

The **WI**RE

**IT'S
HERE!**

The all New
CES Website

Tamco

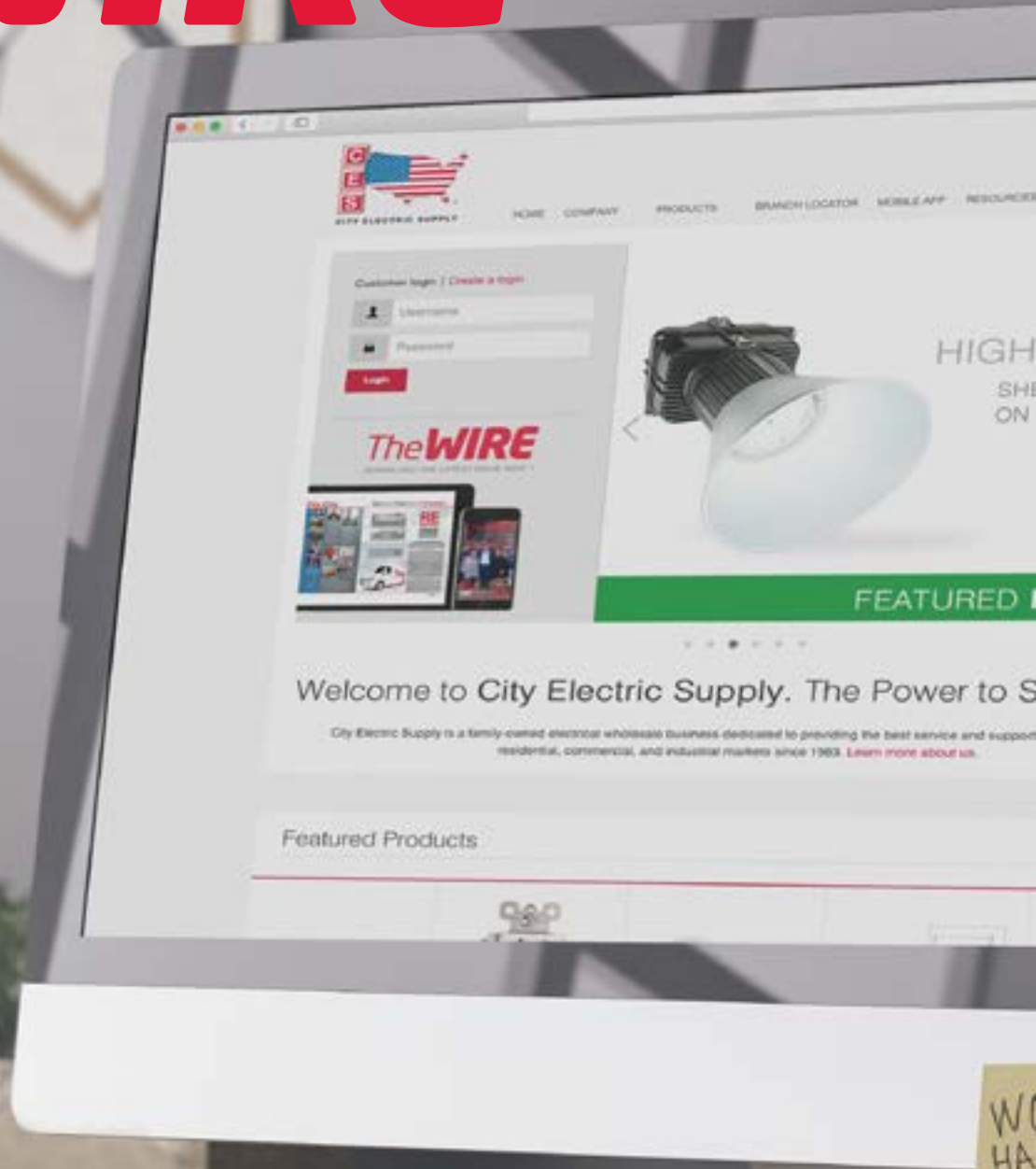
Invests in
New Laser

**ReBrand
FreeBrand**

Winners Announced

**CES
Brighton
Things Up**

The
**Buffalo
Bayou**



**SPRING
2015**

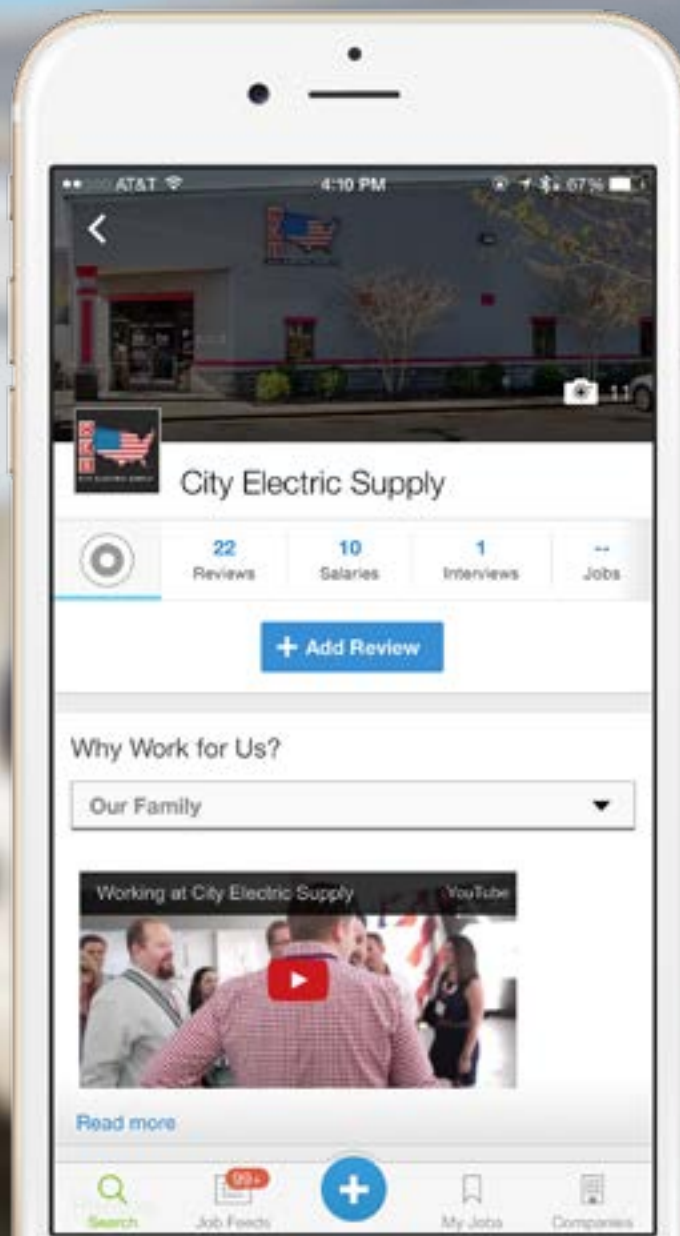


We'd love it if you would take a moment to review City Electric Supply on Glassdoor. Glassdoor is a leading destination for job seekers to research companies and decide if they want to work there. We also use employee feedback on Glassdoor to listen to you so that we can become a better company. It's important that our employees are providing continuous feedback on what it's like to work at so we can continue improving and attracting great talent like you.

Your feedback is completely anonymous.

We value your input

- Thomas Hartland-Mackie



Download the app on any android or apple device!





A MESSAGE FROM OUR PRESIDENT:

As our 2014/2015 trading year comes to an end, it is a great time to reflect on what has been achieved. This year saw many major milestones, and will mark our 5th consecutive year of double digit growth in North America. Our North American operations will top \$900 Million in revenue for the first time. Branch expansion continued with the addition of 14 new locations in North America, and many more in the pipeline. We have also added more than 200 new members to the CES Family, all in an effort to better serve our customers. Currently, we are in the process of launching our new CES Website. The most exciting feature, beyond the design facelift, is the ability for our customers to view and pay their bills online. We plan to grow our web team to help further expand our online capabilities over the coming years.

Globally we are on track to break \$2 Billion in revenue for the first time, with 11% revenue growth so far. This trading year also saw the launch of our first ever B2B e-commerce site, successfully launching in the UK after 32 months of development. Their efforts have provided us the framework from which we will develop the B2B e-commerce platform here in North America.

I would like to thank all of the customers, vendors and employees that make up the CES family. You have all made this another year for the record books!

- Thomas Hartland-Mackie

WANT TO ADD ARTICLES TO *THE WIRE* MAGAZINE?

LET US KNOW ABOUT YOUR SUCCESSFUL COUNTER DAY, CONFERENCE OR SPONSORING EVENTS, SHARE WITH US YOUR MILESTONES AND PURSUIT OF HAPPINESS, YOUR COMMUNITY AND MOTIVATIONAL SPIRIT!

