

February 2018



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# The Supply Line

## From The CEO

For those of you who watched January’s National Championship football game, I need to ask: Have you ever seen a more exciting finish? I am still struggling to believe that Alabama spotted Georgia 13 points, managed to halt Georgia’s momentum, dominated much of the 2<sup>nd</sup> half and then won in overtime with a backup quarterback. While most of us could agree that ‘Bama’s Nick Saban was and is a remarkable coach, I did not put him on the same pedestal where I put Coach Paul “Bear” Bryant.

Besides, the Dawgs just looked too strong to allow Alabama back into the game. Boy, was I wrong!

Following the game, the *Tampa Bay Times*’s sports columnist Tom Jones wrote an article titled *Arms Wide Open, Humility, forgiveness, bonding*. This article opened my eyes to a Nick Saban I had never seen. With five national titles in nine seasons, Jones asked, “How does ‘Bama do it?” For starters, it is talent.

We all know that in college sports, success breeds demand; “demand” as in thousands of young high-potential recruits wanting to join a winning program such as ‘Bama’s with the hope of having an opportunity to participate and contribute to ongoing success. Needless to say, Alabama’s past success has all but guaranteed Coach Saban will have no shortage of talent anytime

soon. On the other hand, the other Top 25 programs, led by head coaches at Georgia, Oklahoma, Clemson and Ohio State will also draw scores of talented recruits. The question begs to be answered, How does ‘Bama do it better than anyone else?

According to Jones, the Tide has something special that many of us do not typically associate with Division I sports excellence and that something is humility. I have heard fans of other football programs claim that Saban is the opposite of humble; arrogant, cold and ruthless. Jones goes on to write “that could not be farther from the truth.” Saban is very humble.

Jones’ article stated, “Everything that is great about Alabama - its humility, its attention to detail, its work ethic, its bond to one another, its forgiveness of one another - was on full display in ‘Bama’s amazing comeback.” “You see, humility isn’t thinking less of yourself. Its thinking of yourself less. It is putting everyone else ahead of you.”

Regardless, Saban is on track to become one of the best coaches ever; at any level and in any sport. While Saban’s five national titles is short of The Bear’s six, Saban has been at it as a head coach for 11 years and The Bear led the Tide for 25 years. Short of a meltdown, I

think it is safe to think that Saban will easily eclipse The Bear’s record within a decade.

Mixed with the right business instincts, Saban’s leadership would enhance almost any business.

Humility is a wonderful thing. On a recent Saturday in Washington DC, The Mother of All Rallies, a pro Trump event, was about to be disrupted by an opposition group of protesters. Before things turned ugly and perhaps violent, the organizer of the event, Tommy Hodges (AKA Tommy Gunn), invited a counter protester, Hawk Newsome, President of Black Lives Matter to take the stage and speak. As Hodges coaxed the crowd to show respect and listen, most of the tension was defused.

By unexpectedly turning the microphone over to an adversary at a rally, his rally for Pete’s sake, Hodges showed a great deal of humility. As Newsome spoke, he and the crowd agreed that all lives matter. Newsome spoke out against the lack of justice for blacks in America. He closed on a high note by saying, “If we really want to make America great, we do it together” and that statement resulted in cheers.

Following this event, Newsome

*Continued on page 2...*

## Birthdays

Billio Patton	2/06
George Adams	2/13
Mike Kerr	2/16
Tracy Murphy	2/19
Edmund Speights	2/19
Alex Vazquez	2/20
Jason Tregler	2/22
Byron Lynam	2/27

## Anniversaries

Andrew DiFranco	23 years
Denese McKinney	23 years
Bill Daniels	22 years
Nora Rodgers	13 years
Anthony Thompson	13 years
David May	12 years
Alexis Acosta	11 years
Wilfredo Irizarry	10 years
Mike Cronin	10 years
Alex Vazquez	10 years
Jacqui Greene	5 years
Arthur Barrios	3 years
Jack Carroll	3 years
Nichole Gumiela	1 year
Tyler Cable	1 year
Kim Granda	1 year
Tracy Guile	1 year

**Thank you for your service and dedication. Electric Supply appreciates you!**

## From the CEO, continued...

shared that he had expected hostility, anger and the possibility of violence, “but the one thing I did not expect was an invitation to speak on that stage.” Hodges inviHolmes to speak was huge!

