	883.5	0.9	752.8	18.4
New single family	477.7	475.1	0.5	400.6	19.3
New multifamily	102.2	101.4	0.8	99.2	3.1
Nonresidential	503.2	504.4	-0.2	457.0	10.1
Lodging	17.0	16.8	1	21.3	-20.2
Office	73.1	73.1	0.1	69.4	5.4
Commercial	99.0	99.3	-0.2	83.1	19.2
Health care	39.4	39.8	-0.9	37.8	4.3
Educational	18.5	18.3	0.8	15.3	20.5
Religious	2.6	2.9	-7.4	3.1	-14.6
Amusement and recreation	12.8	12.7	1.3	11.0	16.1
Transportation	14.4	15.2	-5.3	14.5	-0.6
Communication	21.8	21.7	0.2	21.7	0.5
Power	106.3	107.9	-1.5	106.3	0
Electric	80.2	82.2	-2.4	82.5	-2.7
Manufacturing	96.4	94.9	1.6	72.0	33.9
Total Public Construction 2	**350.1**	**352.7**	**-0.7**	**343.8**	**1.8**
Residential	8.9	9.0	-1.2	8.8	1.8
Nonresidential	341.2	343.7	-0.7	335.0	1.8
Office	11.5	11.9	-3.2	11.3	1.8
Commerical	3.3	3.5	-5.3	3.6	-7
Health care	10.7	11.2	-4.2	10.1	6.7
Educational	79.6	80.1	-0.7	84.3	-5.6
Public saftey	10.4	10.5	-1.6	11.5	-9.7
Amusement and recreation	13.3	13.2	0.9	13.9	-4
Transportation	40.7	40.8	-0.1	41.3	-1.5
Power	9.9	10.1	-1.7	8.1	22.8
Highway and street	103.4	103.5	-0.1	97.3	6.3
Sewage and waste disposal	29.7	29.8	-0.3	27.3	8.8
Water supply	18.7	19.3	-3	18.2	2.4
Conservation and development	9.0	9.0	-0.3	7.1	27

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.

Around the Industry

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"The April drop for new home sales is a clear recession warning," said NAHB Chief Economist Robert Dietz. "The median price of a newly-built single-family home increased 19.7% year-over-year. The combination of higher prices and increased interest rates are generating a notable slowing of the housing market. While the nation needs additional housing, home sales are slackening as tightening monetary policy continues to put upward pressure on mortgage rates and supply chain disruptions raise construction costs."

In an indication that builders will be slowing construction, new single-family home inventory jumped to a nine-month supply, up +40% over last year, with 444,000 available for sale. However, just 38,000 of those are completed and ready to occupy.

Halco Lighting Technologies divests specialty lighting business

Halco Lighting Technologies, Norcross, GA, sold J&J Electronics & Sollos, its specialty lighting business, Landscape Lighting, to Hayward Holdings Inc. Halco's specialty lighting business serves the residential and commercial pool, spa, fountain and landscape lighting distribution markets.

"We are proud and excited to see the specialty business enter its next chapter of growth and expansion under Hayward's ownership," said Chris Chickanosky, chief executive officer of Halco Lighting Technologies, in the press release. "This will further accelerate the specialty lighting products growth and expansion through the leadership and investment Hayward offers.

"In parallel, Halco confirms its commitment to the core business serving the electrical and lighting distribution segments. We have received strong support from our distributor partners and this move will allow us to further expand our products, solutions and innovation to help our customer be profitable and win more business."

The sale of the specialty lighting business allows Halco Lighting Technologies to expand its focus in its core strength servicing maintenance, renovation, retrofit and construction in the residential, commercial and industrial segments.

People

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While with API, Vahedian drove strategy and launched several mission-critical API programs; increased revenues by more than $2.5 million; established a Covid-19 strategy to mitigate potential business losses; and helped define and launch an industry-wide effort to enhance diversity equity and inclusion.

Vahedian began her career in energy, where she served in various industry segments in business development, technical and operational roles with BP/Amoco, Statoil/Equinor and Kinder Morgan in the Midcontinent and Appalachian Regions. Vahedian has a B.S. in chemical engineering & material science from the University of Oklahoma.