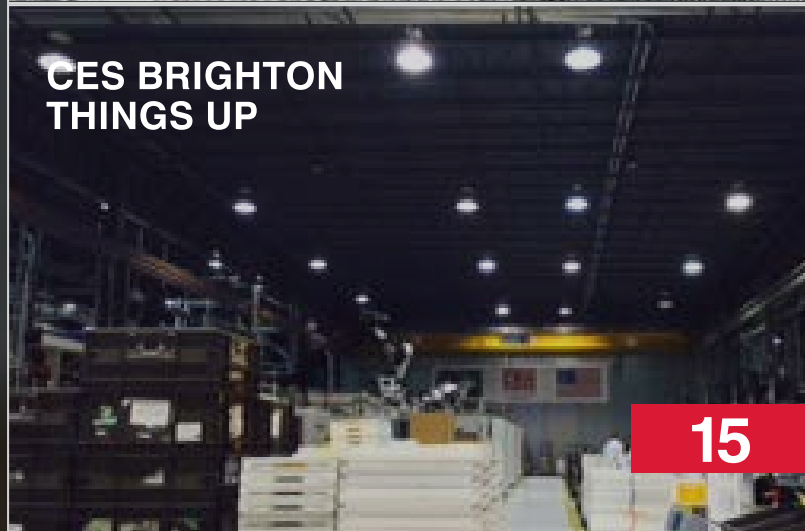
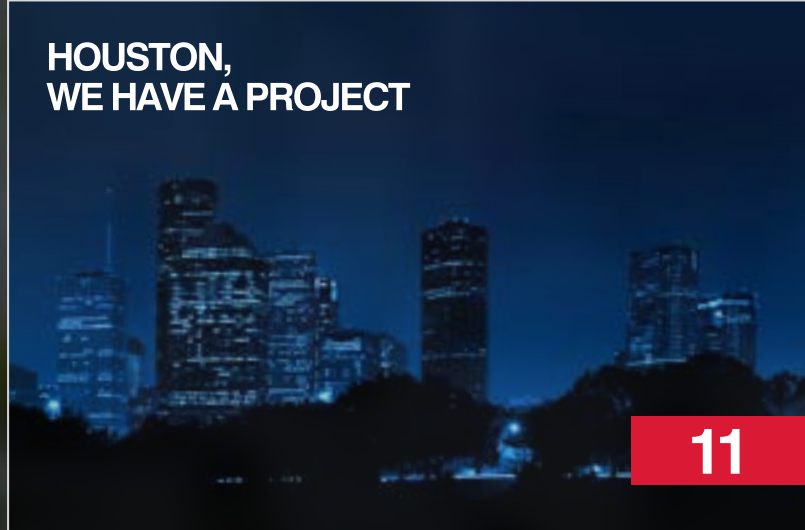
SUBMIT YOUR STORY!

CONTACT THE CES MARKETING DEPARTMENT AT THEWIRE@CES-US.NET

The **WI**RE

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AND THE WINNERS ARE:

411 ELECTRIC LLC – Denver Region



“Seven years ago, I didn’t plan to change my career from electrician to business owner, but that’s just what happened! I knew I needed a supply house and it was CES Houston that gave me that account in the beginning and I still use them today. This rebrand is just what we need – to take our name and turn it into a brand! This contest is perfect for me and I am super excited about this whole deal!”

- Nick Saluizo, Owner

BURDEN ELECTRIC LLC – Florida Region



“CES Rocks! What a Great example of a big company helping the little guys. We now have a chance to grow with this opportunity, as we grow our business we will be taking more business to you! This will help open doors for us and we are Grateful, Appreciative & Super Excited! From our family to yours we thank you. Let’s rock together!”

- Autumn Stickney, Energy Specialist

GO GREEN ELECTRIC, INC – Raleigh Region



“I am so excited to be selected for the CES Rebrand Competition. It’s a blessing to have a supplier who knows the importance of marketing and that would select to take on a task that helps its loyal customers!! The preliminary LOGO designs we have seen are an amazing take on what we currently have. I can’t wait to see what they come up with next!! THANK YOU AGAIN CES!!!”

- Judson C. Clements, President

PIEDMONT ELECTRICAL SERVICES – Charleston Region



“We are truly grateful and overly excited with winning the ReBrand contest! It has been a pleasure working with the ReBrand team at City Electric in designing a new logo that enhances our image. Once again, City Electric has gone one step further in supporting Piedmont Electrical Services.

Thank you from all of us at Piedmont Electrical!”

- Danny Newton, Owner

ROBBINS ELECTRIC LLC – Charlotte Region



“Robbins Electric LLC feels very honored to be one of the ReBrand FreeBrand winners and very excited to be working with the CES marketing team to give our company a fresh new look.”

- Billy M. Robbins, Owner

RE BRAND FREE BRAND

After several weeks of pouring over hundreds of entries, the CES General Managers picked one company from each region as the winner of the Rebrand Freebrand campaign.

The marketing team sent a questionnaire and SWOT analysis for each winning company to fill out and send back. A video conference was then arranged to discuss the direction they wanted their brand to go and the overall look they wanted for the company rebrand.

At time of press, the marketing team has received logo approvals and are on to the next step, which includes stationery and uniforms.

Be sure to check out the next issue of *The Wire* to see the unveiling of all five rebrands, as well as the winner of the ultimate Rebrand Freebrand prize: a new Ford Transit Van.



Charleston's Quote Division & TamLite Lighting **Scores!** James Island First Baptist Church

The Charleston Division quotes department updated the gymnasium lighting at James Island First Baptist School using only TamLite products. This job included high bays, lay-ins, emergency lights, and more. Not only does the gym look fantastic, but it also serves as the inaugural job run through the new quotes department. Credit goes to the James Island First Baptist School for hiring CES, and the TamLite team working hard to help make this job a success!



HIGHLIGHT PRODUCTS



GYM PACK FULL BODY
FLUORESCENT HIGH BAY

The Gym Pack series full body fluorescent high bay fixture has been designed around the needs of schools and public gymnasiums.



FLUORESCENT
WRAPAROUND

The WL wraparound™ clean and shallow fixture design makes it ideal for general illumination of areas such as hallways/ corridors, commercial, education and office buildings.



COMMERCIAL TROFFER

The TC series of commercial grade luminaire is designed for general illumination in commercial, industrial and retail lighting applications. The 3" housing design makes this fixture series a great fit for all lighting applications.



