

March 2018



An Employee Owned Company

A CHARTER MEMBER OF



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The Supply Line

From The CEO

Are you a hardcore techie and really into most of today's latest automated gadgets?

I have to admit I'm not overly thrilled with the evolving high tech age that we live in. Sure, I'll take automated billing on toll roads instead of lengthy toll plaza backups and robotic surgeries over manual larger-scar incisions. When I don't have time to shop at a local retailer, "one-click" makes online shopping a breeze.

But when I do have the time, I will go out of my way to support local jobs and businesses; especially if the company is headquartered in the Tampa Bay region. After all, this is home.

Many local businesses and their team members are ingrained in our communities and supporting the Tampa Bay region should be one of our highest priorities. Along with keeping the region's workforce more fully employed, community support goes a long way towards strengthening our region through improved schools (education), crime reduction and numerous other positive critical success factors.

Yesterday, I was listening to Tom Petty's *The Last DJ*, and in, particular, the line "There goes the last human voice" really caught my attention and prompted me to

think about the automation that is on the horizon, our horizon. Some business models are really designed to prevent us from reaching a human voice; sad and scary for those of us who prefer to speak with a human and not a machine.

How many of you have tried to reach a company through its website to discuss a special request or a problem and found the "Contact Us" link to be nothing more than a list of commonly asked questions with boiler-plate responses? Typically, none fit or resolve the situation. It is especially maddening if there is not a phone number displayed. At Electric Supply, we must ensure that our website will always have a bold phone number so ecommerce customers who have a need to speak with a real human voice can quickly find that human. One day, we will probably have a "Chat now" option.

As A.I. (artificial intelligence) becomes more common, new levels of technology will impact almost every industry including electrical distribution. I am not referring to immediate, huge changes at Electric Supply but within this decade, we will probably see more driverless trucks on the road, the introduction of robotic pickers in our warehouses and the use of more A.I. within our offices.

As long as there are willing and

qualified workers available to compliment Electric Supply's mission, profitability and sustainability, we should never displace people with software. Decades of engaged team-members made our culture what it is today.

Unfortunately, a day seems to be approaching when it will become extremely difficult to ignore the threat of eroding profit margins and consider replacing more people with equipment driven by A.I. If that day arrives, it will be a sad day at Electric Supply.

For greater than 48 years, our team has been the force behind our success. The team and its culture are the cornerstone of who we are. Technology, inventory and equipment have enhanced your efforts and have hopefully, made your life easier but make no mistake, at Electric Supply, it is all about you; the people who make up our team.

My guess is that >90% of my friends with businesses in Tampa started their companies with the goal of growing their business to sell it. Nothing is wrong with the grow-to-sell mindset but at Electric Supply, selling was never Dad's desire even though he had numerous chances to sell. In every instance he said "No thank-

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March Birthdays

Keith Blaine	3/02
Anthony Thompson	3/04
Tyler Cable	3/04
Blake Torres	3/10
Ann Lockwich	3/11
Cory Lovell	3/16
Jorge Gonzalez	3/17
Dan Hockett	3/18
Tim Vanvoorhis	3/29



March Service Anniversaries

Hanna Lenhart	16 years
Damon Smith	11 years
Brian Gafford	11 years
Kelly Oertle	11 years
Jonathan Garcia	2 years
Cory Lovell	2 years
Erick Perez	1 year

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

From the CEO, continued...

you.”

Roughly 16 years ago, we had a serious buyer inquiry. Dad was roughly 85 years old, living with prostate cancer and had survived decades of recessions and cash-flow scares; a few that threatened Electric Supply’s existence.

Coupled with my age and that I likely had a much longer career in front of me, Dad deferred to me.

Dad had previously turned down two serious inquiries in part because he wanted to provide me with a future at Electric Supply and this impacted my decision not to sell. Dad and I wanted to keep Electric Supply in our family for future generations and fortunately, Sandra Brock, my sister and business partner had also pushed for Electric Supply to remain a family business.

A few years later, the Great Recession started devastating Florida’s construction market and though Dad often joked that “We should have sold out while the getting was good”, he never wanted to part with Electric Supply.

Today, life is reasonably good as wages continue to creep up, our equipment has never been better and our team is the strongest it has ever been. But for those of us who are committed to a sustainable Electric Supply, this is the time that we must ask: “If we wish to have a long future here, how will we position ourselves

and those teammates who share our ambitions for decades of success?”

Chasing the answer will require a multi-decade, evolving strategy; much more than a quick, finite plan. It will be important to remain focused on our vision, *To be the best company in the world, to our people, our customers and our suppliers* but there must be more. To be a sustainable team member, we must also be thinking about “What will the future expect or perhaps demand from us?”

As more technology ebbs into our workplace, a commitment to remain a lifelong learner and to be willing to change will be a must.