North Central Electrical Manufacturers Club (NCEMC) *(Bloomington, MN):* **Randy Kuzel,** sales specialist at AJB Sales, has been elected by the 167 members of the North Central Electrical Manufacturers Club as their 85th president, serving a one-year term for 2022-23. Kuzel succeeds Joe Shallbetter, who completed his one-year term as president on May 20.

The 2022-23 NCEMC Board of Director election results are listed below:

President: **Randy Kuzel,** AJB Sales, Minneapolis

Vice President: **Chris Lee,** MRL Co., St. Paul, MN

Secretary: **Pete Deeg,** Rouzer Group, St. Louis Park, MN

Treasurer: **Nate Boike,** Burndy, Eden Prairie, MN

Past President: **Joe Shallbetter,** States Electric Manufacturing, Minneapolis

Director – 1 yr. term: **Ashley Suess,** 3M Electrical Products, Columbus, MN

Director – 1 yr. term: **Matt Taets,** RAB Lighting, Northvale, NJ

Director – 2 yr. term: **Tim McNaboe,** EMS Partners, Lakeville, MN

Director – 2 yr. term: **Wyatt Shallbetter,** States Electric Manufacturing, Minneapolis

Director – 3 yr. term: **Alanna Harper,** AJB Sales, Minneapolis

Director – 3 yr. term: **Robert Smith,** Hubbell Wiring, Shelton, CT

EdisonReport (Brentwood, TN): **Mark Lien,** a 35-year veteran of the lighting industry, will receive *EdisonReport's* Lifetime Achievement Award on June 20 at LightFair. Lien most recently served as the industry relations manager for the Illuminating Engineering Society and is known throughout the market for his time as an educator and manager at large lighting companies including Sylvania, Hubbell Lighting and Cooper Lighting.

Rockwell Automation Inc. (Milwaukee, WI): **Tessa Myers** has been named senior VP, Intelligent Devices, effective June 6. She reports to Rockwell Automation Chairman and CEO Blake Moret. In this role, Myers is responsible for leading strategy, product and talent development for the Intelligent Devices business segment. Myers succeeds **Fran Wlodarczyk,** who is retiring in early 2023 after more than 35 years with Rockwell.

Myers was most recently VP and general manager for the Production Operations Management Software business unit within the company's Software & Control operating segment, overseeing product strategy, product management and business operations.

Since joining Rockwell in 1999, she has built broad global industry expertise with leadership roles in sales, channel and partner management, business unit leadership and product development across hardware and software, working in the U.S., Canada and Singapore. Myers holds a Bachelor of Science degree in industrial engineering from Purdue University and an MBA from the University of Michigan.

Werner Electric Supply (Appleton, WI): **Dave Piet** is the Werner Electric's new VP of sales and will establish and lead its long-term vision for the industrial and construction sales teams. This includes business transformation, change management, services, organizational performance and accountability.

Piet brings more than 29 years of progressive experience in sales leadership for large manufacturing and distributor organizations, holding leadership roles in international sales, marketing and business development. His most recent positions include regional sales director for Belden, VP of global sales for Pentair and principal for STTW. Piet earned a bachelor's degree in marketing communications and business administration from St. Norbert College.

In other news at Werner Electric, the company hired three new employees during May, according to a LinkedIn post: **Lisa Butterfield,** industrial coordinator; **Brad Richter,** director of industrial services; and **Tristan Vukosich,** network solutions quotation specialist.

RTI (Shakopee, MN): Control and automation manufacturer RTI hired **Randy Logan** as channel management director to develop and manage the company's distribution partners to benefit all integrators working with RTI control solutions.

Prior to joining RTI, he was director of channel marketing at Nortek Security & Control and before that, at Core Brands. RTI's portfolio includes remotes, touch panels, control processors and its Integration Designer programming software.

Rep News

At Fishco Group, St. Louis, **Joseph Fisher,** son of **Tom Fisher,** principal, joined the company after working for five years at Express Scripts, according to a LinkedIn post.

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