

# Electrical Marketing®

THE ELECTRICAL INDUSTRY NEWSLETTER

MAY 3, 2024 • Volume 49, Number 9

## People on the Move

*Legrand (West Hartford, CT):* The company announced several strategic leadership updates within its Electrical Wiring Systems (EWS) division of Legrand, North and Central America (LNCA). Effective immediately, these updates include the creation of a new senior leadership role within the EWS sales organization, as well as several moves at the leadership level for the business' four product lines (Cablofil, Connectrac, Pass & Seymour and Wiremold).

Company veteran **Scott Bausch** was appointed to the freshly created role of senior VP, Strategic Accounts and Revenue Operations. For the past three years, Bausch has been serving as vice president and general manager of the Pass & Seymour line, overseeing significant growth within Legrand's wiring device business as well as helping to revitalize its innovation pipeline.

**John Hoffman**, executive VP of Sales and Demand Creation for EWS, is delighted to now be bringing Bausch back to the sales side of the division. "In his 20 years with Legrand, not only has Scott led three of our four EWS product lines, but he has also held past positions in sales leadership, in marketing and more. This has equipped Scott with a unique and invaluable history with our products and brands."

As senior VP of Strategic Accounts and Revenue Operations, Bausch will provide support for Legrand's most active distribution partners. He will also collaborate heavily across functions within EWS to ensure the customer base has the optimal

*Continued on page 6*

## Inside

Top 50 MSAs in sales potential... p. 2

Tesla layoffs in EV market ..... p. 4

NEMA execs' take on the biz .... p. 4

Rep news..... p. 6

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

## Dallas & Phoenix Enjoyed the Biggest Increases in 2023 Electrical Sales Potential

*Electrical Marketing's* electrical sales estimates are developed at the local level to help electrical manufacturers, distributors and independent manufacturers' reps get a feel for the total available market potential at local, state and national level.

They are also useful in tracking geographic shifts in market potential and highlighting the consolidated nature of the electrical market. In 2023, the 50 largest Metropolitan Statistical Areas (MSAs) in the chart on page 2 accounted for a combined total of roughly \$80.9 billion in electrical sales potential — 56% of the estimated \$145.3 billion in electrical supplies that electrical distributors sold in 2023.

At the top of the chart are some megamarkets that offer the most electrical sales potential. It's probably no surprise to see the New York metropolitan area (\$6.33 billion), Los Angeles (\$4.85 billion) or

Chicago (\$3.71 billion) ranked amongst the largest markets. But you might be surprised to see two Texas markets, Dallas (\$4.17 billion) and Houston (\$3.74 billion) in the Top 5, or Austin (#24) and San Antonio (#33) so high on the list. Midland, TX got edged out by Boise, ID, for the last spot in the Top 50 metros.

The ranking illustrates how much of the electrical business flows through a comparatively small number of local markets and states. Three states — Texas, California and Florida — account for just about a third of the 50 largest metros in electrical sales potential. California has six MSAs in this list: Los Angeles (#2); San Francisco Bay area (#13); Riverside-San Bernardino (#16); San Diego (#18); San Jose (#25); and Sacramento (#29), and Florida grabbed five spots in this ranking, with the Miami metro (#9); Tampa-St. Petersburg (#20);

*Continued on page 3*

## Top 150 Survey Respondents Expect Industry Sales Growth to Remain Solid in 2024

The first wave of responses to *Electrical Wholesaling's* annual Top 150 survey very definitely had an air of optimism to them. Of the 40-plus distributor execs who offered a 2024 sales forecast, roughly a third of the respondents are expecting double-digit sales growth this year, and more than half are expecting growth in the industry's right in the industry's historical annual growth range of +5% to +9%.

While none of the respondents are expecting a recession this year, roughly 16% said the U.S. economy is now contracting and about 39% said they believe the economy will slow down in the second half of 2024.

The number of large projects underway supported the optimism of many respondents. At Wesco, Sarah Sara Folkerts, manager of communications, said the company had booked more than \$250 million in large projects in just Q1 2024

alone. "Wesco was awarded a \$30-million contract over four years by a global chemical and materials science company to provide wire and cable, power control and instrumentation to support the world's first zero-carbon emissions integrated ethylene cracker," she said in her company's survey response.

"A major electric vehicle manufacturer has awarded Wesco a \$100-million contract to provide power distribution units, fiber-optic cable, cabinets and other data center materials to a large EV manufacturer. And a national renewable contractor has partnered with Wesco on a \$125-million project over five years to deliver high-voltage breakers for a renewable project, ensuring multi-year supply chain continuity."