Thanks to Hodges’ humility and Newsome’s speech, there was a sense of unity expressed by protesters on both sides. One other thing I especially liked is that in spite of many strong opposing views, Hodges and Newsome put the good of our country above the good of their respective movements.

I take comfort when I see you place the good of Electric Supply’s entire team above what might be best for you or your department. Fortunately, we are not frequently faced with these either/or decisions and when we are, we can generally find a good solution with little to no negative impact on anyone. This typically requires a deeper dive, critical thinking and a larger time commitment but delivers a greater ROI than a quick, off-the cuff solution.

If I am not careful, I can allow personal experiences or a hectic schedule to trigger a close-minded response to your questions or suggestions. During these conversations, it is my responsibility to show you respect by being open-minded, engaged and focused on you.

From business conditions to politics, one of the things that

helps me remain open-minded is to strive to read two daily newspapers, the conservative Wall Street Journal and the more liberal, Tampa Bay Times. Some of my friends have shunned newspapers because according to them, one “can’t believe anything in the newspapers.” This is just wrong and to me, extremely sad. All reporters occasionally make mistakes (who doesn’t other than liars, those who do nothing and the dead?). Overall, mistakes in these newspapers are minimal. There is great journalism to be found in each of these papers and numerous others. When we only open our minds to views we support, it is nothing short of intellectual inbreeding that stunts our growth.

At Electric Supply, most of you are awesome when it comes to listening with an open mind and delaying your responses to opposing opinions until you have all the relevant facts; facts that pertain to an opposing view as well as your view (both + and -). I occasionally struggle to keep an open mind, particularly when tired which can be very dangerous.

Another tool I try to utilize to overcome being close-minded is self-awareness. This includes the ability to realize when my energy is low, my mood is negative and my objectivity is overrun with emotions. When in a personal funk, the best response I found is to find a reason to be grateful and then to double-down on the

funk by showing co-workers greater respect. Without having the ability to recognize a personal funk, one is more likely to be disruptive and alienate co-workers.

Even when we’d like to “Kill the messenger,” we must remember to treat everyone, including the messengers with respect. Holmes and Hodges displayed respect to each other which helped calm volatile crowds.

Stephen Covey said, “Most people do not listen with the intent to understand; they listen with the intent to reply” which severely limits the ability to absorb without bias. Bias frequently filters or blocks valuable information. I know because I’ve occasionally fallen into this trap. To counter this common weakness, Isaac Lidsky suggests in *Eyes Wide Open* that we learn to listen like lawyers. By the way, Lidsky is completely blind and had been a successful child actor, clerked for Supreme Court Justices Sandra Day O’Conner and Ruth Bader Ginsburg and today, runs his \$150-mil contracting company in Orlando. Lidsky claims “You should listen as though you’ve been retained as counsel for the speaker, charged to ensure that he is understood. Listen with focus, listen with purpose, listen actively; listen like a good lawyer conducting a deposition.” Please check out Isaac Lidsky’s eyes wide open

## From The CEO, continued...

philosophy as explained in his viral TED Talk.

And if your core values push back at what you are hearing, strive to continue to listen like a lawyer until the speaker is finished. After listening carefully and giving what you heard thoughtful consideration, you can ask clarifying questions and then later decide whether or not to push back.

While some circumstances might stoke anger, maintaining a sense of objectivity and civility will deliver the most favorable outcomes. At 69 years old, I cannot think of one situation that I have experienced that should have prompted an angrier response. There have been numerous times that I should have shown greater passion but greater anger? Never.

I hope that some of my examples have resonated with you as the stories about 'Bama and The Mother of All Rallies resonated with me. If we are going to strive to make Electric Supply the best company in the world to our people, our customers and our suppliers, every one of us must also be better listeners, more open-minded, engaged in critical thinking and more respectful of each other.

If you've read this far, thank you.

You're the best!



PS: As I wrote this article, did I imagine or hear a gentle, familiar "Roll Tide?" Was that you, Dad?

## Leadership Change

Congratulations to our new President, **Harry Irwin!** George will continue his role as CEO and Chairman of the Board.

## Profound Reflections

with Shaker Brock

"Me: I'm actually happy right now.

