

The Supply Line

July 2010

Volume 19
Issue 7

FROM THE CEO

As this article is being written, we are mid-way through 2010. Although on shaky legs, the local economy continues to sputter along. We'd prefer it to move at a faster pace but after a few years of living with a stalled (or worse) economy, "sputter" feels pretty good. Thanks to your commitment to service excellence, we are outperforming the market and enjoying our share of our customer's business.

As of May 25th, Electric Supply's year-to-date net profit as compared to May 2009 was up a whopping 280%! I must acknowledge that back in May of 2009, we were at best, marginally profitable; pretty much breaking even. Regardless, we are having a healthy year; especially if you factor in the still-lethargic economy. We are earning a reasonable profit and our cash position is strong.

Just to remind anyone who missed this point in orientation: profit and cash are the two critical financial factors for a business to survive.

Even though our business has improved, our short-term plan is to continue to operate with a conservative outlook. We will cautiously look for opportunities to upgrade Electric Supply's operation. Every investment situation must be thoroughly vetted and justified.

As most of you know, it is our intention to be one of the best employers in the Tampa Bay area. Because of this commitment, we made the recent decision to reinstate our 401K match. Back in 2009, it was a painful, but necessary, decision to eliminate the match as we hunkered-down in a survival mode.

Moving forward, we must maintain a minimum of a 2% net profit to continue the match. Actually, it is a 2% BTNP (before tax net profit) target calculated on the most recent 12-month average. Using a 12-month average will help smooth out the occasional dips in sales and better ensure a 12 month-a-year match. Each month, we will recalculate profit by dropping the oldest month and adding the most recent month. If you'd like additional details, please check with Harry Irwin or Gary Straub.

The beginning of our health insurance renewal process produced an unpleasant shock when United Health Care quoted a whopping 24% increase. Fortunately for our team, Heather Bradley, Harry Irwin and our Brown & Brown agent effectively negotiated with United while considering six other options. Yes, the cost of our healthcare increased but two new United plans will be introduced in early July and will cost less than the recently anticipated 24% increase. To lessen the sting, Electric Supply will absorb a slightly larger portion of your monthly premiums. Even though we'd prefer to avoid adding the additional fixed expense, competitive data prompted this decision. In hindsight, we are confident we made the correct call. As I said, we are committed to being one of Tampa Bay's best employers.

For the past six or eight months, almost every media outlet has repeatedly told us that we were in a modest recovery. Eight months later, should we believe that the most painful recession since the great depression actually ended? For the time being, yes; the U.S. recession officially ended. Once an economy does not shrink for three consecutive months, it is not in a recession; even if there is no growth. The bad news is there is no shortage of concern that we might see a double-dip global recession which could eventually impact our markets.



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A CHARTER MEMBER OF



Over the past month, numerous European countries announced austerity programs. These are plans that will raise taxes and reduce services; actions deemed as necessary to prevent an economic free-fall. The downside is these actions will stifle economic growth. Many of our economic experts strongly suggest that we implement an austerity plan. Other experts think another round of stimulus spending is the best option. I am not 100% against stimulus plans but there is a limit to how much our country can spend. Excessive deficit spending will strap younger generations for many years; possibly many decades.

Short term, our politicians seem to lack the courage to implement an austerity plan but we could be living with some degree of a plan within the next few years. Even though this would be painful, it might be our best long-term approach.

In spite of the economic warning signs, I want you to understand that we are working hard to be a better workplace. It is important to our family of owners that we provide you with a solid, viable benefit package. When so many of you consistently perform your responsibilities flawlessly and you frequently exceed our highest expectations, your performance prompts a greater commitment from us to take these leaps of faith; even in spite of economic uncertainty.

Was it Admiral David Farragut or Tom Petty who said, "Damn the torpedoes, full speed ahead!" While the challenging economy is nothing compared to a war, it has been and will continue to be very difficult to navigate the perilous markets but I have no doubt: We will continue to succeed together.

After all, you're the best!



2nd Annual Back 2 School Drive: July 1 - August 14

Help us collect backpacks and school supplies for a needy child going back to school this fall. Please consider purchasing, collecting or donating money or gift cards and help us provide hope to a local family in need.

Many local families are struggling as a result of today's challenging economic times. Electric Supply wants to offer hope and assistance to these families. Collection sites are set up at our Manhattan, Cayuga, and Hillsborough locations.