Larry Swink, the president and CEO of Jackson Electric Supply, Jacksonville, FL,

*Continued on page 3*

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

## 50 Largest Metros in Electrical Sales Potential (2023 Annual Data)

Rank	Metro Area	2023 Electrical Sales Estimate	2023 Electrical Contractor Sales (\$ millions)	2023 Industrial Sales (\$ millions)	YOY \$ Millions Sales Change	YOY % Sales Change	Electrical Contractor Employment	Industrial Employment
1	New York-Newark-Jersey City, NY-NJ-PA	6,328.6	4,137.3	925.6	56.8	0.9	52,520	349,300
2	Los Angeles-Long Beach-Anaheim, CA	4,849.0	2,618.6	1,260.6	(17.4)	-0.4	33,241	475,700
3	Dallas-Fort Worth-Arlington, TX	4,167.0	2,519.2	814.3	202.2	5.1	31,980	307,300
4	Houston-The Woodlands-Sugar Land, TX	3,741.7	2,374.8	618.5	135.1	3.7	30,147	233,400
5	Chicago-Naperville-Elgin, IL-IN-WI	3,711.7	1,873.0	1,096.3	51.7	1.4	23,777	413,700
6	Phoenix-Mesa-Scottsdale, AZ	2,657.0	1,729.7	395.9	197.4	8.0	21,957	149,400
7	Atlanta-Sandy Springs-Roswell, GA	2,440.7	1,471.6	481.0	97.5	4.2	18,681	181,500
8	Washington-Arlington-Alexandria, DC-VA-MD-WV	2,283.4	1,674.4	152.4	10.3	0.5	21,255	57,500
9	Miami-Fort Lauderdale-West Palm Beach, FL	2,278.1	1,561.7	260.8	112.4	5.2	19,825	98,400
10	Boston-Cambridge-Nashua, MA-NH	2,272.3	1,330.3	487.6	29.4	1.3	16,887	184,000
11	Seattle-Tacoma-Bellevue, WA	2,214.8	1,335.4	436.5	(4.3)	-0.2	16,952	164,700
12	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD	2,200.1	1,278.0	482.0	18.5	0.8	16,224	181,900
13	San Francisco-Oakland-Hayward, CA	2,085.4	1,265.8	402.5	(8.6)	-0.4	16,068	151,900
14	Detroit-Warren-Dearborn, MI	1,916.9	862.3	671.2	45.1	2.4	10,946	253,300
15	Minneapolis-St. Paul-Bloomington, MN-WI	1,815.7	911.4	541.1	14.3	0.8	11,570	204,200
16	Riverside-San Bernardino-Ontario, CA	1,808.7	1,184.9	262.1	9.2	0.5	15,041	98,900
17	Denver-Aurora-Lakewood, CO	1,659.8	1,143.9	183.9	(6.6)	-0.4	14,521	69,400
18	San Diego-Carlsbad, CA	1,530.8	919.6	305.0	22.2	1.5	11,674	115,100
19	Portland-Vancouver-Hillsboro, OR-WA	1,463.8	838.7	332.3	13.0	0.9	10,647	125,400
20	Tampa-St. Petersburg-Clearwater, FL	1,432.2	947.3	198.5	43.1	3.1	12,025	74,900
21	St. Louis, MO-IL	1,362.4	779.3	310.6	33.0	2.5	9,893	117,200
22	Charlotte-Concord-Gastonia, NC-SC	1,353.1	793.7	288.9	43.4	3.3	10,075	109,000
23	Orlando-Kissimmee-Sanford, FL	1,329.2	923.7	139.7	40.7	3.2	11,726	52,700
24	Austin-Round Rock, TX	1,310.4	854.1	194.2	59.2	4.7	10,842	73,300
25	San Jose-Sunnyvale-Santa Clara, CA	1,280.7	548.9	475.7	0.4	0.0	6,968	179,500
26	Baltimore-Columbia-Towson, MD	1,217.3	817.2	156.6	(11.2)	-0.9	10,374	59,100
27	Las Vegas-Henderson-Paradise, NV	1,146.5	836.7	80.6	65.8	6.1	10,621	30,400
28	Indianapolis-Carmel-Anderson, IN	1,116.7	633.9	259.4	45.4	4.2	8,047	97,900
29	Sacramento-Roseville-Arden-Arcade, CA	1,090.4	765.0	107.3	(31.1)	-2.8	9,711	40,500
30	Nashville-Davidson-Murfreesboro-Franklin, TN	1,065.4	623.7	228.7	43.9	4.3	7,917	86,300
31	Cincinnati, OH-KY-IN	1,053.0	523.3	319.1	9.6	0.9	6,643	120,400
32	Kansas City, MO-KS	1,050.0	606.3	233.7	35.3	3.5	7,696	88,200
33	San Antonio-New Braunfels, TX	1,037.6	668.7	161.4	63.1	6.5	8,489	60,900
34	Pittsburgh, PA	1,004.4	579.6	223.9	(15.5)	-1.5	7,358	84,500
35	Salt Lake City, UT	962.5	600.1	169.9	27.9	3.0	7,618	64,100
36	Cleveland-Elyria, OH	909.8	411.7	316.1	13.6	1.5	5,226	119,300
37	Columbus, OH	890.3	515.1	197.2	28.5	3.3	6,539	74,400
38	Milwaukee-Waukesha-West Allis, WI	845.3	371.7	304.5	22.1	2.7	4,719	114,900
39	Lebanon, PA	774.9	595.0	24.9	5.8	0.8	7,553	9,400
40	Jacksonville, FL	764.4	516.1	95.4	13.0	1.7	6,552	36,000
41	Raleigh, NC	753.6	513.1	89.8	46.5	6.6	6,513	33,900
42	Grand Rapids-Wyoming, MI	744.2	290.8	304.5	19.0	2.6	3,692	114,900
43	Virginia Beach-Norfolk-Newport News, VA-NC	719.0	419.9	155.3	9.1	1.3	5,330	58,600
44	Baton Rouge, LA	705.1	486.4	77.6	21.8	3.2	6,175	29,300
45	Louisville/Jefferson County, KY-IN	690.3	333.8	218.4	25.3	3.8	4,238	82,400
46	Richmond, VA	653.3	436.3	86.4	1.6	0.2	5,538	32,600
47	Cape Coral-Fort Myers, FL	553.3	420.9	21.7	56.0	11.3	5,343	8,200
48	Oklahoma City, OK	552.6	346.1	95.9	19.3	3.6	4,394	36,200
49	Omaha-Council Bluffs, NE-IA	542.3	339.0	94.9	21.5	4.1	4,303	35,800
50	Boise City, ID	542.1	351.3	82.4	7.3	1.4	4,459	31,100