When we implemented delivery signature capture (electronically) a few years ago, I wondered if our delivery team would grasp and practice the procedures necessary to support the technology. For most of us, old habits are hard to break! My worries were unfounded as **Jason Tregler** and **John Bryant** created a plan to overcome typical barriers to change. By implementing their plan, MIS quickly taught the necessary procedures to their beta testers, **Clint Wood** and former employee **Rocky Rumore**. The Beta testers helped prepare the MIS duo to teach the remainder of the team. Unfortunately, there were some language barriers so **Frank Delamota**, who

had caught on quickly, used his bilingual skills and became a trainer.

Today, signature capture is an integral system that streamlines many functions within Electric Supply; all thanks to a proactive MIS team and a delivery team that was willing to grasp, facilitate and implement new procedures to support new technology.

In January, Tampa Electric Company hosted a luncheon to thank roughly a half dozen of our team members for going above and beyond in supporting TECO. Included in this group was our primary TECO driver, **Billy Daniels**. For those of us who interact with TECO’s team, Billy’s inclusion was no surprise as for decades, we have heard positive feedback regarding Billy’s value to TECO.

Many businesses have drivers who show up every day to be good drivers but nothing more. At Electric Supply, our delivery team serves as engaged professionals. Working under the banner of the Electric Supply Team, our owners and soon-to-be owners are engaged, to collaborate and help drive innovation, which strengthens our culture and improves profitability and sustainability.

It is all about our people; you and your desire to proactively look for new ways to add mean-

From The CEO, continued...

ingful value while remaining open to change. If we can listen to each other as we continue to share our suggestions and ideas, we can make this team's culture stronger than ever and deliver a sustainable and profitable future for each of you. Let's do our best to strive to keep every human voice. You deserve it.

After all, you're the best!



ch-ch-ch-changes

Shaker Brock will be our new VP: Digital Strategy and Marketing. In his new role, Shaker will lead Electric Supply Digital Marketing and Marketing programs, IT and Training Teams.

Mike Cronin will be our new Operations Manager. In his new role, Mike will lead Electric Supply Warehouse and Logistics teams.

Bobby Summers has accepted a position at our Will Call counter, and **Arthur Barrios** has moved to the C&I Sales Counter.

Daylight Saving Time



Daylight Saving Time will begin at 2:00AM Sunday, March 11th!

Profound Reflections

with Shaker Brock

"The best time to start was yesterday. The next best time is now."

-unknown

Stop putting off things you want to, have to, or should do. Whether it's a project, hobby, chores, homework, working out, or even a new career the time to start is now! Stop putting it off. Stand up and get going. You'll thank yourself tomorrow.

How Do You Truly Engage Employee Owners?



Here are four key emotions:

1. **Enthusiasm:** Employee owners need to be interested and feel approval from their immediate supervisor.

Do you feel enjoyment in what you do at Electric Supply?

2. **Inspiration:** Encouraging employee owners to be creative can truly inspire individuals to go to the next level.

3. **Empowerment:** Employee owners want and need the authority to create positive change within an organization.

Does ESI allow owners to create change?

4. **Confidence:** Employee owners must feel and believe in each other to truly reach the highest level of engagement.

Do you have confidence in your fellow owners?

Photo Contest Winner

"Well look at here: a full can of Mountain Dew!"



Congratulations to Alex Clark, he submitted the winning caption, and will receive a \$25 gift card. Thank you to all who participated!

Save The Date For Employee Appreciation Day!

Employee Appreciation Day will be Thursday, April 19th in Tampa.

Wildwood and Pike's Employee Appreciation Day will be April 26th.

Stay tuned for more details!

United Way Campaign News

ESI's 2018 United Way Campaign will be kicking off soon! Details regarding all the fun events will have planned will be forthcoming.

