

The Story Behind Some Key U.S. Building Data

The U.S. Census Bureau's national Value of New Construction spending data on more than 80 construction sectors offers some good insight into what makes the construction market tick. On some level the various market segments are all inter-related, but many operate independently of each other, too. Some segments race ahead of the overall market because of the demands of the niches they serve, while others, like housing, lead and are linked to other types of construction.

Housing construction is directly linked to many different types of commercial and public building projects. One of the evergreen truisms of construction forecasting is that once new housing is built, strip malls loaded with retail and light commercial construction will follow to fill the needs of new home owners for dining, shopping, entertainment, gas, doctors' offices and many other services.

The U.S. Census Bureau data also reveals which sectors account for the highest percentage of Total Construction sales and which sectors are outperforming or lagging the market as a whole (see chart on page 2). One of the first things that becomes quickly apparent is how relatively few construction sectors account for the majority of total construction spending. At the top level, Private Construction accounted for a whopping 77.4% of total construction spending in April of \$1.31 trillion, dwarfing Public Construction, which accounted for 22.6% (\$296.12 billion). The other dominant category

Continued on page 2

Inside

J.D Martin grows in Louisiana..... p. 3

King Innovation sold p. 3

NEMA's EBCI strong in May p. 4

Rooney joins Crescent p. 6

An Informa Business Media Inc. publication. Publishers of *ElectricalWholesaling* and *EC&M* magazines.

Siemens Boosts Building Technologies Offering with Acquisition of Enlighted

Siemens AG, Munich, Germany, recently moved to add another established IoT technology provider to its growing Siemens Building Technologies division with a deal to acquire Enlighted, Sunnyvale, CA. The Silicon Valley startup has been instrumental in advancing the use of lighting systems as a backbone for sensor networks of all kinds and in helping customers gain intelligence from that data.

Enlighted will be managed as an independent legal entity and wholly-owned subsidiary of Siemens Industry, Inc. Terms of the agreement were not disclosed. The news came shortly after the announcement of Siemens' acquisition of IoT software platform provider J2 Innovations, which is also joining Siemens Building Technologies, as we reported in the previous issue of *Electrical Marketing*.

The Enlighted IoT platform, developed for commercial real estate, includes multi-

function sensors, distributed computing and software applications. The system analyzes and visualizes the collected sensor data and transmits it securely to a cloud-based service where customers can use it to drive down operating costs and improve the inner life of a building, Siemens said in a release. Its sensors can be installed in every light fixture with the ability to collect data 65 times per second to detect environmental and occupancy changes and react to lighting and HVAC (heating, ventilation, air conditioning) needs in real-time. The system is also able to locate people and assets within a building and analyze the occupancy of floors and rooms.

"Enlighted has a strong footprint in revolutionizing building intelligence by developing a multi-sensor-based IoT platform, using the power of data," said Matthias Rebellius, CEO of Siemens

Continued on page 3

Top 200 Distributors Supplying Some of the U.S.'s Largest Construction Projects

Although some nonresidential construction data points to a sluggish project market in the first half of this year, some of the anecdotal evidence is hard to ignore. Earlier this week, a \$1.5 billion project broke ground along San Diego's waterfront — the Manchester Pacific Gateway, which a post at www.sandiegometro.com said will feature a new regional headquarters for the U.S. Navy, two hotels, 1.1 million square feet of office space, 391,000 square feet of restaurants and shops, 4.5 acres of public open space, and 2,400 underground parking spaces.

There was good news for the construction industry up the coast in Los Angeles, too, where last month the Los Angeles County Metropolitan Transportation Authority approved almost \$2 billion in transit construction spending, including \$980 million for the nine-mile, seven-station Westside Subway extension of the city's Purple Line. An *Engineering News-Record* report said

that construction will start July 1. And last week in Denver there was a groundbreaking ceremony for a \$1.5 billion addition to Denver International Airport that will add 39 gates and all sorts of retail shops and additional services.