Notes. Sales estimates use Electrical Wholesaling's sales-per-employee multipliers from the 2024 Market Planning Guide of \$78,775 per electrical contractor employee and \$2,650 per industrial employee. Employee counts are and sales change data are derived from the 2022 and 2023 annual figures for construction and industrial employment published by the U.S. Bureau of Labor Statistics. Electrical contractor employment estimated at 13% of construction employment, its historical average. Total sales estimates rounded up by 25% to include non-industrial and non-contractor business. Sales estimates for 300-plus Metropolitan Statistical Areas available at [www.electricalmarketing.com](http://www.electricalmarketing.com).

# Around the Industry

## Schaedler officially opens new regional warehouse in western PA

Schaedler Yesco Distribution, Harrisburg, PA, celebrated the grand opening of

its newest regional distribution center in Lower Burrell, PA, on April 24.

The 90,000-sq-ft facility, located in Burrell Plaza, formerly housed a J.C. Pen-

ney retail store. It sat vacant for roughly 15 years before Schaedler Yesco purchased it in 2022. The facility became operational in Oct. 2023.

“We chose this space and geographic location to better serve our customers in western PA and eastern OH,” said President Farrah Mittel in the press release. “In the short time we’ve been operational, it’s clear that our customers and vendor partners are as excited about our investment in this market as we are.”

The grand opening celebration included customer training sessions on EV charging, energy-saving strategies and unique construction services offered by Schaedler Yesco. Customers also had the opportunity to interact with over 30 vendor partners, tour the new facility, engage in three vendor display vehicles and enjoy a BBQ lunch.

## Distributors Log an Estimated \$145.3 Billion in 2023 Sales, a +2.6% YOY Increase

*Continued from page 1*

Orlando (#23); Jacksonville (#40); and Cape Coral-Fort Myers (#47).

The Dallas-Forth Worth-Arlington, TX MSA saw the biggest year-over-year (YOY) increase in sales potential last year, with a \$202.2 million increase (+5.1% YOY), followed by Phoenix-Mesa-Scottsdale, AZ with an increase of \$197.4 million (+8%). On the flip side,

the Sacramento-Roseville-Arden-Arcade, CA MSA and Augusta-Richmond County, GA-SC MSA both saw electrical sales potential drop by \$31.1 million.

