

FEBRUARY 2015

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# the WOMACK

*"What Customer Service Is About!"*

way<sup>TM</sup>

JOIN US FOR OUR FIRST-EVER  
**Women In The  
Electrical Industry Event**  
**MARCH 18, 2015**

**Building Better Service**  
PROVIDING ELECTRICAL  
CONTRACTORS WITH MORE  
THAN INNOVATIVE PRODUCTS



**WOMACK**  
ELECTRIC SUPPLY

# Full Steam **AHEAD**

In the early part of the 20th century, large ships used a piece of equipment known as a Chadburn or engine room telegraph. It was a round unit that sort of looked like a huge dial, and it had big levers on it that the captain could reposition to settings like “ahead full” and “astern half,” which coincided with the speed of the ship’s propellers. When we see these in movies, it’s easy to imagine this device as some kind of engine control. In reality, it was a communication device that sent a telegraph signal to the engine room for the engineers who carried out the request.

*Moving the controller ahead to “full speed” merely sent instructions to the team who actually got the corresponding propeller up to full speed.*

What does this have to do with you or your business? As it turns out, a lot. As we get 2015 started, many of us are spending time thinking about the year ahead. That’s good, but it’s not enough. Successful businesses don’t just think about what’s coming, *they plan for it*. They set goals and they develop strategies. Finally, they implement systems that will help them to execute their plans effectively.

This last step is the key. If everyone in your organization shares a common plan and a common understanding of how to execute it, the business has a much better chance of moving forward. If everyone does their own thing, confusion can cost you time and money.

Let’s go back to the Chadburn for a moment. What if the captain pushes both levers forward, but the engineers have their own ideas and interpret the telegraph message in different ways?

You could end up with one propeller moving in one direction and the other propeller doing the opposite. Even if the two props are just moving at slightly different speeds, it would cause the ship to lazily chug around in circles without really getting anywhere. For anyone who’s been part of an organization that lacks follow through, *this is a familiar feeling*.

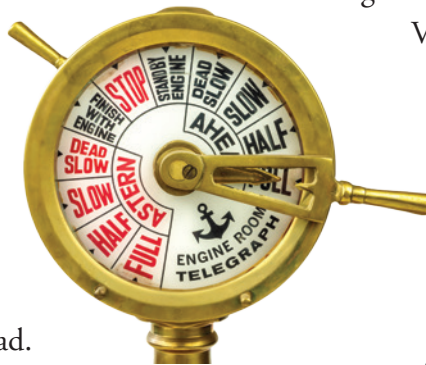
Thomas Jefferson once said “Vision without execution is hallucination.” In my experience, you can only succeed if you plan to succeed, and you can only achieve your goals if you put those plans into action.

Vision is one propeller. Execution is the other.

Keep this in mind as you plan for the year ahead. Brainstorming ideas is the first part of the process, developing goals and strategies is the next part, and executing everything is the last part.

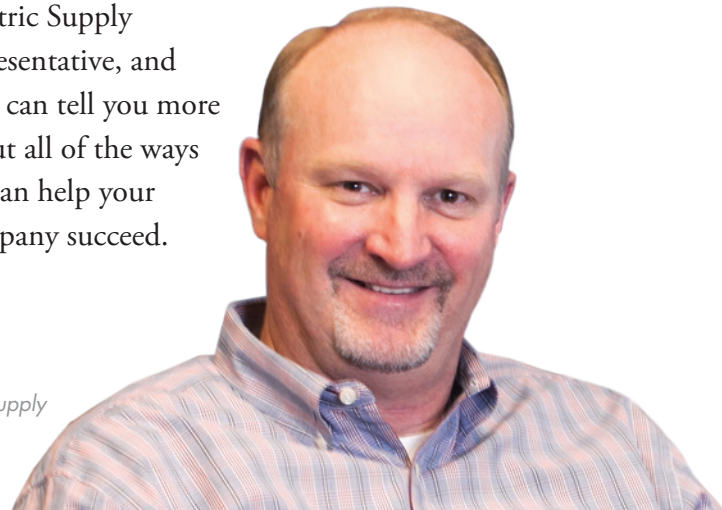
The process doesn’t work unless you do all three, and successful execution is impossible unless everyone is on the same page.

Here at Womack Electric Supply, we can help you to execute your plans by supplying everything from cutting-edge products to unique business services. We’ll act as your partner as you work to achieve your goals. Ask your Womack Electric Supply representative, and they can tell you more about all of the ways we can help your company succeed.



