

May 2018



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An Employee Owned Company

A CHARTER MEMBER OF



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# The Supply Line

## From The CEO

When Peter Guber and Joe Lacob purchased the Golden State Warriors basketball team in 2010, the Warriors had finished their previous two seasons with 55 wins and 109 losses.

According to Guber, the new owners immediately started to work on the organization’s culture and upgrading talent. After a losing season, we all understand why there was a need to upgrade talent but why also focus on culture? We’ll get into that later but first, let’s see how they fared on the courts in the following years. During the first two seasons under the new ownership and with a new mindset, the Warriors’ posted a dismal 59 - 89 record but in the 2012-2013 season, the team turned a corner with their first winning season in five years. In 2014, the Warriors were named “Sports Team of the Year” in recognition of the organization’s innovative and successful business practices. It is hard to believe, but until recently, very few companies proactively worked to strengthen culture. For the Warriors, success on the courts became an annual occurrence as they claimed the 2015 NBA championship, their first in 40 years. Two years later, the Warriors snagged it again.

Now, back to culture...  
One of the components of culture (and there are many) is attitude.

According to Gruber, attitude is one of the few things we control. Obviously, the Warriors could not control their schedule or the talent they faced but individually, the Warriors (and each of us at Electric Supply) can control our attitudes.

Our emotions are closely aligned with our attitudes and when we control one, we have better control of the other. Emotion and attitude can be an asset or a liability as well as a small factor or a huge factor in impacting the quality of a life and in impacting the quality of our workplace. I am not pretending that every day can always be an “Up” day but those with a high level of emotional intelligence not only get along better with others, they seem to handle life’s challenges, whether large or small, much better than their peers. In order to improve their culture, the Warriors not only sought out talented players, they focused on talent and emotional stability.

Another factor in culture is communication. I admit to occasionally dropping the ball by failing to communicate so I try to stay focused on personal systems to help me overcome this weakness. Corporately, we have really worked hard to improve our communication starting with the initial Supply Line; created by Isabel Adams in the early 1990s. Close to the same time, we had our

first confidential employee satisfaction survey. Also during that time, a small number of Electric Supply team members were practicing self-improvement by attending offsite Toastmasters clubs.

In his previous life, Dad, enrolled in the famous Dale Carnegie self-improvement courses that included public speaking. After completing the training, Dad taught the Dale Carnegie courses in the evening hours after his day job.

Today, Electric Supply has an onsite Toastmaster’s club with the goal of helping each other improve communication skills. In the game of life, communication is a critical success factor. While I understand that we are all busy, I cannot understand why more team members, especially supervisors and managers are not engaged in Toastmasters.

To make his spoken communication stick, Peter Guber tries to leverage stories to convey his messages; from rallying the troops to conversing with a friend, purposeful narration in a story can be a powerful tool. Walt Disney was another leader who often relied on the power of story. Under no conditions can stories be used to mislead as they must be transparent and truthful.

Continued on page 2...

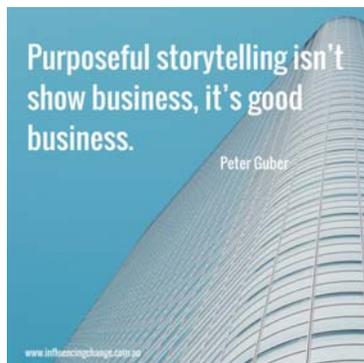
## Birthdays

Robert Cothran	5/1
Rick Atkinson	5/3
Sarah Garlick	5/06
Alexis Acosta	5/08
Steve Malloy	5/10
Jerry Freeze	5/10
Bob McCall	5/12
Matthew Sweat	5/15
Bobby Summers	5/17
Bruce Weeks	5/20
Kayla Crans	5/23
Roderick Hart	5/23
John Steele	5/25
Paul Morana	5/26

## Service Anniversaries

Nate Bailey	19 years
Michael Melneczyn	18 years
Harry Irwin	14 years
Roger Burk	13 years
Shedrick Mobley	12 year
Pay Mullis	11 years
Carlos Cotto	6 years
Saul Cothran	6 years
Phil Albury	5 years
Mark Owens	5 years
Jonathan Bailey	2 years
Bob McCall	1 year

## From the CEO, continued...



So why bother to use a story? Let's start with a question: Have you ever seen or listened to a Power Point presentation that moved your soul? Probably not because of one word: B-O-R-I-N-G. I am not saying that all PPs are boring but almost all are boring. If embedded with a compelling, purposeful story, numbers or anything else you might include in a Power Point presentation can be communicated though a story; with or without Power Point as a support tool.