Life: LOL give me one sec please."

*unknown*

Life is full of ups and downs. There are going to be surprises every day. Some good, some bad. The key to a happy fulfilling life is to enjoy the good times and make some unbelievable memories. Do something great and have no regrets while at the same time develop the ability to get up and brush yourself off when life hits hard. If you are unhappy with something in your life make a change. Make the absolute best of your life. It's the only one you have.

## Family News

Congratulations to **Nichole and David Gumiela!** They welcomed their first child, Aubrey Juliet Gumiela, on January 23rd. Aubrey was 7lbs 13oz at birth.

Congratulations, Gumiela family, she is beautiful!



## Caption this Photo Contest



Submit your captions to **Kelly Oertle** for a chance to win a gift card. Entries must be received by February 23rd. One entry per person, please.

Photo credit: **Kyle Long**

## E-Shock Meeting

The next E-Shock meetings will be Wednesday February 21:

- 6:00 am Outside Shipping Office
- 9:00 am Training Room
- 3:00 pm Training Room
- 5:15 pm Training Room

### Preliminary Agenda:

- 2017 Financial Results
- 2018 Projections
- Future Projects
- Any items that you would like to discuss.

## Important Phone Numbers

EMPLOYEE ASSISTANCE PROGRAM (EAP)	FAX (800) 500-0993
BENSINGER DUPONT PHONE (866) 757-3271	FLORIDA BLUE MEDICAL MEMBER SERVICES (800) 583-9072
CONSUMER CREDIT COUNSELING SERVICE	WWW.BCBSFL.COM
HILLSBOROUGH (813) 289-8923	INSURANCE QUESTIONS
OTHERS (800) 388-2227	BOUCHARD INSURANCE
	JEAN KELLY 727-373-2916
ETHICSLINE	SHELLIE DUPUIS 727-373-2907
TO REPORT SUSPECTED ETHICAL ABUSES & FRAUD	
PHONE (800) 500-0333	

### IF YOU HAVE QUESTIONS REGARDING YOUR ELECTRIC SUPPLY BENEFITS, OUR EXPERTS HAVE THE RIGHT ANSWERS.

Ann Lockwich - Insurance: health, dental, vision, disability and other supplemental insurances

Gary Straub - 401K

Harry Irwin - ESOP

**Mission:** At Electric Supply, we exist to be the distributor of choice to our targeted customers by delivering a unique and innovative customer experience that is as near to perfect as humanly possible while remaining both competitive and a sustainable organization.

**Vision:** Electric Supply's vision is to be the best company in the world, to our people, our customers and our suppliers.

### Values:

- Safety
- Honesty
- Respect
- Success
- Humility
- Confidence
- Sustainability
- Community
- Trust
- Responsibility
- Enthusiasm
- Empowerment
- Environment
- Diversity
- Flexibility and Discipline
- Happiness and Friendships

## From The Suggestion Box

1. Auto air fresheners in bathrooms – Anonymous 7/13/17
  - a. Automatic air fresheners do not address the source of odor but rather waste freshener on an area that isn't affected. We use the can air fresheners to cover up the bad smell as soon as possible, closer to the source. This is assuming that team members and guests do not neglect to use the can air fresheners. We have purchased a new air freshener for our restrooms that we hope you feel it will better address odors than the previous one.
2. Replace D warehouse reel primary pallets with wooden planks to reduce gaps and increase space – Jona Garcia 6/21/17
  - a. We are not going to move forward at this time. Mike Cronin has met with Jona and realized we need them on a pallet for stock rotation. We need to do a much better job with stock rotation and we will give credit to Jona for reminding us of that. Thank you!
3. Could you please move the wrapper? They turn off the fans that are supposed to keep us cool – Joyce Hoover 6/20/17
  - a. There has been a lock box installed to control the fans. Hopefully this has helped with the operation of the wrapper and has not interfered with the fans.
4. We should keep some money in the building just in case someone does a cash return – Henry Van Petten 7/13/17
  - a. Due to the amount of cash sales, it is not practical to keep additional cash on the premises. We have procedures in place to take care of any large amounts of cash returns with other forms of payment. Please see Harry Irwin if you have any questions.
5. New phrase: "We make the impossible, possible". – Johnny Godwin 6/12/17
  - a. Thank you Johnny, that's very creative! As you know, we have recently launched "Yellow Means More". We will keep your suggestion in mind! - George Adams

## From The Suggestion Box

6. Cover all the spaces by the employee gate with the same rock for 4419 – **Narkaly Fernandez**
  - a. Thank you for this suggestion! Nate has added the rock to match the customer spaces. We hope that all of our guests and owners find this a great upgrade to our property.
  