EM's editors found that Top 200 electrical distributors are also getting involved with some mega-projects across the United States. According to survey respondents for the annual listing, distributors are getting in on the action with projects including but not limited to data centers, Amazon warehouses, auto factories, hospitals and downtown mixed-use projects. Here's a sampling of other projects they are working on.

Auto manufacturing plants. Toyota/Mazda joint venture manufacturing plant in Huntsville, AL; multiple Big Three projects in Michigan; and Mercedes and Volvo plants in the Charleston, SC, market.

Continued on page 4

A Fresh Look at U.S. Value of New Construction Data

Continued from page 1

is private nonresidential construction, which accounted for 35% of all construction back in April with \$457.99 billion.

Things get even more interesting when you look at the individual construction sectors within the Private and Public Construction categories and see how a few categories dominate the market. New single-family construction is the largest of all the individual construction niches, with 21.8% of total construction spending, followed by general office construction (4.8%); and new multi-family housing (4.7%). Add in the private manufacturing category (5.1%); private health care spending (2.4%); electric power (5.3%); and public educational spending (5.5%); and we are already up to 49% of total construction spending.

The year-over-year (YOY) Value of New Construction data that *Electrical Marketing's* editors published in the chart on the individual market segments is preliminary data for April and should not be used as an indicator for the overall direction of any construction segment. But it's still interesting to see the dramatic double-digit YOY increases for some construction sectors that have made news over the past year. Airports, warehouses and mass transit projects stand out in the chart.

Electrical Marketing's database of construction projects shows more than 20 airport projects in various stages of development, and a study by Airports Council International – North America says, “U.S. airports have nearly \$100 billion in infrastructure needs during 2017–2021 to accommodate growth in passenger and cargo activity, rehabilitate existing facilities, and support aircraft innovation.”

And it's no secret that Amazon has been building warehouses like crazy across North America, although the company doesn't release any actual numbers. MWPVL International, a supply chain and logistics consulting firm, estimates that Amazon now operates 331 fulfillment centers and other warehouse and sortation centers with a total of 122.1 million sq ft. MWPVL's website says Amazon plans to build 37 more of its massive distribution facilities.

— Jim Lucy

Value of New Construction — Key Segment Spending (\$ millions)			
Type of Construction	Apr 2018 _p	% Change YOY	% of Total Value of New Construction
Total Construction	1,310,404	7.6	-
Total Private Construction	1,014,282	7.6	77.40%
Residential (incl. Improvements)	556,294	9.5	42.50%
New single family	285,703	9.6	21.80%
New multi-family	61,955	-4	4.70%
Nonresidential	457,988	5.3	35.00%
Lodging	31,098	15.6	2.40%
Office	65,003	6.3	5.00%
General	62,967	7.8	4.80%
Commercial (incl. Farm)	87,082	5.2	6.60%
Automotive	7,692	2.6	0.60%
Food/beverage	6,935	-20	0.50%
Shopping center	16,814	-4.5	1.30%
Warehouse	34,843	29.8	2.70%
General commercial	28,772	22.6	2.20%
Health Care	31,849	8.4	2.40%
Hospital	20,705	13	1.60%
Medical building	7,406	-1.9	0.60%
Educational	21,923	9.4	1.70%
Primary/secondary	4,748	13.6	0.40%
Higher education	13,376	5.1	1.00%
Religious	3,451	9.1	0.30%
Houses of worship	2,906	7.3	0.20%
Amusement and Recreation	14,324	12.1	1.10%
Sports	5,607	-6.9	0.40%
Transportation	18,107	42.5	1.40%
Air	6,303	142.1	0.50%
Land	11,144	11.5	0.90%
Power (incl. Gas and Oil)	92,094	-1.7	7.00%
Electric	69,165	-1.9	5.30%
Manufacturing	66,278	-4.3	5.10%
Food/beverage/tobacco	9,384	29.8	0.70%
Chemical	30,524	-16.1	2.30%
Plastic/rubber	4,377	214.7	0.30%
Computer/electronic/electrical	3,605	93.7	0.30%
Transportation equipment	6,746	-22.6	0.50%
Total Public Construction	296,122	7.7	22.60%
Hospital	4,726	29.2	0.40%
Airport Passenger Terminal	9,508	27.3	0.70%
Mass transit	8,814	31.6	0.70%
Educational	72,108	7.9	5.50%
Primary/secondary	47,067	9.4	3.60%
Higher education	22,465	2.7	1.70%
Public Safety	6,413	18	0.50%
Correctional	4,073	21.5	0.30%
Amusement and Recreation	10,916	8.6	0.80%
Sports	2,748	129	0.20%
Performance/meeting center	2,043	8.1	0.20%
Convention center	1,222	9.9	0.10%

