

APRIL 2015

www.womackelectric.com

the WOMACK

"What Customer Service Is About!"

way®

**WHEN TIME IS MONEY,
WOMACK PRE-FABRICATION
WIRING SOLUTIONS GIVE
ELECTRICIANS THE EDGE**

**The Right Tools
MAKE ALL THE DIFFERENCE**



WOMACK
ELECTRIC SUPPLY

ENDANGERED SPECIES

Remember electricians? They were brave men and women who learned to harness the power of electricity to do incredible things. They made our homes comfortable and our jobs productive. And now they're gone.

Ok, not all of them. If you're reading this, you're probably an electrician yourself. And if you are, you already know where I'm going with this: According to *Forbes*, the hardest segment of the workforce for employers to staff in the last five years or so hasn't been nurses or engineers – it's been trade professionals like electricians. Baby boomers are retiring, and a recent study showed that for every three skilled workers leaving the workforce, *only one is taking their place!*

Builders and general contractors have seen this coming for the last decade, and now they have their fingers firmly on the panic button. Unfortunately, the resulting “supply and demand” scenario hasn't been positive for electricians. They simply can't keep up (and they can't find anybody new to hire).

This isn't news to you, of course. But if there is one thing I can say about the electricians we partner with every day, *they aren't quitters*. If you're an owner, you probably built your company from the ground up, just you and a toolbox and a pickup. This is just one more challenge that has presented itself, and Womack Electric Supply is here to help you overcome it.

First, it makes sense to optimize things for the team that you have in place. This takes innovative thinking, and Womack Electric Supply has some ideas to get you started. Take our Pre-Fabrication Wiring Solutions, for example. They're the perfect way to do more with less. The tedious assembly work is taken care of so you and

your crew can concentrate on the important stuff. You save labor and time, which leads to more jobs completed on schedule and on budget. Check out the main story in this issue to learn more.

Next, it's time to take stock of your company itself. Is it attractive to new hires? It might be time to modernize your equipment and your policies. Young people in 2015 count on technology to feel connected. Use that to your advantage! Instead of a sticky note, use a text or an email. Also, take a hard look at your website. If it looks old-fashioned, you do too. Want to see how we're addressing this at Womack Electric Supply? Our new human resources website at careers.womackelectric.com was built specifically to attract and communicate with prospects. We can help with your website, too. Talk to us about our Contractor Marketing Solutions, and our web team can take your online presence to the next level.

Finally, get involved with educating young people about the trades. Tell the kids and teens in your life why it's great to be an electrician. Show them why it's a rewarding career and explain how they can learn more on websites like explorethetrades.com.

Have more ideas of your own? Let us know, and together we can ensure that “electrician” never ends up on the endangered species list of careers.

BURKE HERRING

President, Womack Electric Supply





Slipfitter Mount

Trunnion Mount

Mount. Aim. Done.

The Night Falcon LED floodlight is built with the installer in mind. Available in several mounting configurations, this fixture provides you with design flexibility while simplifying installation. With its integral die-cast aluminum slipfitter, it can be bullhorn or tenon-mounted for site lighting. The trunnion mount is ideal for facade lighting applications. Both mounting options include cast-in angle increments to facilitate accuracy of aiming.

Cooper Lighting
by **EAT•N**



When Time Is Money, Womack Pre-Fabrication Wiring Solutions Give Electricians The Edge

When Jake's Electric got the contract for a massive 400-unit apartment complex, owner Jake Miller was ecstatic. This, he thought to himself privately, is finally going to put us over the top. Jake's Electric was finally going to be profitable.

Now, four months into the project, he was positive that the luxury apartment contract was going to put him out of business. When he prepared the bid, Jake had planned to add three more electricians. That didn't work out. In fact, he struggled to find any new faces and was actually one man down from where he was at the start of the job. Now it was 9 p.m. on a Friday, and he was installing data drops right along with his crew, scrambling to hit the next project milestone.

To make things worse, even though his company had plenty of work, it was taking his team forever to complete. In fact, Jake's Electric would soon be losing money on the project, and as he looked around at his exhausted, increasingly irritable crew, he knew that it

wouldn't be long before he started losing them as well. As he grabbed the materials for his seventh data drop of the day, he couldn't help but think that his time – and the time of his experienced team – could be put to better use. As if reading his mind, Tom Franklin, a longtime employee who was working nearby, held up a handful of cable and said, "After the first hundred or so you start to see them in your sleep." He chuckled, but his eyes told the real story – he, too, recognized the inefficiency in the work he was doing.