Disrupting culture: Nothing disrupts culture quicker than suspicion and fear; fear of a manager's or even a co-worker's instability, temper and even of the acute fear of change. Equally dangerous are workers who are chronically suspicious of their co-workers.

Conversely, a culture of trust and curiosity must be plentiful. We need a team that both extends trust and earns it daily. This is not blind trust as we must occasionally inspect what we expect

to be accomplished. It is critical that team mates trust each other's judgement as well as the judgment of management and vice versa. By the way, trust is often a by-product of a healthy EQ.

And why curiosity?

It is curiosity that often leads us to expand our knowledge, our circle of friends or our own EQ; all of which can result in additional fulfillment and new, exciting ideas. Yes, some of the new ideas will lead to failures while others will lead to new processes and new services and perhaps new success stories. The important thing is to manage and limit our risk, learn from our failures, get back in the game (quickly!) and try again. After 1,000 unsuccessful attempts, Thomas Edison finally invented the lightbulb and eventually was responsible for more than 1,000 patents. He is known as America's greatest inventor (should also be considered America's most persistent inventor!).

Speaking of persistence, it is true that practice makes perfect and according to Guber, it is often execution that separates success from failure. When I think back to our early days of using the RF guns, I am very thankful that the few who initially mastered and embraced the guns were persistent and did not give up until correct use of the guns became second nature to the entire ware-

house and delivery teams. **John Bryant, Erni Stinson, Carlos Cotto, Jeronimo Tapia, Jason Tregler, Shane Weider, Carlos Gomez, Mike Cronin and Shaker Brock** deserve a big thank you for their persistence and commitment to excellence!

Today, one of Electric Supply's highest performing teams is our delivery team. If you've ever walked among the drivers as they work to find their material, load their trucks, beat the traffic and fulfil their commitments, you have already learned that most of them routinely ask other drivers if they need help loading. Even though all are in a hurry to get on the road, they frequently interrupt their work to help one another. This is teamwork!

Thankfully, a helpful attitude is not exclusive to delivery as I regularly see many of you going out of your way to help others, either within your department or to help team mates in other departments.

It is all good as you are playing a huge ("Huge Tampa Bay!") role in making Electric stronger, more sustainable and perhaps bring us even closer to our vision: *To be the best workplace in the world to our people, our customers and our suppliers.*

You're the best!

## 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
ETHICS LINE	JEAN KELLY 727-373-2916
TO REPORT SUSPECTED ETHICAL ABUSES & FRAUD	SHELLIE DUPUIS 727-373-2907
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

## Profound Reflections

with Shaker Brock

**"If you think a weakness can be turned into a strength, I hate to tell you this, but that's another weakness."**

*Jack Handy (SNL)*

It's true. Only in extremely rare conditions can a true weakness be turned into a true strength. Sure we can improve on our weaknesses with practice or training but in reality it will probably still be a weakness. You have a much better chance of improving on your strengths. My best advice is to build on your strengths to compensate for your weaknesses.

## Looking For Volunteers

On May 15th we will be shooting a short video about Electric Supply. We are looking for volunteers to be part of this project.

We need 7 "talent" (meaning you will be the main person we are following through the warehouse while recording). You will never have to talk.

We need 10 background people: background workers, forklift operators, etc.

We will provide you with a shirt and the opportunity to be famous! *Please let Shariette know by Monday, 4/30 if you're interested.*

## Caption This Photo Contest

"Shaker, I'm going to need backup on this one!"



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

## New Sylvania Display



Edwin Hylton and Nate Bailey recently completed a nice point-of-purchase display upgrade to the Will Call area.



### *Symbols of May*

Birthstone: Emerald

Flower: Lily of the Valley

Zodiac: Taurus and Gemini

### *Holidays*

May Day - 5/1

Cinco de Mayo - 5/5

National Teacher Day - 5/8

Mothers Day - 5/13

Memorial Day - 5/28

National Physical Fitness & Sports Month

Asian American Heritage Month

Jewish American Heritage Month

Skin Cancer Awareness Month

National Bike Month

### *May Fun Facts*

- The birthstone of May, the emerald, symbolizes success and love
- The Indianapolis 500 car race is held each year during May.
- The Kentucky Derby is held on the second Saturday of May

**Free Burgers  
& Hot Dogs  
fresh off the  
grill!**

**Stop by for our product show on  
Thursday, May 3rd!  
Time: 11 am - 1 pm  
Place: HERE!**

**Products on display from**



# 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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