7. Can we have our drivers call their next stop prior to getting on the road? I believe this one step will help set us apart from our competition. At least this way, our customers will know ahead of time that their delivery is on the way and have an idea of when it will arrive. – **Kyle Long**
  - a. This is an important step in the delivery process. Warehouse management will be reminding our drivers of this process in their next meeting. Please remember that we at ESI are striving for MORE (Yellow means MORE); keeping our customers informed is a part of our goals.
  
8. We need connected calendars- all of us have outlook. Why not have all of the events, days off, etc., in a ESI calendar – **Tim O'Connor** 10/17/17
  - a. Currently, there is a scheduling assistant in outlook to use if you are trying to schedule something with another owner. It will show you when they are available or if they are busy. It will not show the details of your event in the calendar. We are looking into adding a functional feature such as this one in the new favorite's page or employee portal. As for the time off email, there is no way to export that from paycom to reflect in another calendar. We will continue to send the time off email every morning; if you wish to be added or deleted from these, please contact Sarah Garlick. Thank you for your suggestion!
  
9. Primary 'Fill up Tags': Leave a special colored tag on stand up forklifts for each warehouse so that anytime a will call person needs to bring an overstock pallet down for a small quantity, when no one from that warehouse is in, they can leave the pallet on the floor and put the tag on it so when someone from that warehouse comes in they are already aware (by the tag) to refill the primary” – **Jona Garcia** 11/6/17
  - a. We are implementing a small change to our current replenishment process. We will now have white TOTES strategically placed in the warehouses. These should be placed on any over stock item that needs to be replenished in its respective primary.  
  
Currently, we ask all pickers (shipping, will call, or counter sales) to replenish as they go. Realistically, this may not always be possible. We needed to find a way to let the warehouse team know when a primary was empty. Jona Garcia worked with warehouse management to find a simple and cost effective way to signal that this is needed. By having our primary locations stocked, we will save time and frustration. Thank you for your help with this. Please give us feedback on this change and on anything else that needs to be looked at.
  
10. Have a request form for maintenance requests on the favorites page; especially on the new version that is being built – **Brian Gafford** 10/24/17
  - a. Thank you for your suggestion. We will be creating a new form for maintenance requests that will be on the new favorite's page.
  
11. Can we laminate a photo of all the parts & pieces that should be included and attach it to the rental tools? – **Kyle Long**
  - a. Thanks to **Kyle Long** and **Steve Ingram**, this suggestion has already been approved and implemented. Customers now receive a diagram that shows all parts checked out to them so that anywhere they return it (counter, will call or through our driver) we will all be informed about which parts they need to have had.

## Join Us At The Fire Pit

Electric Supply team members are invited to join us at the fire pit for beer, wine and snacks. Date and time to be announced.

## Quality Quote

“The super successes of our culture aren't people who do not fail, but simply people who know that if they try something and it doesn't give them what they want, they've had a learning experience.”

- Robbins

## February Fun Facts

### *Symbols of February*

Birthstone: Amethyst

Flower: Primrose

Zodiac: Aquarius and Pisces

### *Holidays*

Mardi Gras - 2/13

Valentine's Day - 2/14

Ash Wednesday - 2/14

Chinese New Year - 2/16

President's Day - 2/19

Black History Month

American Heart Month

Chocolate Lover's Month

National Bird Feeding Month

National Dental Month

## From The Suggestion Box, continued...

12. Can we take the total of our sales ticket and transfer that amount to virtual merchant? – **Henry Van Petten**
  - a. Currently Virtual merchant does not integrate with Eclipse. Eclipse does have a different credit card processing company that integrates with Eclipse, but at this time we are not switching.
13. At the beginning of each year (if you qualify) employee's should be given the opportunity to buy 1 week of vacation time and have it deducted out of their paycheck every pay period until it is paid for." – **Jack Carroll 12/5/17**
  - a. Electric Supply believes that team members would prefer not to have money come out of their paycheck for additional PTO; Please review our policy in the employee handbook. Team members also have the option to roll PTO into banked sick time.
14. The blood mobile either gives out blankets to shirts to people who donate; try giving employee's 2 hours of PTO for every time they donate." – **Jack Carroll 12/5/17**
  - a. Thank you for your suggestion. Giving blood is a personal decision and many people cannot give blood due to a variety of reasons. Electric supply gives time to donate to those who are able. No additional PTO will be allowed.