On Monday morning Jake saw Hank, his rep from Womack Electric Supply, pull up to the job site just as he did. Hank had something in his hand as he stepped out of his pickup. "I ran into Tom at the game on Saturday, and he told me that you guys were getting bogged down out here," Hank said shaking Jake's hand. "I think we can help."

— THE —
WOMACK
ADVANTAGE

In his hand he held a pre-fabricated data drop. Jake took it and turned it over in his hand. His mind raced ahead, quickly checking off each task that his crew could get to faster because they weren't stuck doing repetitive tasks that stretched out for weeks. He might still make money on this job – and he might not even need to find another electrician! "I've got some questions," he said to Hank as the sun began to peek through the windows of the unfinished apartments, "but you've definitely got my attention."

Pre-Fab Assemblies Build Productivity

The story you just read is fiction, but the issue it explains is very real for most electricians. For them, productivity is the key to success. Womack Electric

and more. Unproductive activities negatively affect performance, reputation and the bottom line.

Pre-Fabrication Wiring Solutions from Womack Electric Supply were developed to boost productivity and profitability. Much of the typical electrical assembly is completed in advance, dramatically cutting project completion times and reducing labor costs. For example, using Womack Electric Supply



“ Electricians are able to power up their productivity and pocket the profits. ”

Supply understands the many factors that erode profit margins for these contractors – compressed time schedules, product sourcing delays, high labor costs

Pre-Fabrication Wiring Solutions eliminates the on-site time it takes to assemble something like a commercial two-gang switch. When the technician arrives on-site, they can install the pre-fabricated assembly, connect the wires and move on to the next opening. The bulk of the resulting labor savings drop straight to the contractor's bottom line!

Professional Quality In Convenient, Off-The-Shelf Solutions

Womack Electric Supply's off-the-shelf solutions include data drops, single- and double-gang masonry stubs, single- and double-gang switching and outlet assemblies, and more. These standard wiring application pre-assemblies make for quick and easy

installations, but that doesn't mean that they compromise quality.

Continued On Page 6



Continued From Page 5

Each assembly is UL listed and compliant with the Buy American provisions set forth by the American Recovery and Reinvestment Act of 2009 (ARRA). For projects such as hospitals, apartment complexes, office buildings or hotels, these off-the-shelf, Pre-Fabrication Wiring Solutions give electricians the opportunity to install the same quality materials that they would normally use in much less time. It's that simple.

Doing More With Less

“Labor is the largest expense in a commercial project,” explains Todd Woodlief, Sales Manager for Womack Electric Supply. “Our Pre-Fabrication Wiring Solutions

Source: ManpowerGroup 2012 Talent Shortage Survey

allow our customers to spread out their people to multiple projects and pursue additional work. They allow them to adapt, be proactive and pre-plan for their next project, adjusting to the job site issues that affect productivity and profitability. They even help to save time on project quotes. Electricians are able to power up their productivity and pocket the profits.”

You can learn more about Womack's Pre-Fabrication Wiring Solutions from any Womack Electric Supply sales associate.



Todd Woodlief, Womack Electric Supply Sales Manager

NEWS BRIEFS

Womack University's Women In The Electrical Industry Event Has A Powerful Debut

Womack Electric Supply hosted its first-ever Womack University Women In The Electrical Industry Event in March, and it was a big hit with attendees. More than 35 women attended from a wide range of companies and professions, including sales, office support and human resources.

Feedback from the event was overwhelmingly positive. In fact, 97 percent of attendees stated that they were satisfied with the event. Most women praised having an event that specifically addressed the challenges and opportunities that women face in a typically male-dominated industry. “For Womack Electric Supply to focus an event on getting women together was really special,” says Breanna Loy, Electrical Maintenance Consultant at Pitt Electric, Inc. “Being able to share stories, pose questions and receive feedback from other women in the industry was a great way for us to foster a more positive and productive working environment for ourselves.”

Womack University plans to host its next training event (topic yet to be determined) in the fall of 2015.



Keynote speaker Denise Ryan, Founder of FireStar Speaking



Preston Hyde

Preston Hyde Shows Off The Womack Way

Human Resources is traditionally considered an internal department that has little to do with the customer. At Womack Electric Supply, Human Resources Manager Preston Hyde looks at his job a little differently.

Hyde joined Womack Electric Supply in 2008 after earning his master's degree in business from Radford University. He started as the Pricing Coordinator, learning the ropes of electrical distribution, and quickly found that he had a knack for training other employees. His role evolved into Training and Pricing Coordinator, and before long he became the Human Resources Manager.