Notes: Data from U.S. Census Bureau's latest Value Put-in-Place Report; p - Preliminary data

Power Products Buys King Innovation to Add DryConn Waterproof Connectors

Power Products, LLC, Menomonee Falls, WI, has acquired King Innovation, a manufacturer of construction-grade products for the irrigation, electrical, gas utility and landscape lighting markets. King Innovation will become part of Power Products' Electrical Construction and Maintenance (ECM) Division, which includes the brands Gardner Bender, Sperry Instruments, Bergen Industries and Calterm. King Innovation makes DryConn waterproof and dry location connectors and other products for the contractor and DIY markets.

"The acquisition of King provides us with a broad offering of innovative and proprietary products and supports our strategic initiative to grow rapidly in the electrical channel and expand into adjacent

channels. We are very excited to welcome King's management and employees to the Power Products family," said David Scheer, CEO Power Products.

King Innovation will continue to operate its R&D, manufacturing, and all customer support functions from its headquarters in O'Fallon under the direction of Frank Vlasaty, president.

"The acquisition of King ... creates a unique strategic platform for our distributor, retailer, and catalog partners," Mike Masino, president of the ECM Division, said. "Furthermore, King's industry leading range of products expands our electrical category providing further value to our end-user customers in the commercial, residential, and industrial markets."

Rep News: JD Martin Co. Joins Forces with the Schell Co. in Louisiana to Cover Gulf Coast

The JD Martin Co., Houston, Texas, recently announced a strategic partnership with The Schell Co., joining forces in the Louisiana and Mississippi region. Operations started June 1 under the name Schell Martin Company LLC of Louisiana. Craig Schell will continue to be the president of the operations in the Louisiana and Mississippi region.

"All of us at JD Martin are really excited to begin our operations in Louisiana with Craig and his team," said Greg Baker, president of JD Martin, in a press release. "We will be hiring all of the Schell Co. employees and we will be adding employees

there to support the growing business in the region."

Craig Schell, president of The Schell Co. said in the release, "I am pleased and honored to be joining the JD Martin team lead by Jim Carr and Greg Baker. JD Martin has demonstrated a long-time commitment to their employees, manufacturers and customers. Working together, I think we can bring more value to all of our stakeholders and continue to grow for many years to come."

There will be no changes to the JD Martin agency and it will continue its current operations in Texas and Oklahoma.

Siemens to Buy IoT Sensor Platform Provider Enlighted

Continued from page 1

Building Technologies. "With this move we are demonstrating our commitment to drive digitalization in the smart building industry."

In a letter to industry partners, Neeraj Purandare, Enlighted executive vice president of business development and alliances, said, "Siemens will invest in Enlighted's product lines and sales channels to broaden our product portfolio and enhance our operations. Enlighted will be managed as an independent legal entity and wholly-owned subsidiary of Siemens Industry, Inc. The Enlighted name and brand will be retained."

Enlighted recently introduced the fifth generation of its sensor technology with a heavy emphasis on future-proofing IoT systems by making sensors more easily upgradable by pushing software updates or swapping out the physical sensor units.