Sales estimates for all 50 states and more than 300 local markets are available for download as part of a \$99 annual subscription to *Electrical Marketing* at [www.electricalmarketing.com](http://www.electricalmarketing.com).

— Jim Lucy

## Top 150 Distributors Say Commercial EV Charging Stations Continue to Be a Growth Market

*Continued from page 1*

sees sales for his company increasing +20% in 2024, in part because of large project work. Said Swink, “The Four Seasons Resort project in Jacksonville, FL, represents a significant development that will impact the local market upon its anticipated opening in 2026.

“This project, a collaboration between Four Seasons Hotels and Resorts and Shahid Khan, owner of the Jacksonville Jaguars, is set to become a pivotal component of the downtown Jacksonville Shipyards redevelopment and is the largest private investment project in the city’s history. It’s located near the St. Johns River, adjacent to the Sports Complex and the proposed “Stadium of the Future.”

Craig LaRue, the CEO of Alameda Electric Supply, Hayward, CA, is expecting +8% growth this year and sees nice sales

opportunities in EV charging stations for commercial, retail or municipal applications. But he says business in the San Francisco Bay area is slowing down and that the overall economy is contracting in 2Q 2024.

Although a fair number of distributors sense a slowdown coming, they struck an optimistic tone when asked which product areas look most promising over the next year or two. Electric-vehicle charging stations for commercial, retail and municipal applications; lighting control retrofits for commercial or institutional applications; and pre-assembled electrical products or systems all were ranked high by respondents.

EW will publish the 2024 Top 150 Distributors ranking later this month at [www.ewweb.com](http://www.ewweb.com).

— Jim Lucy

## CMP joins ETIM North America

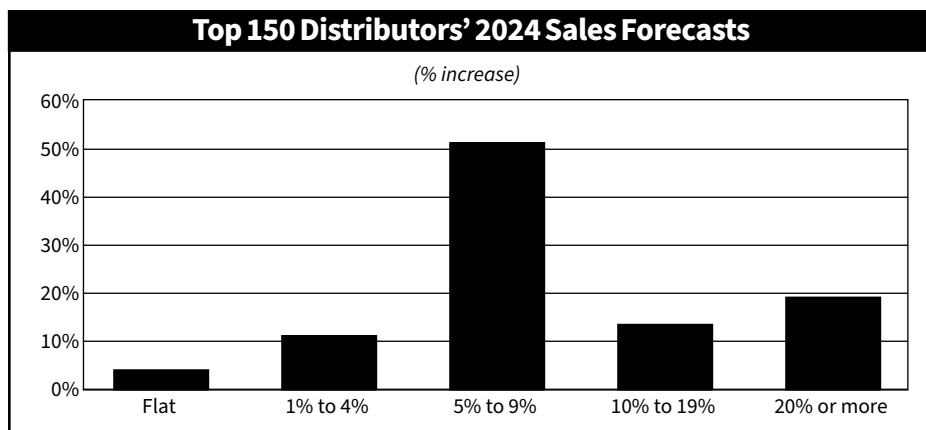
CMP Products Limited, global specialists in the manufacture of cable glands and cable cleats, joined the North American chapter of ETIM North America, the global product classification standards organization.

“We at CMP are committed to helping the industry refine the ETIM product classification to support the industry’s digitalization evolution,” said Jamie Hughes, regional manager – The Americas, CMP Products Ltd, in the press release. “We belong to ETIM in other countries and feel that it’s natural step, as we expand in North America, to participate in ETIM North America and lend our product knowledge and support. As we do with our products, CMP recognizes that ETIM is setting and raising the bar for standardized digital product data that improves industry data communication, improves customer experience, and reduces supply chain costs.”

“We are excited to have CMP’s participation in ETIM North America,” said Mary Shaw, executive director of ETIM North America, in the press release. “As a global manufacturer, their knowledge and expertise in cable cleats, glands and lugs, makes them a valuable asset in refining and enhancing the ETIM model to meet the needs of North America’s electrical distributors and customers.”