All donations will benefit Alexander Elementary and Pierce Middle School – both are local public schools. For more information, call 813-872-1894 and ask for Kelsy or Shariette

ITEMS NEEDED

- | | |
|------------------------------|---------------------------------|
| 3" Binders | Red Pens |
| Pocket folders with tabs | Large Erasers |
| Index Cards | Highlighters |
| Rulers | Markers |
| Colored Pencils | Crayons |
| Pencil Case (bag for binder) | Glue Sticks |
| Backpack | Spiral Notebooks (college rule) |
| College/Wide Rule Paper | Tissues |
| Black Pens | Hand Sanitizer |



Training News

Training Calendar

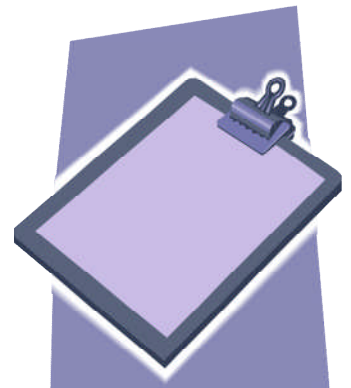
Please see Kelsy if you are interested in any of the following training:

Webinars- all at 2pm

- 7/7 - How to Prevent Employee Burnout
- 7/14 - How to Collect More Money!
- 7/21 - Essential Communication Skills for Managers
- 7/28 - Leadership- The Disney Way
- 7/29 - Overcoming Negativity in the Workplace

Safety - Driving Distractions - 7/15 at 10am and 3pm in the training room.

Toastmasters - 7/6 and 7/20 at 11am in the training room



HOLIDAY SCHEDULE THRU SEPTEMBER

9/6/2010 LABOR DAY

Quality Quote

There's no great success without great commitment.

- Robbins

IMPORTANT PHONE NUMBERS

EMPLOYEE ASSISTANCE PROGRAM (EAP)

JEFFERSON PILOT
PHONE (866) 754-4560

CONSUMER CREDIT COUNSELING SERVICE

HILLSBOROUGH (813) 289-8923
OTHERS (800) 388-2227

ETHICSLINE

TO REPORT SUSPECTED ETHICAL
ABUSES & FRAUD
PHONE (800) 500-0333
FAX (800) 500-0993

UNITED HEALTH CARE

CUSTOMER SERVICE
(800)-354-0978

Mission: Take Care of our people, customers, & suppliers.

Vision: To be the distributor and employer of choice.

Values:

- Innovation
 - Provide creative solutions to take care of our customers
- Professional
 - Treat everyone with integrity and respect
 - Maintain a knowledgeable reliable and disciplined team
 - Continually improve teamwork accountability and communication
- Success Commitment Execution
 - Commit to do the right things right first time every time

Monthly Awards & More



★ Congratulations to Ray Mohammed, our Standing Ovation Winner for June! ★

★ Ray is a member of our Utility Sales Team and has been with ESI since December of 1996. Ray's manager received an email from TECO that expressed how much they appreciate the ESI team. Ray had really helped them overcome a situation by finding the material that they needed with a sense of urgency while providing outstanding customer service. Great job Ray! This is a great example of a Team Member providing exceptional customer service to our internal and external customers. Thank you for your hard work and commitment to Electric Supply!



Driver of the Month



David Roman

Warehouse Person of the Month



Johnny Godwin

Thank you for a job well done. We appreciate you!

Anniversaries

Bill Prall	10 Years
Lisa Eckel	9 Years
Bob Durkee	8 Years
Sean Rennels	8 Years
Heather Bradley	4 Years
Tony McFarren	3 Years
Jerry Mitcheltree	3 Years



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

Birthdays

Wallace Kendrick	7/2
Mike Martin	7/5
Roger Burk	7/9
Tim Taylor	7/10
Robert Robinson	7/11
Carolyn Giordano	7/19
Jim Leonard	7/20
Joyce Hoover	7/23
Lacy McGauley	7/25
Mike Gergel	7/27

Happy Birthday!

The Marketing Corner

By Shariëtte Jones-van Putten

Emotional Branding Continued

Customers want authenticity – they want to do business with people that are genuine, sincere and people they connect with. Do you connect with your customers daily? Do you know how you can create that connection and engage them every time you serve them? Do you know how to make our customers feel good about doing business with us?

Here are some tips on how to engage customers.