Siemens Building Technologies, based in Zug, Switzerland, with U.S. offices based in Buffalo Grove, IL, concentrates on whole building systems for automation, energy efficiency, fire safety and security. The group has a comprehensive set of HVAC offerings and, with acquisitions of J2 Innovations and Enlighted, appears poised to extend its offerings into lighting systems and sensors for a full-breadth IoT platform.

Around the Industry

LEDVANCE issues price increase for traditional products

With solid-state lighting (SSL) accounting for an ever-increasing share of its product mix, LEDVANCE, Wilmington, MA, announced a price increase for its traditional lighting products. In a letter sent out to its trade customers in the United States and Canada, Matt McCarron, the company's VP of Trade Sales US & Canada said:

"We will be implementing a price increase of 6-8% on traditional products. Specific category pricing will vary. The timing of the increase will be communicated in the near future. Excluded from this price increase will be all SSL products, components and drivers.

"The advancement of SSL technology is having a dramatic effect on the lighting industry. The rapid expansion of SSL into all lighting products has shifted considerable volumes away from traditional lighting products. As a result of this shift, volumes of traditional lighting products have been reduced resulting in the loss of scale benefits and ultimately raising costs on traditional products."

Is copper headed to \$5 per pound?

John Gross, publisher of *The Copper Journal*, has been working in the metals industry since the 1970s, and he has spent most of that time tracking metals pricing patterns. He is particularly adept at forecasting copper, an art and craft he learned as a broker on both the New York and London Commodity Exchanges and as manager of metal procurement for Cablec. In his latest note to *Copper Journal* subscribers, Gross says copper has a ways to run in its current surge.

"Over the past fifty some odd years, each time the price fell to a new low on an annual average basis, it subsequently rose to a new higher high," says Gross. "Sometimes it took two years to make the new high, other times three, or five years. The last high point was \$4.01 set in 2011, and the market fell sharply over the following five years to average \$2.20 in 2016. That represents a \$1.81, or 45% loss over the period, which also brought the market to an 11-year low.

"Since then, we've seen copper rebound, with the price averaging \$2.80 last year, and pushing it a just a bit more than 1¢ over the threshold of the five-year moving average. Last month copper averaged \$3.0640 on

Continued on page 5

Industry Events

June 11-14

NFPA Conference & Expo

Las Vegas; National Fire Protection Association, www.nfpa.org

June 13-15

IEEE Transportation Electrification Conference (ITEC)

Long Beach, CA; IEEE, itec-conf.com

June 25-28

NAED Women in Industry Forum

San Diego; National Association of Electrical Distributors, www.naed.org

July 18-20

NAED LEAD Conference

Austin, TX; NAED, www.naed.org

August 9-11

IES Annual Conference

Boston; Illuminating Engineering Society, www.ies.org

August 12-15

NAED Adventure

Minneapolis; NAED, www.naed.org

September 9-13

BICSI Fall Conference

San Antonio, TX; BICSI, www.bicsi.org

September 23-25

Missouri River Club Conference

Ozark, MO; NAED, www.naed.org

September 24-26

ALA Annual Conference

Asheville, NC; American Lighting Association, www.americanlightingassoc.com

September 24-27

Solar Power International

Anaheim, CA; Solar Energy Industries Association, www.solarpowerinternational.com

September 29-October 2

NECA Conference

Philadelphia; National Electrical Contractors Association, www.necashow.org

September 30-October 3

IES Street and Area Lighting Conference

Orlando; IES, www.ies.org

Top 200 Distributors Supplying Nation's Large Projects

Continued from page 1

Mixed-use construction projects. Detroit (Hudson's); New York (Hudson Yards); and Tampa, FL (Water Street).

Factories (non-auto). Braidy Industries \$1.3 billion aluminum plant and EnerBlu Inc. \$372 million battery plant in West Virginia; Foxconn headquarters in southeastern Wisconsin; and Swiss Krono in Barnwell, SC.