6" HOUSING FOR NEW WORK COMPACT FLU
FLUORESCENT WALL/CEILING BRACKET
INDUSTRIAL FLUORESCENT STRIP
CONTOUR FLUORESCENT DOWN LIGHT



Touring TAMCO

South Carolina customers were treated with a tour of the TAMCO Manufacturing plants located in sunny Florida. Amazing weather, and awesome food with great company made for an unforgettable experience with the TAMCO Family.

They heard and saw what goes into the manufacturing of various TAMCO Products such as High bays, Lay-ins, wrap lights, and much more that roll off the line each day. The tour was met with a friendly staff to lead through portions of the facility, explaining the everyday life of the production line. It was truly an exciting adventure. Check it out next time you're in the area!



CES Rock Hill's Green Fair

The Rock Hill branch of the Spartanburg group hosted its first annual Green Fair in the fall. The event was held at the Baxter M. Hood Continuing Education Center. Sustainability directors and facility managers for all of the area's municipalities, schools, hospitals, and industry were invited to attend. The event was designed to promote the environmentally responsible products and services offered by City Electric Supply. Manufacturers on hand included Eaton, ETI Lighting, Lutron, and Air King. The forum was well-attended, and the guests were treated to presentations by speakers from representatives of Duke Power, and local CPA Ken Adams.

CES Rock Hill

164 Rental Court, Rock Hill, SC, 29732

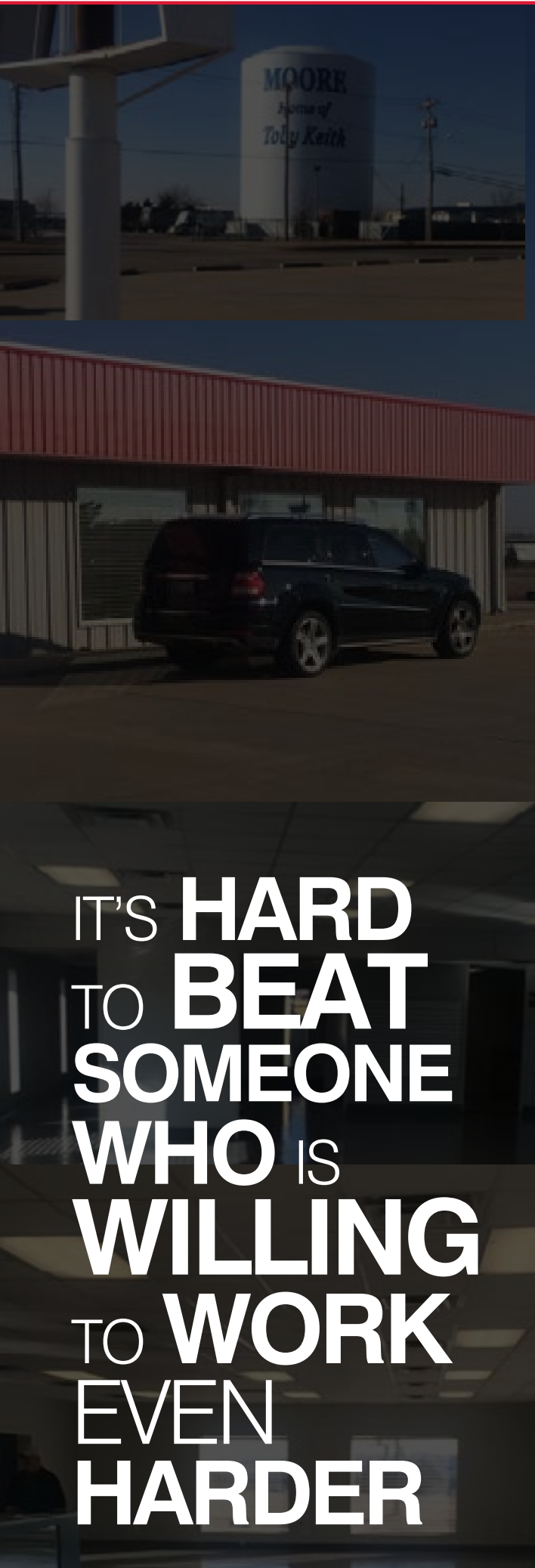


Remember Gainesville!?

There aren't enough words to describe our gratitude for our New Store. The renovation certainly exceeded our expectations. Word keeps spreading around Gainesville and outlying towns. We love watching the customers faces as they enter our new counter area through the automatic front door. Their jaws hit the floor. They can't believe it!! We've been told over and over that we have the best looking Supply house in town. (We have all of the competition here, close enough to ride a bike to). Some of our customers go back to the beginning of this branch since 1984. They are amazed and can't spread the news fast enough.



We are already seeing growth as a result of this change. We are setting up new accounts as well as have people coming back that haven't been here in ages. We are so excited about our future!! Thank you so much to Thomas Mackie & the Family for investing in us here in Gainesville, FL.