- ◇ **Be engaged.** Be passionate about what you do. Employees who are passionate about what they do, and who choose to give their best, will deliver great customer experiences and engage our customers. The most successful companies thrive because customers are pleased with the service they've received. Their customer experience is one they appreciate, enjoy, and remember. They will likely shop at that store again, *and* refer others. Let's be engaged and give our best so our customers will continue to do business with us, *and* refer others.
- ◇ **Offer samples or product demos.** This might be a basic tip to some of our more seasoned employees. However, it is still important today. Encourage your customers to touch, feel and operate a product they show interest in. Order a sample or schedule a demo or factory tour when appropriate. Getting your customer involved increases your chances of closing the deal.
- ◇ **Do more listening than talking.** Be sure you understand your customers needs before you offer a solution. Traditionally enthusiastic salespeople focus too much on their product's features and functions that they forget to ask what the customer is looking for. Discover your customer's need and make your pitch with a solution that addresses that need. *One size does not fit all.*
- ◇ **Ask more questions.** When you ask the correct questions, you get a foot in the door. This in turn allows you to foster a relationship, engage your customer and close the deal. Be specific with your questions. Ask open-ended questions to stimulate a conversation. Avoid the temptation of answering your own questions.

It is important to remember to place yourself in your customer's shoes and treat them with kindness and respect. Ask the right questions, listen attentively and let them experience the product they're interested in.

Be friendly. Be inquisitive. Be knowledgeable. Be engaged. Be memorable. Be the Power of Yellow.

Till next time!

Source: ezinearticles.com; internalcommhubs.com

Wired Leadership

10 Attitudes of Successful Workers

By Kate Lorenz, CareerBuilder.com Editor

Why do some people seem to reach the top of the corporate ladder easily, while others remain stuck on the middle-management rung? You might think that it is just because those people have more of what it takes to succeed, like brains, talent and powerful people in their corner. But there is something else that is just as important: attitude. Dr. Martin Seligman, an authority on optimism, discovered that attitude was a better predictor of success than I.Q., education and most other factors. He found that positive people stay healthier, have better relationships and go further in their careers. And he even found that positive people make more money. Anyone can adopt the right attitude. No matter where you are from or how much innate talent you have, the right attitude can make a difference in your career. Try adopting these 10 attitudes of successful workers:

1. I am in charge of my destiny.

If you spend your entire career waiting for something exciting to come to you, you will be waiting a long time. Successful professionals go out and make good things happen. So commit yourself to thinking about your career in an entirely different way. You will make it to the top, and you are in charge of making it happen.

2. Anything is possible.

Think that there is no way you will ever be at the vice-president level? Then you definitely won't. Remember: If you think you can't, you probably won't. Adopt the attitude of The Little Engine That Could -- "I think I can."

3. No task is too small to do well.

You never know when you are going to be noticed. That is one reason to take pride in your work -- all of it. One public relations executive in Chicago said that her first task in the PR department of a ballet company was reorganizing the supply closet. She tackled the project with gusto and was immediately noticed for her hard work and attention to detail. Remember this the next time you feel like slacking because you are working on a menial task.

4. Everyone is a potential key contact.

While you do need to be aggressive in the workplace, you can also go far by being nice to those around you. Do you think it's unimportant to establish a good rapport with your boss's secretary? Well, just try getting your meeting squeezed onto the schedule when you really need it. Be courteous to those around you -- you never know when your past contacts will play a role in your future.

5. I was made to do this job... and the one above me.

If you spend your days feeling like you are not cut out to do the work you are responsible for, your performance will suffer. Your job may not be the perfect fit, but successful workers act like they are in their dream job, no matter where they are.

6. It's not just what I know, but who I know.

Successful workers understand the importance of networking, both in and out of the office. You need to proactively establish professional contacts. Invite a colleague out to lunch. Go to the after-work happy hour. Join your professional association. Do your part to establish a networking path for your future.

7. What else can I do?

Since you are in charge of your destiny, it's your job to look for ways to improve your professional self. Volunteer to take on an extra project. Learn a new skill that will make you more marketable. Stay late to help your co-workers. Successful workers don't just complete the job and sign out -- they look for additional ways to make their mark.

8. Failure will help pave the way to my success.

While it seems like some people never experience setbacks, the truth is everyone fails from time to time. The difference between successful and unsuccessful people is how they deal with failure. Those who find success are the ones who learn from mistakes and move on.

9. I am my own biggest fan.

Have you been waiting for someone in the office to recognize your talents and efforts? Maybe it's time you start tooting your own horn. Step up and talk about your accomplishments and what you have done for the company. Successful workers know how to point out their achievements without sounding boastful.

10. My opportunity monitor is never turned off.

Yes, there will be days when you will want to just be happy with the status quo. But remember that successful workers are always on the lookout for opportunities to improve. Keep your eyes, ears and your mind open to new opportunities -- you never know when you will discover the one that will change the course of your career!