**BURKE HERRING,**

*President, Womack Electric Supply*



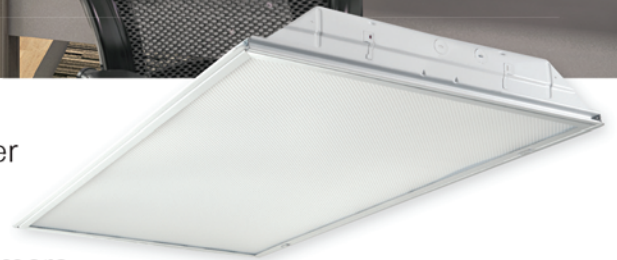




# Balance Performance with Energy Savings.

Introducing our newly updated Lensed Troffer series – GRLED. With the latest in LED technology, class leading performance and upgraded aesthetics, GRLED provides customers a balance of performance and energy savings while still remaining an excellent value based lighting solution. Available in 2' x 4', 2' x 2' and 1' x 4', GRLED is suitable for a wide variety of recessed or surface mount applications.

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by **EATON**

**Metalux®**

# A Healthy Future Starts With **A WELL-BALANCED LIFE**

**Join us for our first-ever Women In The Electrical Industry event  
Wednesday, March 18, 2015 • Hampton Inn & Suites • Raleigh-Durham  
International Airport / Brier Creek, North Carolina**

Womack University was created to give Womack Electric Supply customers the opportunity to learn, grow and succeed. These Womack University events offer everything from hands-on training and informational lunches to exciting full-day functions. The newest event even features something unique – chocolate!

Womack University's Women In The Electrical Industry event is a free, one-day training session for women only. While many of Womack University's training opportunities focus on electrical products and technology, this event will concentrate on time management skills and strategies for creating a healthy life balance.

"It's challenging to find an equilibrium with work, home and all of the other things that are important in people's lives," says Rhonda Aherron, marketing manager at Womack Electric Supply and the woman in charge of organizing this year's function. "If we get out of sync in one area, it carries over to another. This event is designed to help women successfully balance all of the things on our plate so that we can be successful and happy in whatever it is we are doing."





The event will be facilitated by renowned motivational speaker and business owner Denise Ryan, and it is sponsored by GE Lighting. The morning session (which extends into the afternoon) discusses the overwhelming causes of stress and how to deal with them, providing women with tips on how to excel in a world of ever-increasing demands. The afternoon will feature a unique presentation called Motivation by Chocolate. (see sidebar for more information).

*Continued on next page*



**Check out the agenda on the next page and register today at [www.womackelectric.com](http://www.womackelectric.com).**

**SPONSORED BY  
GE LIGHTING**



## **Fire Up With Denise Ryan**

Denise Ryan is the keynote speaker for Womack University's Women In The Electrical Industry event. Different from typical motivational speakers, Ryan deems herself a "motivational pyromaniac," with her infectious energy and enthusiasm for lighting fires in others.



Ryan is the founder of FireStar Speaking. She is a highly skilled speaker, holding the title of Certified Speaking Professional (CSP), a designation awarded to fewer than 10 percent of professional speakers. Ryan has spoken for companies large and small all over the southeast, and she is also a professional trainer and author of the book *Do You Burn?*

"Don't let the fire go out of your life. For without it, life is nothing."

– Denise Ryan

## **Motivation By Chocolate**

Presenter Denise Ryan will liven up the afternoon session of Womack University's Women In The Electrical Industry event with a little sweetness. Her "Motivation By Chocolate" presentation relates chocolate to nine key motivational concepts that can help attendees get more out of every day, both personally and professionally. The session includes a chocolate tasting to demonstrate not only how to appreciate chocolate, but life itself.

*Continued from previous page*

This is Womack University's first-ever event put on strictly for women, marking a momentous occasion in the company's history. "For many years, the electrical industry has been perceived as a male-dominated world, but that perception – by both men and women – has changed a lot over the last few years," says Aherron. "This event is one way we can show our female customers and employees that they are important to the success of this industry, and we hope that women will walk away feeling empowered. Anytime you make somebody on your team stronger, you make your business stronger, and ultimately our industry gets stronger as well."