Calvin Miller
Moore Branch Manager

New Branch, New Ambitions

After six hard years of fighting for validation from vendors and customers, we are now in a strong position to expand in Oklahoma, thanks in large part to Managers Melodye Harris in the CES Midwest City branch and Trish Crites in the Oklahoma City West branch. They believe in CES; they pulled together and helped find the right people to grow this market.

Outside Sales Representative Calvin Miller at CES Oklahoma City West, from day one, presented a do-whatever-it-takes-to-make-things-happen, no-excuses attitude. He quickly found a place in the line up; my hope was for Calvin to expand our business in Oklahoma.

During my visit at the end of February, Calvin asked if it is possible for a branch to make a profit in its first year. I told him anything is possible as one of our branches proved last year.

That's the type of guy Calvin is... So, good luck with that endeavor Calvin (presently only one manager has ever achieved this). Calvin has the attitude to make things happen and I anticipate great things out of this region. For once in their careers, they will actually get to utilize what we take for granted in the double booking opportunity, which most groups thrive on.

Calvin Miller received a promotion to branch manager serving our new store in Moore, Oklahoma.

Join me in congratulating Calvin Miller to his new role!

Thanks,

Senior Group Manager | **Blair Feidler**



CES Waynesville

3160 Asheville Road
Waynesville, NC 28786
Ph. 828.564.0140



Retrofitting Education

Energy savings and light quality are hot topics these days. Our Waynesville, NC branch is jumping right into this opportunity for business. Recently, they secured a job providing more than 200 TamLite HOR and GPK series fixtures combined for two school districts in western North Carolina. Retrofitting all of the school's gymnasiums with the fluorescent high bays. They are the ideal fixtures for gymnasium applications reducing energy usage and lighting hotspots. Jackson County School System would like to thank WNC Communities for funding this project.

Great work CES Waynesville!

ALL ABOUT THE SAVINGS



GYM PACK FULL BODY FLUORESCENT HIGH BAY



FULL BODY FLUORESCENT HIGH BAY

LED LIT

Colorado Energy Specialist Ted Lunn and City Electric Supply Denver in CO teamed up to retrofit the local Safeway Beverage Plant with LED lighting. This project is ongoing and will eventually move in to some of their other facilities as well.

As of Feb. 2015, CES Denver provided roughly 900 4-foot, 22-watt LED tubes, which Safeway installed in the bottling and finished product storage areas. Not only does the facility look great and benefit from a lowered monthly energy bill, but they will also receive a sizeable rebate from Xcel Energy for their green upgrades.



The Bomb Factory Deep Ellum



Deep Ellum, a neighborhood composed largely of arts and entertainment venues near downtown Dallas, Texas, has seen drastic revitalization in recent years. One unique entertainment venue to make a valiant return after fifteen years of neglect is The Bomb Factory. Once the home for Henry Ford's early assembly plants, and also an ammunition factory for WWII, this 4300-person capacity venue will soon host today's hottest musical and comedy acts.

City Electric Supply Plano in Texas was awarded this \$200,000 job from Armor Electric and has worked closely with them and the general contractor, C1S Group, overseeing its progress.

C1S said after this job, they have another \$10 million worth of work in the next two years in the Deep Ellum area and are very pleased with the service and hard work CES Plano Branch Manager Tony Tomasino has provided along with Armor Electric.



Buffalo Bayou Park offers 160 acres of beautiful scenery and skyline views, it is fulfilling its potential as one of the country's great urban parks.

Houston, We Have a Project - The Buffalo Bayou

With the Downtown Houston skyline as a backdrop, the lunar lighting cycle environmental art concept will become a major focal point extending through downtown Houston. City Electric Supply Tomball will provide the LED lighting to be installed along Sandy Reed Memorial Trail, bridges, and architecturally iconic features. The artistic lighting design will transition from white to blue and back to white as the moon waxes, wanes, and waxes again.

Branch Manager Ryan Westbrook spent two months in bidding phase 12 of this 19-phase, \$58 million project. With help from Electrical Contractor Daniel Baez of Baez Electric, Westbrook identified the specialty fixtures specified for use in the previous 11 phases of this project. This knowledge, however, presented a new problem for Westbrook to overcome, as the local agent was not interested in supplying the product. He began doing extensive research on the product, calling the manufacturer of

each fixture, thoroughly reviewing the spec sheets, and reaching out to other CES locations.

“With everyone involved from accounting to my group office, group manager, and general manager, surely we could find a way,” Westbrook recounted. “Finally, Jason Perry, the Branch Manager at CEF [City Electrical Factors, our sister company] Aston Branch in the UK was able to source and purchase these exact fixtures for us.”

Challenges remained in the form of exchange rates, international shipping, coordinating through time differences and more, but Westbrook found a partner in Perry. They worked diligently to make this order a reality. Persistence pays off, sometimes in a big way! huge congratulations to all involved. This is a job well done.



Group Manager, **Beau Lesar** will become the Senior Group Manager of the now two separate Central Texas groups as well as the Dallas group.

12 Years with CES



Group Manager, **Bill Brunner** received a promotion to Senior Group Manager of the now two separate Houston groups.