Operation Operations

Welcome to the July edition of Operation Operations. I hope you all had a fun and safe holiday weekend. Last month we hired two new warehouse team members. Please welcome Alex Clark and Robert Cothran to the Electric Supply family. They are both working on the closing shift and we are expecting great things from them. Welcome aboard guys.

We have removed some of the concrete slabs from the back lot at Manhattan and put crushed stone down for some of our trucks to park on. This will help in maneuvering trucks around as well as speed up loading in the mornings. A spotlight has been installed on the southwest corner of the building and two lights are being installed on the back lot to help with loading of trucks and security.

After a lot of headaches with our old GPS system we are in the middle of making a switch to a new one. Telenav comes highly recommended and will work with the driver's phones just as our previous GPS system did but looks to be more user friendly and the customer support so far has been outstanding. We are anxious to see how it works for us.

The entire warehouse / delivery team has been very focused on training in 2010. George gave us a yearly goal of 24 hours of training for each individual and some of our team has already surpassed this figure. There are quite a few team members who are getting really close to 24 hours and we are very confident everyone will surpass 24 hours well before the end of 2010. Great job everyone. I am very proud of you for your efforts.

See you next month.

Shaker

Sales Update

WHAT DOES TIM WILLIAMS DO?

If you don't already know him, let me introduce you to Tim Williams. Tim is Electric Supply's Pricing Manager. Tim's work area is located in the C&I Inside Sales Offices. He has a very important, detail oriented job that he handles for us. Tim is responsible for managing our matrix prices, loading special prices for customers and special costs we receive from our suppliers. Tim also works closely with Gary Straub in our cost recovery on our special costs from our suppliers. A big part of Tim's job also includes communicating with our Sales People and Vendors to keep all this information straight. Not many people see what Tim does on a daily basis, but next time you see him thank him for a job well done.

- Matt Coffey

High Voltage Tips & Topics Cont...

4 Weeks to a Healthier Heart—Week 3

A simple change each day can cut heart disease risk by 92 percent. Content provided by: Prevention Magazine

Day 15: Swap in Soy

These plant proteins can help lower cholesterol when you eat them in place of less healthy foods. (Think tofu instead of beef stir-fry or edamame in lieu of dumplings). It's best, however, to limit processed soy (from chips and patties) and avoid soy supplements. The problem with these is that we do not always know the amount of phytoestrogens (plant chemicals in soy that function in ways similar to the hormone estrogen) in them. This can make its effects on the human body unpredictable. And exposure to high concentrations of phytoestrogens could stimulate the growth of cells that are responsive to estrogen, which include many breast cancers.

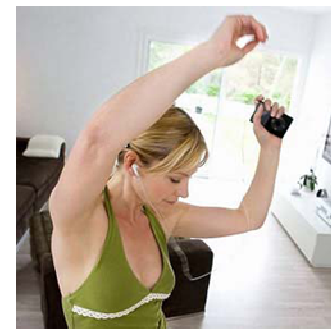


Day 16: Cook With Garlic

Just one clove a day—or 300 mg three times daily—reduces the risk of a heart attack at least three ways: It discourages red blood cells from sticking together and blocking your arteries; it reduces arterial damage; and it discourages cholesterol from lining those arteries and making them so narrow that blockages are likely.

Day 17: Spice Up Your Workout

The best exercise is one that you'll continue to do. So every day, in addition to your regular workout, try something new just for fun—hitting a tennis ball against the house, shooting hoops with your kids, or dancing around your bedroom after work. If you find something that you like, incorporate it into your daily workout. Research shows that people who are active in little ways the entire day burn more calories and are generally healthier than those who exercise for 30 to 60 minutes and then sit at a computer, says cardiologist and Prevention adviser Arthur Agatston, M.D.



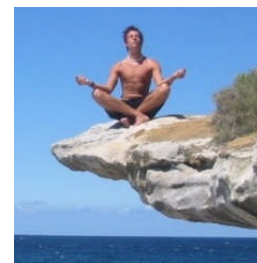
Day 18: Stop Faking It



One of the biggest causes of stress is trying to live in a way that's not consistent with who you are. Ask yourself: Am I doing what I want to do? Am I getting my needs met? Every day, run a reality check on what you've done. When it says that your actions aren't true to the kind of person you are, make sure you listen. Spend time with people and on activities that make you feel happy and challenged in a healthy way—not drained or burned out.

Day 19: Meditate for Five Minutes

Practicing a form of meditation in which you focus awareness on the present moment can reduce the effects of daily stressors. Ride out a stress storm by simply closing your eyes and quietly focusing on your breathing for five to 10 minutes.

