

January 2018



An Employee Owned Company

A CHARTER MEMBER



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The Supply Line

From The CEO

Happy New Year! I hope you enjoyed your holidays, paused to appreciate special moments and are ready to tackle 2018.

To say the least, 2017 was an unusual year at Electric Supply. Last January, I think we were all enjoying not being in hurricane season and wishing for an inactive year; certainly not anticipating a surge of storm-related sales at someone else's expense. Did anyone expect to experience steroid-level growth in any market segment? Would an already strong resi-market segment grow by one-third? No way.

Yes way in Wildwood as their sales, which are mostly residential grew by a whopping 34% over 2016's sales.

At the end of October, Year-To-Date 2017 total sales for Electric Supply were roughly 5% greater than 2016's sales; on track for nice, modest growth. Then, we were hit with the largest three-month surge of business I have ever witnessed. Most of the sudden growth came through international sales but we were very busy across the board as every sales group was churning.

Due to the excellent track record and reputation of our international team, some huge disaster recovery orders were placed with Electric Supply. Some of this activity will carry into 2018. For 2017, interna-

tional sales will be close to doubling 2016's sales results!

Our proven track record of offshore business also helped us obtain storm recovery sales orders from domestic utilities who were tasked with aiding recovery in the Caribbean.

No matter how rapidly the empty shipping containers and flatbeds arrived, material was quickly loaded to be shipped offshore.

One thing was certain: You stood ready to absorb whatever came our way. Procurement, warehousing, delivery, finance, and really, our entire team worked together extremely well proving that Electric Supply is definitely a scalable organization as you showed just how awesome you are. Thank you and congratulations for a job very well done!

As we move into 2018, I think we can agree that a no-storm hurricane season is something we would love to have! Looking at our traditional business without non reoccurring sales, I think we would have seen overall market conditions improve for the 8th consecutive year in 2017 and more of the same in 2018 but and this is a big but: in consideration of the recently passed tax bill and the abolishment of many business regulations, we might be on

the cusp of the largest surge in business spending, i. e. potential sales, in decades.

From a financial standpoint, cash flow and profitability are more important than sales growth but considering that much of our profitability comes from manufacturer rebates which are driven by sales growth, I hope you can understand why growth and in particular, IMARK growth is very important at Electric Supply.

As usual, nothing will come easy in 2018 as we have some excellent competitors chasing every credit-worthy customer in our markets; each competitor with their unique strengths and fortunately, weaknesses.

Our challenge will be to leverage all of our strengths (our most important strength: you!) to minimize our weaknesses (most notably, our size) as we compete against giant national and international distributors as well as alternate channel distribution.

One thing I hope we can work on in 2018 is improving the quality of life for those of you who are under unhealthy levels of stress. Even if our positive impact on your quality of life is small, this is something we must pursue. While I appreciate a certain level

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Birthdays

Harry Irwin	1/01
Mike Cronin	1/02
Jonathan Bailey	1/02
Chase Vazquez	1/07
Narkaly Fernandez	1/08
Matt Coffey	1/11
Phil Albury	1/12
Erni Stinson	1/13
Carlos Cotto	1/13
Scott Dubois	1/20
Tim O'Connor	1/22
Bill Prall	1/26
Saul Cothran	1/27
Mark Owens	1/27
Tom Stark	1/29
Derrick Alexander	1/29
Steve Ingram	1/30

Anniversaries

George Adams, Jr.	48 years
Gary Straub	19 years
Shaker Brock	17 years
John Steele	17 years
Brian Randazzo	15 years
Dea Valdes	13 years
Johnny Godwin	13 years
Jack Griffin	12 years
Justin Halsema	8 years
Blake Torres	1 year

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

From the CEO, continued...

of stress in my life, too much of it for any of us often leads to irritability, instability, disease, and death.

Compared to 35 wealthy, pre-dominately Western nations, Americans' lives are shorter, despite spending thousands more per capita on health care. Obviously, we cannot change this trend at Electric Supply but we can work individually and as a team to reduce stress and help each other lead a healthier life-style.

The enlarged C&I/quotations & Project Management office should be a positive step as the old office was energetic but way too crowded, loud and distracting. During the year, I hope we

can improve our options for quality breaks at Manhattan, Pikes and Branch 4. In spite of the interruptions, occasional breaks reduce stress and have a positive impact on our attitudes and in the long run, occasional breaks will definitely increase productivity.

If we can improve processes and our discipline to follow a greater number of sound procedures, we will also lessen the stress for those who are frequently tasked with correcting repetitive mistakes created by others. Mistakes are part of life but always add to our overhead.

As a team, we can and will work together to discover other options to improve our quality of

life at work. To realize our vision "To be the best company in the world" to you, improving quality of life is critical.

I am excited about our future and the privilege of working with you. Thank you for a challenging, exciting and successful 2017. Let's make 2018 our best year yet!

You're the best!



PS: I look forward to seeing you at either the Manhattan fire pit gathering on Thursday, January 4 or sharing a meal in Wildwood, Saturday, January 6.

Warehouse Person(s) of the Month



Fabian McKnight, Dallas Waugh, Leo Velez, Juanita Cortes (the early T&B Team)

They have been super flexible even with all the late hours and the quality of T&B receiving has increased as well.

Everyone has worked very hard, no matter what it took to complete the job. Great job, thank you team!