### Updates:

- I've noticed that a lot of time taking EMT conduit out that it has rust in it. Wanted to see if there is something we can get to spray in the side to prevent this. – **Damon Smith**
  - a. After further consideration, it has been decided that we will make the Zinc it spray more available for the drivers to use as needed. Thank you for your suggestion!

Thank you for all of your suggestions throughout the year! We have had a great first year of receiving suggestions and getting together a functional process that will allow us to track them all. We are always open for new members! If you are interested in joining the suggestion group, please email us at [esi.suggestions@electricsupplyinc.com](mailto:esi.suggestions@electricsupplyinc.com). As we mentioned earlier this year, we have changed the reward process for all incoming suggestions. For any suggestion turned in, you will receive a \$10 subway gift card. For all suggestions that are implemented, you will be entered in a drawing for \$500. All other suggestions go into a separate drawing for \$100. For 2017, the new rules apply to suggestions turned in May 1<sup>st</sup> through December 31<sup>st</sup>.

We had a total of 8 implemented suggestions in our drawing for \$500, and a total of 21 in the drawing for all other suggestions with a prize of \$100. We would like to congratulate **Jona Garcia** and **Kyle Long** as our drawing winners!

Jona suggested that we update our replenishment process in the warehouses.

Kyle suggested that we have our drivers call their next stop before they get on the road.

We would like to congratulate them once again and remind everyone to submit a suggestion!

If you submitted a suggestion in 2017 and have not yet received your gift card, we are in the process of ordering more. You will receive an email when you are able to pick one up.

## Warehouse Person of The



After receiving is done, **Jona Garcia** takes it upon himself to go to the pipe yard or wire room and help out.

Thank you, Jona for all your extra help!

## Driver of the Month



**Damon Smith** does an amazing job, whether it's helping out others, putting material away at Teco, or giving up his Saturdays to help ESI and our customers by making special deliveries.

Thank you, Damon!

24 HOURS OF TAX PREPARATION WITH UNITED WAY SUNCOAST. **PLEDGE TO SAVE!**  
**FEBRUARY 9-10, 8AM-8PM . HCC (DALE MABRY CAMPUS)**

# TAX-A-THON — 2018 —



## JOIN US FOR TAX-A-THON 2018!

Have your federal tax return prepared, e-filed & direct deposited for **FREE!**

If you earned less than \$66,000, you don't need to pay \$200 or more for simple tax preparation. IRS-certified volunteers will prepare your taxes and ensure you get the largest refund for which you qualify. You may also be eligible for the Earned Income Tax Credit (EITC) when you file.

For more information, visit [unitedwaysuncoast.org/free-tax-help](http://unitedwaysuncoast.org/free-tax-help), dial 2-1-1 or text VITA to 51555.

Friday and Saturday, February 9-10  
8 A.M. – 8 P.M.  
Hillsborough Community College (HCC)  
Dale Mabry Campus  
4001 W. Tampa Bay Blvd  
Social Science Bldg, 2nd Fl  
Tampa FL 33614

**VITA**  
VOLUNTEER  
INCOME TAX  
ASSISTANCE



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# The Supply Line



*An Employee Owned Company*

## Visit us on-line

In addition to the monthly Supply Line newsletter, you can check on important upcoming events anytime on-line.

Visit us at [www.electricsupplyinc.com](http://www.electricsupplyinc.com)

To sign up for our eSupplyLine, please e-mail us at [esupplyline@electricsupplyinc.com](mailto:esupplyline@electricsupplyinc.com).

We welcome your comments and suggestions. Send your suggestions to [esi@electricsupplyinc.com](mailto:esi@electricsupplyinc.com).

Thank you!

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