Hospitals. Cleveland Clinic; Cincinnati Children's Clinic; Memorial Children's Hospital and Penrose Hospital, Colorado Springs, CO; St. Jude Children Research Hospital, Memphis, TN; and St. Jude Hospital, Yorba Linda Hospital, Yorba Linda, CA.

Indiana. \$1.4 billion FedEx facility, and the Indiana University Hospital, Bloomington, IN; which Kirby Risk says will consist of approximately \$5 million in switchgear and \$12 million in lighting.

Iowa/Nebraska. Facebook, Google and Microsoft data centers in Omaha NE, Coun-

cil Bluffs and Des Moines, IA.

Los Angeles. Disneyland expansion, Los Angeles Rams football stadium; LAX; and infrastructure projects to start in the next 18 to 24 months for 2028 Summer Olympics.

Las Vegas. NFL Raiders' football stadium and Resorts World project.

New York. LaGuardia Airport, Moynihan Station, Jacob Javits convention center, JFK Airport, Long Island Railroad, Metro North Railroad & Port Authority projects.

Philadelphia. Comcast Center & Penn Towers and University of Pennsylvania medical center.

San Francisco. San Francisco International Airport, Transbay Transit Center and San Francisco Police Credit Union.

St. Louis. Centenne Tower and the new National Geospatial Agency (NGA) building (\$2 billion project); CityArch River Project; Ballpark Village near Cardinals' stadium; and new buildings at St. Louis University and Washington University.

— Jim Lucy

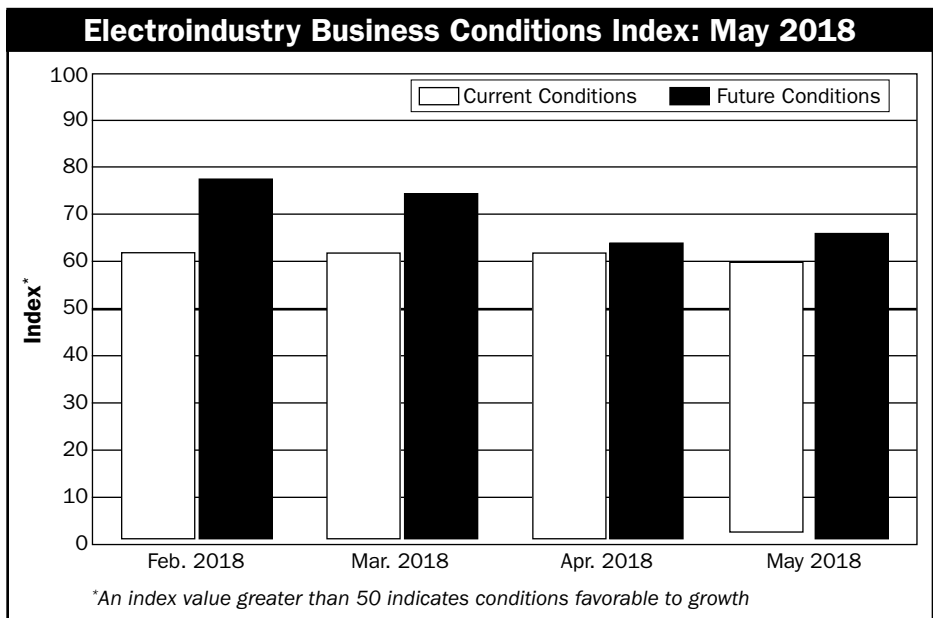
NEMA's EBCI Index Stays Bullish in May

The current conditions component of the EBCI remained essentially flat in May, ticking down by a statistically imperceptible 0.7 points from April to a value of 60 points for last month. Panel member commentary largely supported the numerical results, with mostly positive remarks about activity levels, but they did have concerns about trade and raw material costs.

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 rather than declining.