## EVENT AGENDA

- 9:00 – 9:30 A.M.** REGISTRATION
- 9:30 – 9:45 A.M.** WELCOME AND ICE BREAKER
- 9:45 – 10:45 A.M.** OVERLOADED, OVERWHELMED AND OVER IT!
- 10:45 – 11:00 A.M.** BREAK
- 11:00 – 12:00 P.M.** OVERLOADED, OVERWHELMED AND OVER IT! (CONTINUED)
- 12:00 – 1:00 P.M.** LUNCH AND NETWORKING
- 1:00 – 2:00 P.M.** OVERLOADED, OVERWHELMED AND OVER IT! (CONTINUED)
- 2:00 – 2:15 P.M.** BREAK
- 2:15 – 3:45 P.M.** MOTIVATION BY CHOCOLATE
- 3:45 – 4:00 P.M.** CLOSING AND DOOR PRIZES

Space is limited, so contact your Womack Electric Supply representative today to reserve your spot for Womack University's Women In The Electrical Industry event, or register online at [www.womackelectric.com](http://www.womackelectric.com).

10 percent of employees at Womack Electric Supply are women. Pictured here (left to right) are Tara Lewis, Womack Electric Supply marketing associate, and Rhonda Aherron, marketing manager at Womack Electric Supply.

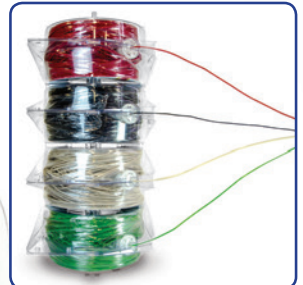


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OR



**Arrange PullPro Cases in an "X" pattern or side-by-side for a vertical pull**



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Debbie Meek

# Debbie Meek And Andrew Kriger Show Off The WOMACK WAY

When Debbie Meek started as the secretary/receptionist at Womack Electric Supply in Goldsboro, North Carolina, in 1989, she had no idea it would develop into a lifelong career and have a profound impact on her family. At the time, she was the mother of three young children. The youngest, Andrew (Drew), was just eight weeks old. Through the years, she worked in the Goldsboro branch in accounts receivable, inventory/purchasing, inside sales and outside sales. She even trained employees on the company's computer system.

Today, Meek is the branch supervisor in Goldsboro and is celebrating 25 years with the company. She is also the company's first employee to earn the designation of Certified Electrical Professional in Inside Sales through the National Association of Electrical Distributors (NAED). "I found a home with Womack," says Meek. "Our goal is to provide an environment of growth for the success of our customers and the branch team. My passion is helping others, and Womack gives me the chance to use that on a daily basis."

After growing up in the Womack environment, Meek's son Drew started part-time with the Goldsboro branch in 2008. Later on he worked part-time as a warehouse/delivery driver for the Greenville, North Carolina, branch, while attending East Carolina University, where he earned a bachelor's degree in media production. After college, he went to work at Womack Electric Supply in a full-time counter sales position at the Greenville branch. Today, he serves as a branch supervisor for the Telcom Solutions website based at the Central Distribution Center in Youngsville, North Carolina, and he is Action Selling Certified.

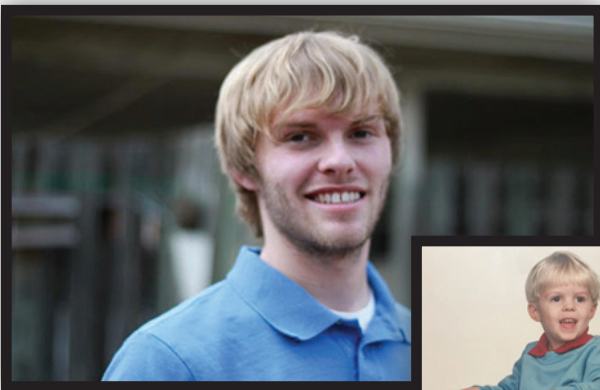
"We couldn't be happier to be a part of the Womack family," says Meek. "Drew and I look forward to many more years serving the electrical industry and our customers."

## **Fun Fact:**

Debbie gains the title of "Mother-in-Law" in October.

## **Fun Fact:**

Drew gains a new title in October, as well – that of "Husband."



Drew Kriger (age 25);  
inset Drew Kriger (age 18 months)





# NEW PERSPECTIVES

## Fresh New Products That Give Contractors An Edge

Check out these new and innovative products offered at Womack Electric Supply that can help make your job easier and your next project a success.