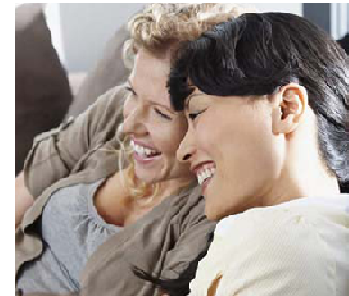


Day 20: Get in Touch With Your Spiritual Side

Studies indicate that those with regular spiritual practices who meet with a faith community—attending church or temple, for example—live longer and better and are far less likely to have a heart attack. You can still reap the benefits even if you can't attend regularly; just getting involved socially, like volunteering at a food drive, can help.

Day 21: Stay Connected

Strong ties to family, friends, and community reduce anxiety and fight depression—two factors that increase your risk of a heart attack. Make a lunch date with a friend you've been playing phone tag with, dedicate at least one night a week for a sit-down family dinner, or plan to visit your place of worship. Resolve to do one of these things every day (yes, jetting off a quick thinking-of-you e-mail counts).



Rising Temps Mean Rising Risk of Heat Illness

Because heat can cause a range of ailments, from discomfort to death, it's essential that workers - and their supervisors - understand the risks and how to protect against them.

Here are possible health hazards of working in the heat, along with how to recognize them, how to avoid them, and how to cope with them if they do occur.

Heat rash- Although this is uncomfortable rather than dangerous, it is a sign that the temperature is having an effect, and it can be an undesirable distraction. Lightweight, loose-fitting clothing is least likely to cause prickly heat, and a cool shower after the work or play period, followed by a sprinkling of talcum or cornstarch, will help relieve the irritation.

Heat stress- This common reaction to high temperatures, especially when accompanied by strenuous activity, can result in thirst, tiredness, dizziness, and even difficulty seeing. Such symptoms suggest it's time to take a break out of the sun and drink some cool water or fruit juice. This should prevent the possibility of fainting that extreme heat may cause.

Heat cramps. These painful muscle spasms in arms, legs, or intestines are caused by losing salt while sweating. Cooling down and drinking some juice is again the remedy. And making sure your summer diet includes foods that will replace lost salt should prevent a recurrence.

Heat exhaustion- A person suffering from this common response to strenuous activity in the heat is likely to feel weak and possibly dizzy and/or nauseous. He or she may have chills, clammy skin, and profuse sweating. Again, resting in a cool spot—preferably with feet slightly elevated—and drinking liquids are called for. Because this is a more serious reaction than heat stress, anyone so affected should try for extra rest and a reduced pace of activity for a few days.

Heatstroke- This most serious type of heat sickness is, in fact, life threatening, so great care should be taken that the effects of heat never reach this stage. The victim's perspiration and its cooling action stop, so skin may be hot to the touch. Poor coordination and confused behavior may be evident, possibly followed by collapse. The proper responses by co-workers or supervisors are immediate removal of the person to a cool place and summoning a doctor or ambulance. While awaiting medical assistance, sponge the person with cold water, apply ice packs or cold drink cans, or immerse him or her in cold water. Continue these efforts until help arrives. Water may be offered if the person is conscious. Hospitalization may be required; extended rest certainly will be.

If you add high humidity to high temperatures, the risk of heat-related illness increases. That's because the body relies on evaporating sweat to cool itself. When it's very humid out, sweat evaporates very slowly, if at all, and the risk of overheating rises sharply.

Source: safety.blr.com





Be a LIFESAVER and donate blood on 7/21 from 7:30-11 am at the Manhattan location. The sign-up sheet is located at the reception desk.

GIVING BLOOD REGULARLY PROVIDES HEALTH BENEFITS

Several studies published in medical literature point to a lower risk of cardiovascular events among frequent, long-term whole blood donors. The reduction in risk seems significant: an 88% lower risk for heart attacks and a 33% reduction in overall incidence of cardiovascular events (including heart attacks, stroke and peripheral vascular disease) when frequent blood donors were compared to non-donors. The effect was more pronounced for males and postmenopausal females, and was independent of smoking status.

The cause of the benefit is not fully understood, although a decrease in body iron deposits may explain the results seen. Yet it is possible that as a group, blood donors are healthier individuals, and that the physical exam prior to blood donation helps in early detection of predisposing factors such as high blood pressure and high cholesterol levels, resulting in early behavior modification and medical treatment.

Regardless of the reason, if you want to pick up a healthy habit, it is as easy as a trip to your bloodmobile on a regular basis to donate blood!

Source: fbsblood.org

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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