To learn more about ETIM North America, its Product Expert Groups, and

*Continued on page 5*



## Industry Events

*May 21-23, 2024*

### **NAED Annual Conference**

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

*June 3-5, 2024*

### **NAED Women in Industry**

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

*June 23-26, 2024*

### **EASA 2024 Convention**

Las Vegas, NV; EASA; [www.easa.com](http://www.easa.com)

*Aug. 6-8, 2024*

### **NAED Marketing Summit**

Charlotte, NC; [www.naed.org](http://www.naed.org)

*Aug. 15-17, 2024*

### **IES Annual Conference**

New York; Illuminating Engineering Society; [www.ies.org](http://www.ies.org)

*Aug. 19-21, 2024*

### **NAILD Annual Conference**

St. Paul, MN; National Association of Independent Lighting Distributors; [www.naild.org](http://www.naild.org)

*September 28-October 1 2024*

### **NECA Convention & Trade Show**

San Diego; NECA; [www.necanet.org](http://www.necanet.org)

*October 7-9, 2024*

### **NAED LEAD Conference**

Kansas City, MO; [www.naed.org](http://www.naed.org)

*October 16-19, 2024*

### **NALMCO 2024 Annual**

### **Convention & Trade Show**

Orlando; National Association of Lighting Management Companies (NALMCO) [www.nalmco.org](http://www.nalmco.org)

*October 28-30, 2024*

### **AD 2024 North American Meeting**

Chicago; Affiliated Distributors (AD) [www.adhq.com](http://www.adhq.com)

*November 12-14, 2024*

### **2024 NEMA Annual Meeting**

Kiawah Island, SC; National Electrical Manufacturers Association (NEMA) [www.nema.org](http://www.nema.org)

*February 2-5, 2025*

### **2025 NEMRA Conference**

Orlando; NEMRA; [www.nemra.org](http://www.nemra.org)

## Tesla's Decision to Slash Supercharger Team Creates a Mountain of Uncertainty in EV Market

This week's report that Tesla laid off several hundred employees in its supercharger business rocked the EV charging industry.

Tesla's network of 50,000-plus installed superchargers is considered to be the gold standard of the EV charging industry for their fast charging times and dependability. While Elon Musk says he will hire some of these employees back, many in the EV industry are worried that Tesla will not be able to support and grow its supercharger network with these massive cutbacks. Compounding the concerns and potential impact on the EV industry is that the fact that drivers of other manufacturers' EVs can now charge up at

Tesla Superchargers.

Few people in the EV industry know the impact of Tesla's Supercharger network on the future of EVs better than Kyle Conner with *Out of Spec Motoring*. His online reviews of new EVs and charging networks are must-see content for folks interested in EVs. Conner has reported on Tesla's decision in several YouTube videos and has spoken to many of the former Tesla employees who were laid off. He said in the most recent video that Tesla hasn't said much yet about its future plans for the network other than it wants to improve the dependability of existing installations.

— Jim Lucy

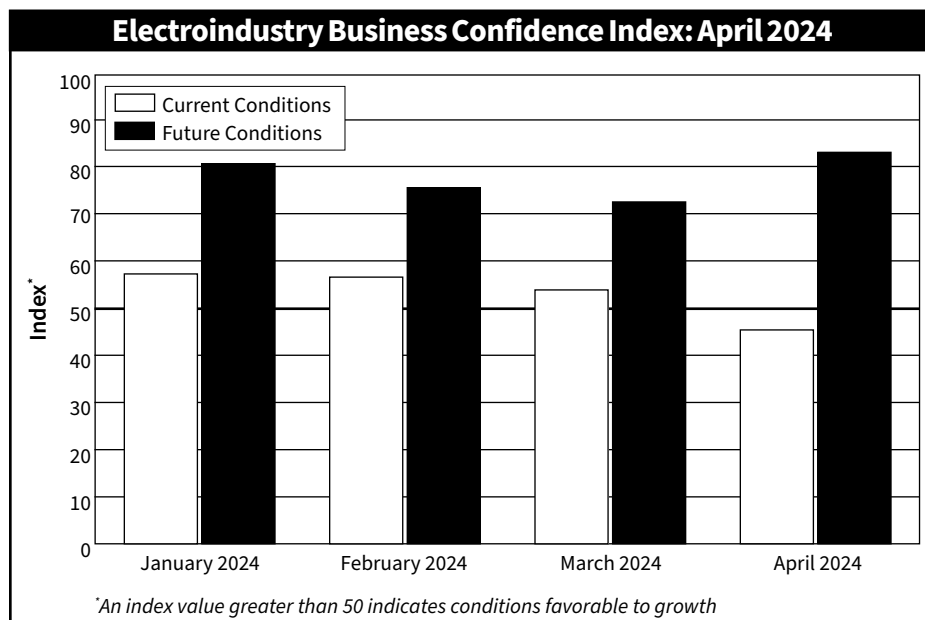
## NEMA's EBCI for Current Conditions in April Drops but Future Conditions Index Surges