Panel members' expectations for conditions six months out was uniformly upbeat, though not overly exuberant, as the future conditions component expanded from 64.3 points in April to 66.7 points in May.



April Value of New Construction Solid & Tracking +6.6% Above 2017 Year-Over-Year

Construction spending during April 2018 was estimated at a seasonally adjusted annual rate of \$1,310.4 billion, +1.8% above the revised March estimate of \$1,286.8 billion, according to the U.S. Census Bureau. The April figure is +7.6% above the April 2017 estimate of \$1,217.7 billion. During the first four months of this year, construction spending amounted to \$387 billion, +6.6% above the \$363.1 billion for the same period in 2017.

Private construction. Spending on private construction was at a seasonally adjusted annual rate of \$1,014.3 billion, +2.8% above the revised March estimate of \$986.6 billion. Residential construction was at a seasonally adjusted annual rate of \$556.3 billion in April, +4.5% above the revised March estimate of \$532.4 billion and +9.5% over April 2017. Nonresidential

construction was at a seasonally adjusted annual rate of \$458 billion in April, +0.8% percent above the revised March estimate of \$454.2 billion.

Public construction. In April, the estimated seasonally adjusted annual rate of public construction spending was \$296.1 billion, -1.3% below the revised March estimate of \$300.1 billion. While Educational construction was at a seasonally adjusted annual rate of \$74.2 billion, nearly the same as the revised March estimate of \$74.2 billion, it's up 8.2% over April 2018.

The Transportation category which covers public mass transit projects and other large jobs, was also down for the month, with a -4.4% increase, but showed good year-over-year growth with a +13.4% increase.

Around the Industry

Continued from page 3

Comex, off 2.36¢ from April, but it was it was up 52¢, or 20% over \$2.55 last May. Through the first five months of 2018, the average stands at \$3.12, up 50¢, or 19% over \$2.62 through May of last year.

"While we wouldn't venture a guess as to what fundamental factors will move copper to the \$5 level, or how long it will take to hit that major milestone, history tells us it is just a matter of time before we get there. How will you prepare for this event to take place?"

If you would like to subscribe to *The Copper Journal* (www.jegross.com) and/or learn more about how to manage your wire and cable inventory, email him at john.gross@jegross.com.

City of Lincoln inks deal with Schneider for LED streetlights

The city of Lincoln, NE, home of the University of Nebraska Cornhuskers, is converting over to LED streetlights, according to www.1011now.com. The city recently signed a \$12.2 million deal with Schneider for more than 20,000 LED streetlights.

Jon Carlson, an aid to the city's mayor, said in the post at www.1011now.com that the city investing in the LED upgrade because the LEDs "have a better light, they're safer, they use much less energy and they're better for the environment.

"It's a pricey project, and those in favor of the switch say the investment will pay off," he said in the post. "We can use those energy savings and maintenance savings to pay back our savings account. It takes about 10 years, but an LED will last 25 years."

Irby wins supplyFORCE's 2018 Total Cost of Ownership award

Irby/Sonepar, Jackson, MS, a subsidiary of Sonepar was chosen by supplyFORCE as the 2018 TCO (Total Cost of Ownership) Excellence Award Recipient. This award recognizes Irby for going above and beyond to deliver value and drive savings. Irby was instrumental in helping supplyFORCE maximize their cost savings with product savings, labor savings, energy savings, inventory savings and process improvements.

Each year supplyFORCE recognizes distributors and manufacturers that deliver value to customers. This year's awards included best conversion, sales leadership and the Owner-Member of the Year awards.