Important Phone Numbers

EMPLOYEE ASSISTANCE
PROGRAM (EAP)
BENSINGER DUPONT
PHONE (866) 757-3271

CONSUMER CREDIT COUNSELING
SERVICE
HILLSBOROUGH (813) 289-8923
OTHERS (800) 388-2227

ETHICS LINE
TO REPORT SUSPECTED ETHICAL
ABUSES & FRAUD
PHONE (800) 500-0333

FAX (800) 500-0993

FLORIDA BLUE MEDICAL
MEMBER SERVICES
(800) 583-9072

WWW.BCBSFL.COM

INSURANCE QUESTIONS
BOUCHARD INSURANCE
JEAN KELLY 727-373-2916
SHELLIE DUPUIS 727-373-2907

**IF YOU HAVE QUESTIONS
REGARDING YOUR ELEC-
TRIC SUPPLY BENEFITS,
OUR EXPERTS HAVE THE
RIGHT ANSWERS.**

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

Gary Straub - 401K

Harry Irwin - ESOP

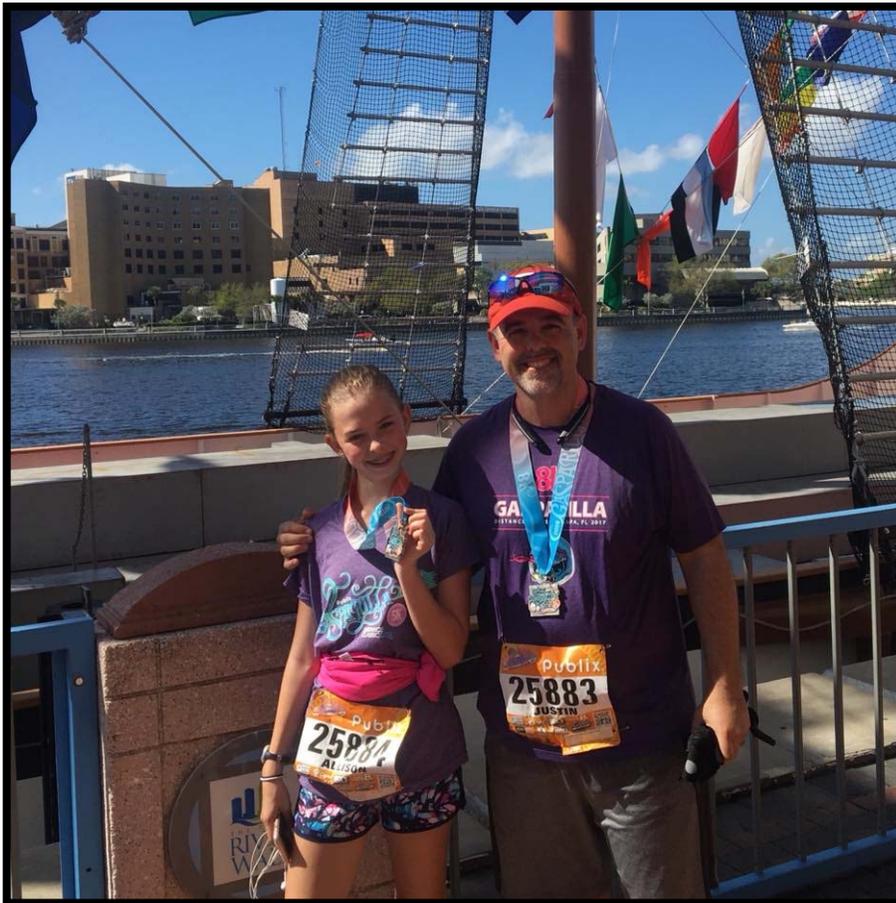
Mission: At Electric Supply, we exist to be the distributor of choice to our targeted customers by delivering a unique and innovative customer experience that is as near to perfect as humanly possible while remaining both competitive and a sustainable organization.

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

2018 Gasparilla Distance Classic



Justin Halsema ran the Gasparilla Distance Classic 5K and 8K the weekend of February 17th and 18th. Running with him was daughter Caroline! Congratulations, Justin and Caroline!

That's A Lot of Matches!

Rebecca Martin (wife of Mike Martin) created this piece from match sticks and toothpicks, to show at the Florida Strawberry Festival! Pretty amazing!



Utility Trade Show A Huge Success

On February 8th, our Utility team held the third annual ESI Utility Trade Show in Sumterville, Florida. Moving the show to a more central location in the state proved to be a good decision. We had 23 suppliers and over 20 different Utilities, as well as several utility contractors join us for this event.

Our suppliers were able to display their latest product offerings and enjoyed many good discussions that will lead to future business.

The location was an old Rock Pit, turned into a very nice and rustic outdoor venue with a pavilion and facilities large enough to handle an event of this size. (Special thanks to Mike Manley for letting us use this property!)

This event took a lot of planning and hard work to transfer everything from Tampa to Sumterville. The planning done by **Shariette Jones**, along with hard work from **Nate Bailey** and our Outside Sales team ensured we were ready to go on the day of the event. Food was prepared by **Randy McDonald** and **Matt Smith**, and it was fantastic!

Feedback from those who attended has been very positive, and everyone is already looking forward to next year!



Symbols of March

Birthstone: Aquamarine

Flower: Daffodil

Zodiac: Pisces and Aries

Holidays

Read Across America Day - 3/2

Pi Day - 3/14

Saint Patrick's Day - 3/17

First day of Spring - 3/20

Women's History Month

National Nutrition Month

American Red Cross Month

Fire Prevention Month

March Fun Facts

- The name March comes from the Roman god of war, Mars.
- Each year March and June end on the same day of the week
- For many years, March was also the start of the New Year. Britain used March 25th as the beginning of the New Year until 1752.

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

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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