In NEMA's latest ElectroIndustry Business Conditions Index (EBCI) survey, 66% of panel members reported unchanged conditions, consistent with March's findings. However, an increased share of respondents reporting worse conditions led to a decrease in the current conditions component to 46.7 points in April, down from the previous month's 53.7 points. This is the first time since July 2023 the current gauge dropped below the threshold value of 50, indicating a contracting electroindustry sector.

The 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.

In contrast to the current conditions component, the percent of respondents expecting to see unchanged conditions in six months declined in April while the proportion of those anticipating better conditions surged. The shift in expectations from unchanged to better led to a 10-point increase from the March reading to 83.3 points for April's future conditions component. Comments were mixed with some expressing expectations of improved demand in the residential market while others noted signs of slowing in certain sectors of the economy.



# March's Construction Data Edge Down -0.2% to \$2,083.9 Billion But Remains Up +9.6% YOY

Total construction spending during March 2024 was estimated at a seasonally adjusted annual rate of \$2,083.9 billion, -0.2% below the revised February estimate of \$2,087.8 billion. According to the Department of Census the March figure is +9.6% above the March 2023 estimate of \$1,901.4 billion. During the first three months of this year, construction spending amounted to \$461 billion, +10.6% above the \$416.7 billion for the same period in 2023.

**Private construction.** Spending on private construction was at a seasonally adjusted annual rate of \$1,600.8 billion, -0.5% below the revised February estimate of \$1,608.5 billion. Residential construction was at a seasonally adjusted annual rate of \$884.3 billion in March, -0.7% below the revised February estimate of \$890.9

billion. Nonresidential construction was at a seasonally adjusted annual rate of \$716.5 billion in March, -0.2% below the revised February estimate of \$717.6 billion.

Construction of private plastic/rubber plants increased +6.2% in March to \$3,358 million and is up an impressive +84.9% YOY.

**Public construction.** In March, the estimated seasonally adjusted annual rate of public construction spending was \$483.1 billion, +0.8% above the revised February estimate of \$479.3 billion. Educational construction was at a seasonally adjusted annual rate of \$102.7 billion, +1% above the revised February estimate of \$101.7 billion. Highway construction was at a seasonally adjusted annual rate of \$149 billion, +0.9% above the revised February estimate of \$147.7 billion.

## Around the Industry

*Continued from page 3*

how manufacturers, distributors, reps and service companies can participate, visit [www.etim-na.org](http://www.etim-na.org) or contact Mary Shaw at [mary@etim-na.org](mailto:mary@etim-na.org).

### Border States recognizes vendors

Border States, Fargo, ND, recently announced its Vendor of the Year Awards. These awards recognize excellence in manufacturer partners from across the three core markets Border States serves and include small, medium and large manufacturers.

**Strategic Marketing Partner of the Year** - Hubbell

**Digital Marketing Partner of the Year** - Schneider Electric

**Suppliers of the Year for Service Excellence** - Ericson Manufacturing (Small Vendor); Geotek (Medium Vendor); and 3M (Large vendor)

**Supplier of the Year for Sales Excellence** - Ouellet - (Small vendor); Prysmian Group Industrial (Medium Vendor); and nVent Hoffman (Large Vendor).

### Regency Supply opens new branch location in SoCal's Orange County

Regency Supply recently opened a new branch in Fountain Valley, CA, near large companies and customers such as Boeing, Rivian, the University of California-Irvine and Disney that call Orange County home. The new branch is located at 18375 Euclid St., Fountain Valley, CA, and can be reached at (714) 665-2187.

"Ultimately, our goal is to help local business thrive," said Branch General Manager Ron Pilner in the press release. "We're in a convenient spot in Fountain Valley, right off the 405, and our local inventory will be focused on what contractors and customers need most. If we can meet the needs of local contractors and businesses — and make their jobs easier — we can fuel growth in our community,"

Regency Supply said in a press release that the new branch will follow the company culture of supporting the local community. For example, each location collects wheelchairs for a non-profit organization, Wheels for the World, which helps people with disabilities. They also support other organizations like Children's Hunger Fund, and encourage employees to volunteer for organizations doing good in their community with paid time off.