Value Of New Construction Put In Place — April 2018

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

	Apr. '18 ₁	Mar. '18 ₂	Mo. % Change	Apr. '17	YTY % Change
Total Construction	1,310.4	1,286.8	1.8	1,217.7	7.6
Total Private Construction	1,014.3	986.6	2.8	942.6	7.6
Residential	556.3	532.4	4.5	507.8	9.5
New single family	285.7	285.6	0	260.7	9.6
New multi-family	62.0	59.8	3.6	64.6	-4
Nonresidential	458.0	454.2	0.8	434.8	5.3
Lodging	31.1	30.2	3	26.9	15.6
Office	65.0	63.9	1.8	61.2	6.3
Commercial	87.1	89.6	-2.8	82.8	5.2
Health care	31.8	31.3	1.7	29.4	8.4
Educational	21.9	21.9	0.3	20.0	9.4
Religious	3.5	3.1	11.2	3.2	9.1
Amusement and recreation	14.3	14.4	-0.3	12.8	12.1
Transportation	18.1	17.7	2.5	12.7	42.5
Communication	26.1	25.8	1.4	22.1	18.4
Power	92.1	89.9	2.4	93.7	-1.7
Electric	69.2	67.5	2.4	70.5	-1.9
Total Public Construction	296.1	300.1	-1.3	275.1	7.7
Residential	7.1	7.1	-0.2	5.6	26.4
Nonresidential	289.0	293.0	-1.4	269.4	7.3
Office	9.9	10.3	-4.6	7.5	30.5
Commercial	3.8	4.1	-7.4	3.3	16.9
Health care	9.7	10.3	-6.2	9.2	5
Educational	74.2	74.2	0	68.5	8.2
Public safety	9.2	9.2	-0.9	7.9	16.1
Amusement and recreation	11.3	11.3	0.5	10.5	8.1
Transportation	33.7	33.8	-0.2	29.7	13.4
Power	6.1	6.4	-4.4	4.9	25.6
Highway and street	88.0	88.8	-1	89.8	-2
Sewage and waste disposal	20.6	21.3	-3	18.6	10.7
Water supply	12.1	12.2	-1.4	11.6	4.1
Conservation and development	8.6	9.2	-6.7	6.8	26.3

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

Crescent Electric Supply Co. (East Dubuque, IL): **Tim Rooney** was appointed to Vice President–Construction Sales, where he will oversee the company’s construction business segment and interactions with industry associations and key customers.

Rooney brings more than 38 years of sales experience in both the electrical and lighting businesses to this newly created role. He began his career with GE Supply and has held senior sales management roles at Cooper Industries both at the corporate level as well as with the Crouse Hinds Division. At Emerson Electric, Rooney was the vice president of sales for EGS. He was also the vice president of sales at the Juno Lighting Group for seven years prior to their acquisition by Acuity. Most recently he was the vice president of sales for commercial markets at Hubbell Lighting. Rooney holds a bachelor’s degree in business from Rochester Institute of Technology.

Falls River Group LLC (Naples, FL): **Steve Smidler**, former president of Kaman Distribution, has joined the mid-market merger & acquisition firm as an executive transaction advisor. He will focus on industrials, technology and distribution companies, providing sell side, buy side and strategic planning assistance to Falls River Group.

Smidler was president of Kaman Distribution from 2010 to 2017 and oversaw 14 acquisitions and two divestitures during his time there. His more than 35 years in the industrial products sector brings significant knowledge of industrial automation, electrical, mechanical and fluid power products and value-add distribution channels as well as knowledge of international markets and global business culture, said a Falls River Group release.

Smidler is a graduate of Purdue University with a bachelor’s degree in electrical engineering technology. He received a Global Executive MBA from the Fuqua School of Business at Duke University.

“We are very excited that Steve is joining the Falls River Group Team and bringing leadership to the Industrials and Distributions sectors that we have served since our founding 25 years ago,” said Kerry Dustin, founder and chairman of Falls River Group.

Topaz (Holtsville, NY): **Greg Griswold**

has joined Topaz as their new regional sales director, a new position for the company. Griswold will be managing the NY, NJ and PA metro areas. Griswold has previously served as president of Cooper Electric Supply, regional director for WESCO, president of Monarch Electric Co. and most recently as president of Double G Partners, a manufacturer’s rep agency for the lighting and electrical industries. Carrie Schwabacher, Topaz VP of sales said, “Greg’s long-esteemed tenure in the electrical business will be a tremendous asset to Topaz. We look forward to seeing continued growth in the metro area and have confidence that Greg is the right person for the job.”