### Lumark Crosstour



- Architectural style
- Low profile
- Super bright LED
- 10watt through 85watt
- L70 = 72,000 hours
- Can also be used as a flood or bollard

### Nutone Ultra Pro



- Up to 60% faster in retrofits – no attic access required
- Up to 20% faster in new constructions
- Works in any type of joist or truss system
- Ultra quiet, as low as 0.3 sones
- Energy Star® Qualified

### LEV T5632-W



- Dual USB charger
- 3.6 charging amps for high-draw devices
- Smart chip for fast, efficient charging
- Back and side wire
- 5-year limited warranty

### Halo SLD



- WaveStream LED technology
- Installs in 4" x 2-1/8" Jbox
- 4" & 6" ultra-low profile, less than 3/4" in height
- May be retrofit in 4", 5", or 6" aperture IC and Non-IC recessed housings

### MAXCOR DLR56



- 5' & 6' LED down light
- For remodel and new construction
- Dimmable Energy Star® rated
- 14watt
- Lamp and trim combination
- Wet location rated
- 5-year warranty

### Arlington 40900ast



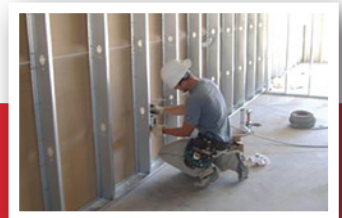
- Save 1 minute per connector
- Accommodate cables from 14/2 to 10/3
- Super secure installation
- Easy screwdriver removal
- Fully assembled – ready to use

## PRE-FABRICATION SOLUTIONS:

### Power Up Your Productivity And Pocket The Profits

Respond to high labor costs and compressed schedules by utilizing products with productivity “designed in.” Prefab Wiring Solutions from Womack Electric Supply offer contracting solutions for the real world, saving you time, money and labor.

- Off the shelf solutions – quick and easy installations
- Fewer employees on site
- Comply with the Buy America Act
- Eliminate unproductive activities at your job site
- Data drops
- Single and double gang switching
- Single and double gang outlet assemblies
- Single and double gang plug-tail assemblies
- Masonry assemblies

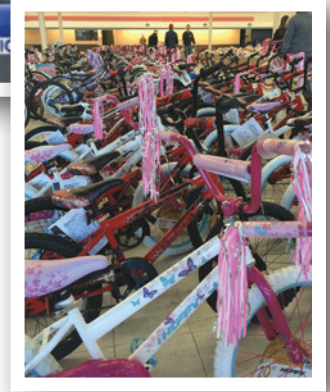


# NEWS BRIEFS

## Give A Kid A Bike Campaign Enjoys Its Best Year Yet




This year's caravan was featured on FOX Channel 8 News.




2015 is sure to be fun year for some lucky kids, thanks to Womack Electric Supply's Give A Kid A Bike campaign. On December 12, 2014, Womack Electric Supply delivered 267 bikes to the Salvation Army in Greensboro, North Carolina, to give to kids in need. A caravan of more than 15 vehicles transported the bikes to the Salvation Army. After the bikes were unloaded, Womack Electric Supply hosted a luncheon for all participants and volunteers. In addition, Womack Electric Supply donated more than 170 bike helmets to the cause.

Womack Electric Supply and the North Carolina Association of Electrical Contractors, who co-sponsored the event, would like to thank all participants who were involved and donated to the Give A Kid A Bike campaign.



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2604-22	M18 FUEL™ HAMMER DR XC KIT
2653-22	M18 FUEL™ 1/4" HEX IMP XC KIT
2654-22	M18 FUEL™ 3/8" IMP WR XC KIT
2655-22	M18 FUEL™ 1/2" IMP WR- XC KIT
2655B-22	M18 FUEL™ 1/2"IMP WR W/BALL KIT
2707-22	M18 FUEL™ 1/2" HOLE HAWG KIT
2708-22	M18 FUEL™ QD HOLE HAWG KIT
2712-22	M18 FUEL™ 1" SDS+ 2 KIT
2712-22DE	M18 FUEL™ 1" SDS+ 2 DE KIT
2715-22	M18 FUEL™ 1-1/8" SDS+ 2 KIT
2715-22DE	M18 FUEL™ 1-1/8" SDS+ 2 DE KIT
2720-21	M18 FUEL™ SAWZALL 1 BAT KIT
2720-22	M18 FUEL™ SAWZALL 2 BAT KIT
2729-21	M18 FUEL™ BAND SAW 1 BAT KIT
2729-22	M18 FUEL™ BAND SAW 2 BAT KIT
2730-21	M18 FUEL™ 6 1/2" CIRC SAW 1 BAT KIT
2730-22	M18 FUEL™ 6 1/2" CIRC SAW 2 BAT KIT
2731-21	M18 FUEL™ 7 1/4" CIRCLE SAW 1BAT KIT
2731-22	M18 FUEL™ 7 1/4" CIRCLE SAW 2 BAT KIT
2762-22	M18 FUEL™ 1/2" HTIW W/PIN KIT
2763-22	M18 FUEL™ 1/2" HTIW W/RING KIT
2764-22	M18 FUEL™ 3/4" HTIW W/RING KIT
2765-22	M18 FUEL™ 7/16" UTILITY DR KIT
2780-21	M18 FUEL™ 4-1/2"/5" PAD 1 BAT KIT
2780-22	M18 FUEL™ 4-1/2"/5" PAD 2 BAT KIT
2781-21	M18 FUEL™ 4-1/2"/5" SLIDE 1 BAT KIT
2781-22	M18 FUEL™ 4-1/2"/5" SLIDE 2 BAT KIT
2796-24	M18 FUEL™ 4 TOOL COMBO KIT
2796-26	M18 FUEL™ 6 TOOL COMBO KIT
2794-22	M18 FUEL™ HAMMER DR W/FUEL SAWZALL KIT
2797-22	M18 FUEL™ HAMMER DR W/IMPACT KIT