Today, Hyde spends his time handling a number of responsibilities, including new-hire orientations, payroll, employee reviews, employee training and facilitating coaching sessions between supervisors and employees. He also recently developed and launched a careers website (careers.womackelectric.com) that describes the advantages of working at Womack Electric Supply and provides an easy way for potential employees to apply online.

While his skill set is broad, it's Hyde's big-picture approach to Human Resources that has made him an asset to both Womack Electric Supply and its customers alike. "If our employees are happy and enjoy where they work, that positivity shows to our customers," he says. "My goal is to make sure that our employees know that we have their best interests in mind, and that they don't need to worry about anything other than helping our customers to succeed.



It's part of our culture. It's The Womack Way. Not only do we aim to go above and beyond for our customers; we enjoy doing so."

In fact, Hyde contributes to customer success in a number of ways: recruiting knowledgeable employees, providing training on customer service and offering coaching to employees who may be experiencing challenges. "When we keep our employees happy, they stick around," says Hyde. "In turn, those employees have the time to develop and grow those long-standing relationships that we aim to build with our customers, and with that comes trust and success for everyone involved."

Hyde is originally from Danville, Virginia. In his spare time, he mentors his "little brother" in the Big Brother Big Sisters program in Danville.

Lutron Caséta™ Wireless

NEW



Homeowners Want More Control Of Their Homes. Give Them The Power With Caséta Wireless From Lutron.

Caséta Wireless lets your customers adjust lights, window shades and temperature from anywhere with the Lutron app, available on most Apple or Android devices.

- Turn lights on or off from the car
- Adjust the temperature from the office
- Turn off lights and close motorized window shades from bed

Homeowners aren't the only ones who will love Caséta Wireless – you will too:

- Installs in minutes – no new wiring required
- Easy setup so you can move on to the next job in no time
- Reliable operation that makes you look good



Smart Bridge

- Enables the control of the lights, shades and temperature using the Lutron app
- Easy to install, just plugs into a Wi-Fi router
- Utilizes Clean Connect® wireless technology, which means no callbacks

Pico® Remote Control

- Controls Caséta dimmers and shades
- Lets users add a light switch without wiring anything
- Use as a handheld remote, clip to a car, mount to the wall or attach to a tabletop pedestal
- Battery powered with a 10-year battery life

Caséta In-wall Dimmer

- Installs in as little as 15 minutes
- Doesn't require a neutral wire
- No polarity for line or load wiring for dimmers
- Works with approved LEDs, CFLs, halogen and incandescent bulbs

Plug-In Lamp Dimmer

- Controls table and floor lamps
- Features two receptacles for simultaneous control of two lamps
- Simply plugs into a standard wall receptacle
- Works with dimmable LEDs, CFLs, halogen and incandescent bulbs

Lutron Motorized Shades

- Battery powered with battery life of 3-5 years
- Wireless so they're easy to install
- Cordless design

Honeywell VisionPRO Wi-Fi Thermostat

- Large touchscreen with backlight
- Precise comfort control

Lutron App

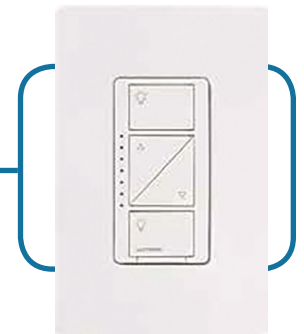
- Controls individual lights, shades and thermostats
- Allows users to create “scenes” to control multiple lights and shades with a single touch – schedule scenes to adjust lights and shades automatically
- Download for free from Apple's or Google Play's app stores; also available for the Apple Watch wearable



Smart Bridge



Pico® Remote Control



Caséta In-wall Dimmer



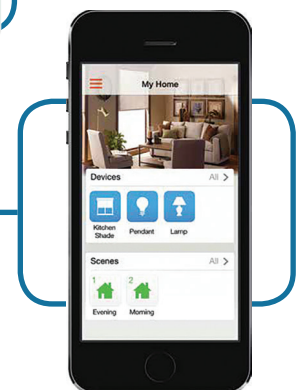
Plug-In Lamp Dimmer



Lutron Motorized Shades



Honeywell VisionPRO
Wi-Fi Thermostat



Lutron App

The Right Tools Make All The Difference

Can you think of a profession that does not include the need for tools? It's pretty challenging. Take almost any job that uses a laptop. These little "toolboxes" contain different operating software – email, calendars, web browsers – that serve as individual tools that we use to accomplish specific tasks throughout the day. If a laptop breaks or is lost, productivity can suffer until a replacement is found, and even then, the keyboard or mouse won't feel the same. The monitor size and color will be different, and the software tools won't be where they always were. The job still gets done, but probably not as efficiently as it would have if it were done with the original laptop.