9 Years with CES

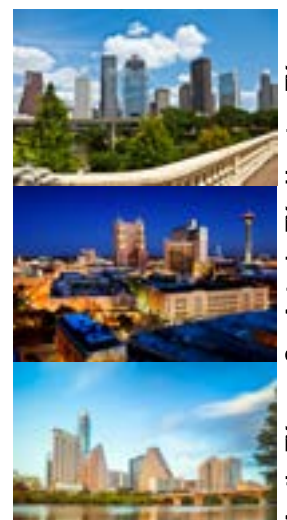
Expansion Leads to Professional Growth

April 2015, the Houston and Central Texas groups will expand by separating into two additional groups. Currently, each group hosts 12 branches. This change will create four groups of six branches, which lays a sturdy foundation for much future growth.

This expansion created some additional opportunity for promotions as well:

Austin Group Manager **Scott Tracey**
San Antonio Group Manager **Nathan Jefferson**
Houston South Group Manager **Jeremy Sweaton**

Congratulations to all!



Houston, TX
San Antonio, TX
Austin, TX

The Bank Job

People are always searching for money saving solutions; what better place to start than the institution built to keep a close watch on those hard-earned dollars? City Electric Supply Deland, FL teamed up with a local contractor and Freedom Electric to explore retrofit options for Mainstreet Community Bank of Florida in the ever-evolving LED world.

The biggest decision was whether to retrofit the current fixtures or buy new ones. After a few meetings, and pouring over countless pages of ROI calculations, it was decided that retrofitting the bank's current fixtures to use LED tubes and lamps instead of replacing them would yield the largest and quickest returns. Freedom Electric installed more than 280 MaxLite LED PL replacement lamps for their 8-inch recessed cans, 500 Halco LED T8 tubes, and 1,000 new tombstones. They also replaced BR30s and A19s throughout the bank.

The exterior fixtures were converted to either LED or CFL self-ballast lamps. This is the biggest in-house design/build retrofit job CES Deland has tackled to date and based on this success have new jobs in the works. The City of Deland and its community fully support the green initiative and the team at CES Deland is honored to be the local distributor of choice to back these efforts.



**PEOPLE ARE
ALWAYS
SEARCHING
FOR
MONEY-SAVING
SOLUTIONS;
WHAT BETTER
PLACE
TO START
THAN THE
INSTITUTION
BUILT TO
KEEP A CLOSE
WATCH?**



CES | Projects Ops.

The Southeast Florida projects department is led under the skilled direction of Broward Group Manager Mark Farnan. Farnan and Paul Rosin were the first to begin tackling the need for a project department for the Florida region. In addition, this powerhouse duo handles the switchgear quotes for 24 City Electric Supply branches.

Rosin started with City Electric Supply in 2009 – he brought with him more than 35 years experience in the lighting business. Lissette Garcia recently joined our company bringing with her more than 21 years of lighting expertise. We also have Jessica Sclafani with experience in lighting energy. Sclafani manages billing, customer service, and the daily quotes log.

This team has an impressive project portfolio touting many singular jobs exceeding \$1 million. Great job, team!



Employee Insight

Thom Anderson of Ft Wayne, Indiana has worked for manufacturers and agents much of his career, amassing over 38 years of lighting experience. Gina Howe of Colonia, New Jersey also touts 38 years of industry experience specializing in switchgear. She has served contractors, distributors, and manufacturers alike. Katie Stone of Guilford, Conn. entered the industry five years ago and spent four years with Fusion Lamps before joining City Electric Supply in the role of outside sales one year ago.

City Electric Supply was very lucky to capture these talented individuals and place them on our team!



Capturing Talent

For the past few years we have captured industry talent and accumulated much respect within our market, which is gaining momentum with numerous customers, suppliers, and branches alike.

From the initial quotation, providing cut sheets, etc., to ordering the complete bill of material, these talented individuals manage and monitor each job. Successfully allocating and releasing material, and liaising with all associated parties, ensures City Electric Supply's total commitment.

The location pictured houses our Port Orange projects department. Overseen and managed by Orlando Group Manager Rich Meyer.

Steve Turvey, commercial lighting expert, was born in Chicago, IL with more than 37 years of experience. Carmel Keating, born in Detroit, MI., assists Turvey by using his 22 years of commercial lighting expertise.

To balance our team of project management, we also have Ed Alecrim. Ed, born in Providence, R.I. is our commercial switchgear expert with more than 40 years of expertise. Stephen Fulco, a nine-year-veteran born in Lake Worth, FL. Assists Ed.

This team is building an expansive portfolio of projects throughout the central Florida marketplace. Thanks for all the hard work and effort, guys!



CES Jupiter Counter Day

The Feb. 20 Grand Re-opening counter day at City Electric Supply Jupite, FL was a huge success and everyone had a great time. Present at the event were 10 vendors who all gave very positive feedback and were pleased with the opportunity to speak with the customers. The Milwaukee representative did an awesome job and actually sold some tools on the spot. Attendance was so high, an entire 81-lb pig (which began cooking at 4 a.m.), and six pounds of gator tail were consumed. The customers loved it! Additionally, CES Jupiter launched the golf cart promotion, which they believe will be one of their best promotions yet!

All in all, huge success.