## Value Of New Construction Put In Place — March 2024

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

	Mar. '24 <sub>1</sub>	Feb. '24 <sub>2</sub>	Mo. % Change	Mar. '23	YTY% Change
<b>Total Construction</b>	<b>2083.926</b>	<b>2087.792</b>	<b>1901.401</b>	<b>-0.2</b>	<b>9.6</b>
<b>Total Private Construction:</b>	<b>1600.78</b>	<b>1608.482</b>	<b>1491.518</b>	<b>-0.5</b>	<b>7.3</b>
Residential	884.285	890.91	846.865	-0.7	4.4
New single family	436.983	437.752	369.398	-0.2	18.3
New multifamily	131.366	132.167	126.961	-0.6	3.5
Nonresidential	716.495	717.572	644.654	-0.2	11.1
Lodging	22.019	22.377	22.368	-1.6	-1.6
Office	85.745	85.606	81.54	0.2	5.2
Commercial	124.27	125.002	122.705	-0.6	1.3
Health care	53.957	53.827	49.247	0.2	9.6
Educational	25.785	25.687	21.614	0.4	19.3
Religious	3.948	4.022	3.243	-1.8	21.7
Amusement and recreation	16.876	16.587	14.964	1.7	12.8
Transportation	19.751	19.67	18.902	0.4	4.5
Communication	25.005	24.95	24.222	0.2	3.2
Power	111.839	112.853	105.52	-0.9	6
Electric	92.154	93.174	85.847	-1.1	7.3
Manufacturing	222.589	222.423	176.948	0.1	25.8
<b>Total Public Construction:</b>	<b>483.146</b>	<b>479.31</b>	<b>409.882</b>	<b>0.8</b>	<b>17.9</b>
Residential	11.641	11.586	10.082	0.5	15.5
Nonresidential	471.505	467.724	399.8	0.8	17.9
Office	15.892	15.756	13.232	0.9	20.1
Commercial	4.685	4.564	4.769	2.7	-1.8
Health care	13.815	13.561	12.502	1.9	10.5
Educational	102.702	101.669	87.99	1	16.7
Public safety	17.206	16.92	11.698	1.7	47.1
Amusement and recreation	18.687	18.588	14.8	0.5	26.3
Transportation	46.016	46.358	43.085	-0.7	6.8
Power	21.02	20.354	12.283	3.3	71.1
Highway and street	149.002	147.666	124.295	0.9	19.9
Sewage and waste disposal	40.573	41.157	37.284	-1.4	8.8
Water supply	28.295	28.128	24.294	0.6	16.5
Conservation and development	11.7	11.368	12.352	2.9	-5.3

1—Preliminary; 2—Revised

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

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

# People

*Continued from page 1*

offering, resources and programs to go to market, and succeed, in the evolving electrical device and systems industry.

In conjunction with Bausch's move, **Pung Chan**, a 20-year-company veteran, will now be taking on leadership of Pass & Seymour as the line's new vice president and general manager. Chan has been leading the Wiremold line since 2021, and also took on oversight of the Connectrac line as well.

Additionally, **Zac Bridgeman**, current VP and general manager for Legrand's Cablofil line, will now have oversight of the Wiremold and Connectrac product lines as well. Since joining Legrand in 2017, Bridgeman has guided the Cablofil team, particularly in service to the data center market.

As growth in that market continues, **Kevin Major**, a 16-year company veteran, will be stepping up to support Bridgeman as general manager for the Cablofil line. Major has been Legrand's resident expert and sales lead for data centers in supporting the electrical distribution channel.

*World Electric/Sonepar (Tampa, FL):* The company made several key changes to its leadership team:

**Brandon Cox**, in his 24th year at World Electric, has been named vice president of Sales-Central and West Florida. He and his team will be responsible for growing sales in traditional markets and new businesses such as solar and electric vehicles.

**Ben Austin**, who joined Sonepar 12 year ago, has been promoted to VP of Supply Chain responsible for supply chain and operations for Georgia and Florida. He manages all logistics, including the regional distribution centers, branch warehouse operations, transportation and safety.

**Jim Paolucci**, who came to World from Siemens, has been hired as director of Gear Sales for World Electric. In his newly created role, he will be responsible for growing all sales in the gear category.

**Kevin Massey** is now director of Lighting Sales. Also in a newly created role, he will be responsible for growth and expertise in the lighting category, project management and software solutions.

**Gabino Martinez**, has been promoted to director of Operations, South Florida. In this expanded role, he will focus on all

South Florida warehouse and regional operations.