DiversiTech Corp. (Duluth, GA): This manufacturer of installation, repair, and maintenance materials, components and supplies for the HVAC and electrical markets appointed **Tom Wooldridge** as general manager of the company’s Morris Products business unit. DiversiTech acquired Morris Products in 2016 as a platform to better focus and service the electrical wholesale market and to expand its line of electrical and lighting products for its HVAC wholesaler customers.

Wooldridge comes to DiversiTech with more than 10 years of domestic and global leadership experience. He most recently served as product line manager of LED Lighting at Eaton’s Crouse-Hinds Division where he led an expansion of the product line and growth in sales. Prior to that, he served as global sourcing coordinator/director with Gorbel Inc., where among other achievements he instituted 6 Sigma and Lean principles to improve operational efficiencies. Wooldridge began his career working in marketing and sourcing functions for various companies in China.

Wooldridge holds a bachelor’s degree from Illinois Wesleyan University, a master’s degree in Mandarin and Chinese Economy from the University of Cambridge and a M.B.A. from the University of Rochester. He will be based out of the Morris offices in Queensbury, N.Y.

Obituary

Lee Nelson, founding principal and owner of Nelson & Associates, Santa Fe Springs, CA, passed away on May 20 in Palm Desert, CA. He got his start in the

electrical industry with a job at Wisconsin Electric Power Co. He also served as a product manager at Paragon Electric in Two Rivers, WI. When he became a regional manager for Paragon he moved his family to California. A few years later, he put together a proposal to become the Paragon rep for Southern California. Slowly but surely, a line card was filled and his rep business grew.

Lee was married to JoAnne Nelson for over 50 years until her passing in 2008. Together they raised four children: Kurt Nelson, Kathy Nelson-Groff, Todd Nelson and Lisa Nelson-Moore. Lee and JoAnne shared in their joy over their six grandchildren: Joann Groff-Gillett, Katherine Groff-Dickelman, Thomas Nelson Groff (Kathy), Brooke Emily Nelson (Todd), Madelynn JoAnne Moore and Lillian Jean Moore (Lisa).

Lee later remarried in 2013 to Darlene Nelson, who preceded him in death. He will be cremated and placed in the Veterans Memorial Cemetery with his wife JoAnne.

Electrical Marketing

Telephone: (913) 967-1951

Fax: (913) 514-6800

Subscriptions: (866) 505-7173

Subscription rates:

Electrical Marketing now offers a special \$395 introductory rate for the 1st year only. Renewals come at the \$595/year standard rate for all digital access and print subscription. Group subscription discount rates are also available. For subscription information, please contact our Customer Service Manager Diane Mason directly at 913-967-1877 or diane.mason@informa.com.

Electrical Marketing is published twice a month by Informa Business Media Inc. 9800 Metcalf Ave., Overland Park, KS 66212. For subscriber services, write to Electrical Marketing, P.O. Box 2100, Skokie, IL 60076-7800 USA; call (866) 505-7173 (US) or (847) 763-9504 (Outside US).

PRIVACY POLICY: Your privacy is a priority to us. For a detailed policy statement about privacy and information dissemination practices related to Informa products, please visit our Web site at www.informa.com.

Doug Chandler, Editor, (913) 967-1951
Jim Lucy, Contributing Editor, (913) 967-1743
David Eckhart, Art Director
Sonja Trent, Audience Marketing Manager
Linda Reinhard, Vice President & Market Leader

In Memoriam:

George Ganzenmuller, 1924-1986
Thomas Preston, 1927-1991

© Copyright 2018, Informa Business Media Inc. All rights reserved. Reproduction in any form whatsoever is forbidden without the express permission of the copyright owner.