# Building Better Service

At Womack Electric Supply, we provide more than innovative products. We also offer unique services that can help your business on its road to success. Just think of these “service enhancements” as part of the Womack Advantage, a partnership that allows you to focus on business while we take care of everything else.



## **Contractor Marketing Solutions**

From branding to training to websites, we provide opportunities to effectively market your company.

## **Central Distribution Center**

Our streamlined infrastructure works efficiently to get you the products you need faster.

## **24-Hour Emergency Services**

When the job needs to get done, we're here to get you what you need.

## **Project Management**

These services help to simplify and streamline big jobs from beginning to end.

## **Kitting**

By consolidating repetitive orders, we can save you time on data entry and ensure that your orders are shipped faster.

## **Power Source Online Ordering**

This online tool makes developing accurate bids and placing orders quick and easy.

## **Womack University**

We offer training events, tools and resources to give you the opportunity to learn, grow and succeed.

## **E-Billing**

These billing options allow you to get your invoices electronically and pay your bills online to keep your cash flow moving in the right direction.

## **Customer Service Guarantees**

We are committed to error-free billing, accurate shipping and keeping our most popular products in stock. If we fall short, we'll issue you a \$25 customer service guarantee certificate.

## **NetPricer**

Get instant online bids when you use NetPricer to connect your estimating software to our system.

## **Solutions Specialists**

We have a team of business experts on hand to help you overcome challenges unique to your business.

## **Stock Optimization Program**

We'll ensure that the parts and products you use most are right where you want them – in your shop!

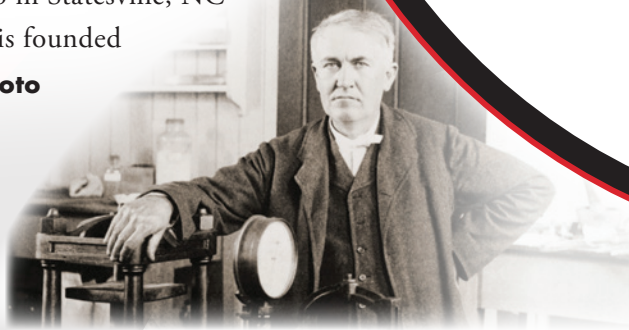
— THE —  
**WOMACK**  
ADVANTAGE

# POWERFUL HISTORY

Do you know when electricity first lit up Womack country? Here are the dates that got it all started.

- 1879** - Thomas Edison files for a patent on the first commercially practical light bulb
- 1885** - Nicola Tesla introduces AC current
- 1888** - The nation's first successful electric street railway system debuts in Richmond, VA
- 1889** - North Carolina's first municipally owned utility powers a light bulb in Statesville, NC
- 1938** - Womack Electric Supply is founded

**Got an interesting historical photo from the electric industry? Share it with us!**



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## Wiring solutions that do a lot more than just look good.

From metallic-finish wall plates to USB charging devices to nightlight receptacles, our broad line of Pass & Seymour® residential wiring solutions offers the perfect blend of style and functionality. And the innovations don't stop there. Whatever you're looking for: lighting controls, tamper-resistant receptacles, even under-cabinet lighting, we have the solutions and the styles to make every room look better...and function better.

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