Eckler Industries

For classic car and Corvette enthusiasts, Eckler's is a name synonymous with quality restoration car parts and accessories. The company, which relocated from Rockford, IL to Titusville, FL in 1972, began construction on a brand new, \$9.3 million distribution facility this summer. Bob Moore and his crew at Moore Electric, a loyal and longstanding customer of the Clermont Branch, were awarded the project which is the first of three phases of expansion for the company. Working closely with Moore Electric and CES projects department, the Clermont Branch won both the switchgear and lighting fixture packages for the facility and served as their customer's exclusive supplier on the project.

What's going on in the Michigan East Group?

A Fresh New Look For Whitney

The famously recognizable Grand Circus Park skyscraper in Detroit adorns a fresh new look after a \$92 million renovation. City Electric Supply Madison Heights, provided the **RAB EZLED78T LED** spot floods installed to light the 19-story building, which originally opened its doors in 1915, but was forced to close in 1999. The Whitney's facade will be a luminous addition to the downtown skyline, said David Di Rita, one of the principal developers behind the project, according to The Detroit News.



Detroit Red Wings



The Detroit Red Wings charge toward a 24th consecutive playoff appearance and the Michigan East Group of City Electric Supply is supporting them by sending a few lucky contractors to The Joe!

CES awarded several customers who collected points from each purchase of a Generac standby generator with authentic jerseys and held a drawing where a number of customers won a pair of tickets to attend an upcoming game.



Spring Training with 3M

The Michigan East Group and 3M ran a promotion for the duration of March. Customers were given the chance to win a Tigers T-shirt and game passes!

Congrats to the winners!



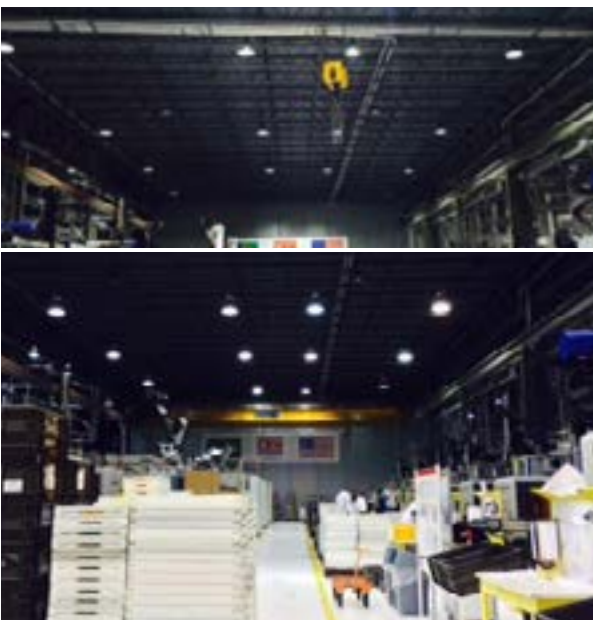
CES Brighton Things Up

City Electric Supply Brighton recently tackled a total lighting upgrade of a manufacturing plant, CRW Plastics, in Howell, MI. Through close work with Kimberly Lighting, the existing 1000-watt high bays were replaced with 300-watt LED fixtures. Even with soaring 35-foot ceilings, the LED fixtures provide more than enough light on the floor and throughout the facility.

CRW Plastics originally had 75 fixtures in the plant operating 24 hours per day; this upgrade will save the company more than \$49,000 annually.

“The lighting in the plant is remarkable; we are very satisfied with how it turned out,” CRW Plastics Lead Purchasing Agent Gustavo Martins commented.

In addition to the energy savings, CRW Plastics also benefitted from energy rebates issued by their power provider, DTE Michigan. Due to the size of the plant, they maxed out on rebates totaling more than \$43,000. The LEDs provide a much-improved lighting system as compared to the metal halides, giving uniform lighting and increased lumens. CRW Plastics will also benefit from decreased necessary maintenance, as the fixtures will not need replacement for at least five years. CES Brighton will continue to work with CRW Plastics as well as other LTAs to help them save energy and money.



Featured Spotlight



RAB[®]
LIGHTING
EZLED78T LED

High powered narrow beam spotlight illuminates objects at a distance of 80 feet available in NEMA type 3H x 3V and 4H x 4V Trunnion or slipfitter mounting options available Outperforms equivalent MH fixtures.

Oceanfront Upgrade

City Electric Supply Morehead City in North Carolina recently engaged in a panel upgrade assignment at the Clam Digger Inn situated on the sunny shores of Atlantic City, NC. The new panel replaced a 45-year-old Westinghouse.

Oceanfront weather is generally unforgiving to technology, but the mechanical room was thankfully climate controlled, which saved the panel and wires from massive corrosion.

Fulcher Electric Owner Doug Fulcher and his electrician, Arron Hussey, handled the installation, which was successfully completed three and half days ahead of schedule without complication.

Gary Nichols, Paul Newman, and Dan Leeman from Eaton Corporation in Raleigh, N.C. worked with CES Morehead City to supply the retrofit.

What an upgrade!