*Omni Cable (OmniCable) (West Chester, PA):* **Clyde Hayes** was promoted to Houston's regional manager. In this capacity, He brings more than 30 years of industry experience to his new position, with 23 of those years dedicated to OmniCable. Most recently, he served as the sales manager for the Houston region.

With Hayes assuming his new role, **Brad Cook** recently transitioned to the regional manager role at OmniCable's Fort Worth location.

## Rep News

**JD Martin, Houston**, announced several strategic promotions within its leadership team in a post on LinkedIn and in a press release.

**David Dean** has been promoted to executive VP for the Southeast region. The JD Martin press release said Dean has years of senior leadership experience and a proven track record of developing talent and building cross-functional teams within the electrical industry.

In parallel, **Chris Schell** has been elevated to the role of regional vice president of Florida will spearhead all sales-related activities in Florida, while also focusing on nurturing talent and fostering growth within the region.

In the mid-Atlantic region, **Kevin Fugate** has been promoted to regional vice president, overseeing eastern Tennessee and Kentucky. He has been a business development consultant for JD Martin in the territory. He has experience in integrating multi-line manufacturer sales strategies in the region.

**Kunz-Powell & Associates**, Malvern, PA, announced on LinkedIn that it's now representing several new lines in western Pennsylvania: OmniCable, Ouellet Electric Heating, Southern Pipe and Reliance Controls.

**Yusen-NY** now represents Warmup Inc. in upstate New York. Warmup creates indoor/outdoor electric underfloor heating, freeze protection, heat trace cable and snow melt solutions. Warmup Inc. is the North American arm of Warmup plc and is based in Bethel, CT. The New England division of Yusen has represented Warmup since 2016.

Dauer Manufacturing, Miami, a manufacturer of LED landscape lighting fixtures,

lamps and transformers, appointed **Warren Thoma & Associates**, Huntley, IL, as their manufacturers' representative across multiple states in the U.S. With a line of commercial and residential low-voltage lighting solutions, Dauer will be the exclusive landscape lighting manufacturer within the Warren Thoma portfolio among garden centers, showrooms, electrical supply centers and irrigation supply houses in select states.

The team at Warren Thoma will report to Dauer's national sales director, Tom Rowe. Dauer will continue to be responsible for direct contractors, lighting only wholesalers, hardscape distributors and holiday lighting distributors in the newly appointed states and maintains its current sales team, which also includes sales director, **Curtis Butts**; sales managers, **Woody Luke**, **Nick Lahey**, and **James Kinchen**; and inside sales manager, **Matt Oakes**.

## Electrical Marketing

**Subscriptions: 877-382-9187**

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

**or ElectricalMarketing@omeda.com**

**Subscription rates:** \$99 per year. Group subscription discount rates are also available.

*Electrical Marketing* is published semi-monthly by Endeavor Business Media, LLC, 201 N. Main St. 5th Floor, Fort Atkinson, WI 53538. POSTMASTER: Send address changes to Electrical Marketing, PO Box 3257, Northbrook, IL 60065-3257. Subscription prices: U.S. (\$99.00); Canada/Mexico (\$99.00/year); All other countries (\$99.00). All subscriptions are payable in U.S. funds. Send subscription inquiries to Electrical Marketing, PO Box 3257, Northbrook, IL 60065-3257. Customer service can be reached toll-free at 877-382-9187 or at ElectricalMarketing@omeda.com for newsletter subscription assistance or questions.

Printed in the USA. Copyright 2023 Endeavor Business Media, LLC. All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopies, recordings, or any information storage or retrieval system without permission from the publisher. Endeavor Business Media, LLC does not assume and hereby disclaims any liability to any person or company for any loss or damage caused by errors or omissions in the material herein, regardless of whether such errors result from negligence, accident, or any other cause whatsoever. The views and opinions in the articles herein are not to be taken as official expressions of the publishers, unless so stated. The publishers do not warrant either expressly or by implication, the factual accuracy of the articles herein, nor do they so warrant any views or opinions by the authors of said articles.

**Editorial questions:** Jim Lucy, Editor-in-Chief — (913) 461-7679; or Michael Morris - mmorris@endeavorb2b.com; **Questions on online access to Electrical Marketing:** James Marinaccio, Audience Marketing Manager — jmarinaccio@endeavorb2b.com; **Inquiries about advertising in Electrical Wholesaling, EC&M or Electrical Marketing:** Mike Hellmann, VP - mhellmann@endeavorb2b.com