Driver of the Month



Wilton Rodriguez continues to do a great job as a driver and his customer service is top notch. He has also gone above and beyond to help our customers and co-workers by taking on other stops from different routes.

He comes in with a smile and no matter how light or heavy his day is he never complains and always says, "yes, I can do it."

Great job, and thank you Wilton!

Shout Out Nominations

Tracy Murphy is a Top Notch Project manager and many ESI customers have mentioned what a great job she does keeping them aware of what is happening on their projects.

We have numerous EC's and OSR's requesting her to be the PM on their projects which is a testimony to her dedication to her work. - nominated by **Dan Hockett**

The Will Call Team is awesome! Watching them interact with are customers; they are well loved by all! - nominated by **Kyle Long**

During the holidays (Tuesday 12/26) *Sarah Garlick* covered both Jon and Jacqui's duties. She posted cash receipts while answering phones at the switchboard and her regular workload. Everything was posted and balanced on time, she even stayed extra late to cover phones. She has a can do attitude and is always willing and happy to help out. Her quality of work is top notch! - nominated by **Kim Bausch**

Family News



Congratulations to **Narkaly Fernandez**, she became a grandmother for the first time! Son Andres and daughter-in-law Anakaren welcomed Karina Andrea on December 29th. She is the first grandchild in Narkaly's family, as well as Anakaren's family, so she will be spoiled! Congratulations to the Fernandez family!

Standing Ovation Award

Congratulations to **Kim Bausch!**

Kim has been selected for the Standing Ovation Award for December 2017.

Kim was nominated by **Denese McKinney** for Going the Extra Mile and Quality of Work. According to Denese, "One of our customers closed their doors and walked away from all of their jobs that were underway. Kim played an instrumental part in helping Electric Supply collect money owed on each of these projects by working with the General Contractors and our Quotations Department to help get it resolved. Through her persistence and hard work, ESI was able to successfully collect on each project and we did not suffer a write off. Thank you for doing a great job!"

Thank you, Kim for your quality of work and going the extra mile!

As the winner of the Standing Ovation Award for December 2017, Kim will enjoy an upfront parking space for the month of January, a \$50.00 bonus, and a lunch hosted by George.

Profound Reflections

with Shaker Brock

"An optimist stays up until midnight to see the New Year in. A pessimist stays up to make sure the old year leaves."

-Bill Vaughn

As we usher in a new year think of it as a blank canvas, a new start, and a chance for greatness. Have you set your goals yet? What are you going to do this year for yourself? To be happier? To achieve your dreams? Remember anything is possible! Whether you are an optimist, a pessimist, or somewhere in between here's to a fantastic 2018.

Making New Year's Resolutions Stick

Research suggests that approximately half of all Americans make New Year's resolutions yet only 8% actually achieve them.

How can you join this elite few?

Clearly define your goals. The first step to behavior change is to clearly understand what "it" is.

Track your progress. "If you can measure it, you can change it" is a fundamental principal of psychology.

Have patience. You must set realistic goals and realize that progress is never linear. Making lasting changes takes time.

Publicize your goals to friends and family. Social support is critical, to dramatically increase your odds of success you'll want support from those around you.

Put it on your schedule. Make your new goals a priority and actually schedule them into your calendar.

Stop "all or nothing" thinking; it's better to do something than nothing. Any effort towards your goal is better than no effort.

Get up, when you slip up. Resiliency is the key. Don't turn relapses or temporary failures into total meltdowns or excuses for giving up. Instead, just acknowledge the mistake and recommit to the path.

- Forbes.com

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
ETHICS LINE	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.

Terri Bridges - 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

ESOP News

What It Means To Be An Owner

If you have some stock in Apple or General Electric, you're legally an owner of the company. But you don't have the usual rights associated with business ownership. You can't tell anyone who works there what to do. You can't even walk into one of their facilities without an invitation. All you can do is vote for the board of directors, receive dividends (if there are any), and sell your stock if you choose to do so.

Ownership through an ESOP is a little different. ESOP participants may or may not have a say in electing the company's board of directors (usually they do not). They can receive dividends, but they can't sell their shares until they retire or leave the company - and even then, they have to sell them back to the company. Of course, they still can't tell anybody else what to do just by virtue of being an owner.

But there's one major difference between employee ownership and other kinds of ownership.

If a company is owned in the usual way, by the founding investors or by absentee stockholders, the board and management are accountable to those owners. They have to make big decisions with investors' interests in mind. If laying people off or holding down wages will produce higher profits, they have to give those options serious consideration.

At a company that's substantially or wholly owned by an ESOP, the board and management face different incentives. To be sure, they always have to do whatever they believe will assure a healthy, profitable business. But a layoff, for example, is likely to be the last resort rather than the first. And before they close a branch or move production overseas, they may explore other possibilities, like developing new products. They are also much more likely to create a culture of ownership, enabling employees to learn about the business and make more of the everyday decisions that determine how the work is done.



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- Getting cost estimates for procedures
- Resolving billing issues
- Doing medical record transfers

Bouchard Insurance

Electric Supply

HEALTHCARE ADVOCACY

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855-215-2013

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To sign up for our eSupplyLine, please e-mail us at esupplyline@electricsupplyinc.com.

We welcome your comments and suggestions. Send your suggestions to esi@electricsupplyinc.com.

Thank you!

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