What does your toolbox look like? Is it a box, a bag or a pouch you buckle on your waist? You may have all of them and many more that you keep in yet another toolbox – your truck or van.

Each tool added to your toolbox has a certain feel in your hands that provides confidence. You've tried other tools, but they just didn't feel right. In fact, the only time you replace your tools is when new tool technology comes along. The tools that didn't make the cut are now your backups, stored in a box on some shelf, or you've handed them off to someone else to use. You're a professional, and filling your toolbox with just the right set of reliable tools takes time. When one breaks, you want it fixed fast and if it is lost, you want to replace it with something better.

Womack Electric Supply understands that having quality,



Womack Electric Supply's tool division showroom in Burlington, North Carolina.

reliable tools on the job site – tools that feel just right – is a key factor to your success. To build on its history of bringing superior products and customer service to the trade industries, Womack Electric Supply has added a new Tool Solutions program (including a Sales & In-House Service Center located in Burlington, North Carolina) that provides:

- A large selection of hand tools, multifunctional power tools and accessories
- Tool sales and service drop-offs at all branch locations
- Tool experts and training to answer all of your tool-related questions

“Our customer's productivity is our top priority,” explains Eric Payne, Tools Specialist at Womack Electric Supply. “It's no secret that the greater their potential for productivity, the greater their profitability potential. We accomplish this by partnering with both our manufacturers and our customers to provide affordable, high-quality tools and fast in-house service to keep all their tools in peak operating condition.”



Eric Payne, Womack Electric Supply Tools Specialist

Womack Electric Supply understands that its customers' reputations are on the line to get the job done and puts its name on the line as well, standing behind every repair it makes with a 30-day labor warranty. Contact your Womack Electric Supply salesperson for warranty details and any other questions about Womack Electric Supply's Tool Solutions. For complete details, contact one of these tool experts:

- Erik White**, Branch Supervisor, 336-698-5235
- Eric Payne**, Tools Specialist, 919-302-1121
- Frank Hurdle**, Tool Repair Specialist, 844-998-6657

PowerXL Series
DG1 general-purpose drives



Next-generation drives for today's demands



The DG1 general-purpose drives are part of the Eaton next-generation PowerXL™ series of adjustable frequency drives specifically engineered for today's more demanding commercial and industrial applications. With an industry-leading energy efficiency algorithm, high short-circuit current rating and robust design, the DG1 offers customers increased efficiency, safety and reliability.

Features

- Graphic LCD keypad display
- Active energy control algorithm
- On-board communications:
 - EtherNet/IP, Modbus®/TCP
 - RS-485: Modbus RTU, BACnet®, MS/TP
- Onboard I/O:
 - 8DI, 1DO
 - 2AI, 2AO
 - 2 FC relays and 1 FA relay
- Real-time clock with battery backup
- 5% DC link choke
- Standard applications:
 - Standard
 - Multi-pump and fan control
 - Multi-PID
 - Multi-purpose
- Advanced configuration PC tool

Benefits

- Dual VT and CT ratings
- Easy menu navigation
- Two configurable keypad soft keys
- Conformal coated boards standard
- EMC filter standard
- Brake chopper standard (FR1–FR3)



Product range

- 230V to 125 hp, 310A, 90 kW
- 480V to 250 hp, 310A, 160 kW
- 575V to 250 hp, 250A, 160 kW
- Type 1/IP21 or Type 12/IP54 packaging



WOMACK

ELECTRIC SUPPLY

518 Newton St.

Danville, VA 24543

WHAT'S **INSIDE**

- ⊗ Pre-Fabrication Wiring Solutions
- ⊗ Burke's Power Lines
- ⊗ News Briefs
- ⊗ Employee Spotlight
- ⊗ Featured Products
- ⊗ New Products
- ⊗ Tool Solutions



With SmoothStart™ Pilot

Hole Cutters

The efficient and precise alternative to knockouts and hole saws for stainless steel and sheet metal.



TKO Hole Cutters from IDEAL offer the most efficient and clean cutter replacement for traditional knockouts, by making smooth holes in a fraction of the time at a fraction of the cost. Specifically designed to cut sheet metal, TKO cutters will even cut stainless steel with fine grained, carbide tips. The innovative design includes the exclusive SmoothStart™ replaceable pilot drill, which guides the cutter to the surface, avoiding cutter damage and providing smoother holes. An integral overdrill flange prevents cutter penetration beyond the sheet metal. When it comes to quality, performance and durability, IDEAL is the professional's choice for carbide tipped hole cutters.

Visit www.idealindustries.com or call 800-435-0705 for complete product information.