EATON

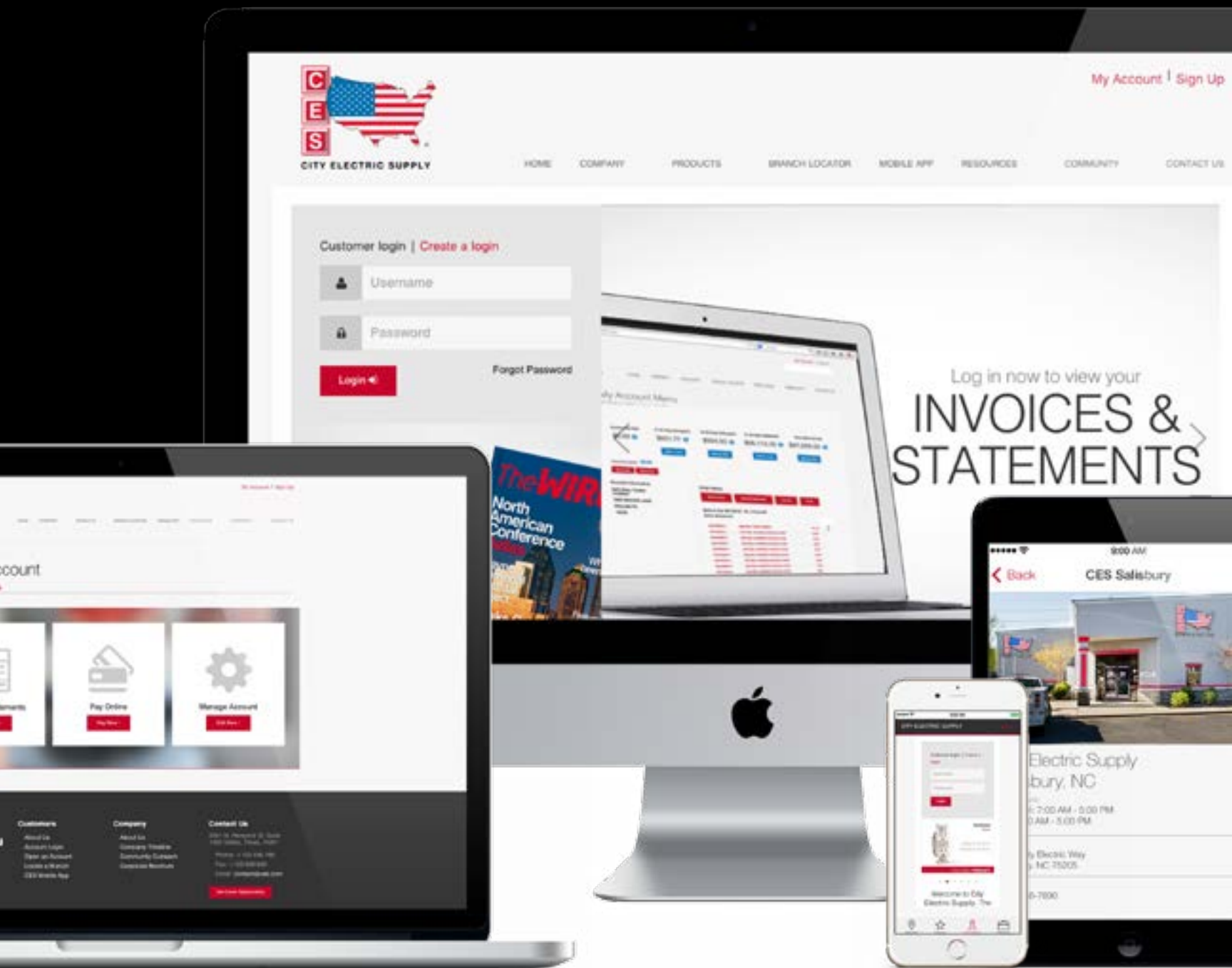


Before



After

The all new **CES** Website is here.



Packed with awesome new features!

Design

Focusing on a modern design and functionality, ensuring it will be consistent on any device.

Customer Accounts

With the launch of the new CES site you will be able to access your account online. This access will enable you to view/print your invoices and statements, as well as offering the ability to pay invoices and statements on your computer, tablet, or mobile device. Wherever, whenever!

Branch Locator

With the growing number of branches opening annually, it's hard to keep track of where your nearest branch is located. This new database keeps track of every branch in the U.S. making it easier to locate us. Not only does it navigate our locations, it also finds specials and events hosted by City Electric Supply. Drill down to the branch of your choice to see local events and specials happening at that store.

Company Timeline

Go back in time and see how it all began in 1983. The company timeline features highlight moments in CES's History.

Featured Products

CES has taken the featured product section of the site to the next level, enabling two-way communication between you and your nearest branch. If you are interested in getting a quote for that product, all you have to do is click 'Request for Quote'. Be sure to check back to the site frequently as these will be updated on the first of each month.

Market Sectors

City Electric Supply provides a broad range of products and services to fulfill the demanding requirements of commercial, industrial, residential, government, manufacturing, and leisure markets. Whether for a large scale, multinational enterprise or a locally-owned facility, our expertise saves you time and money.

Careers

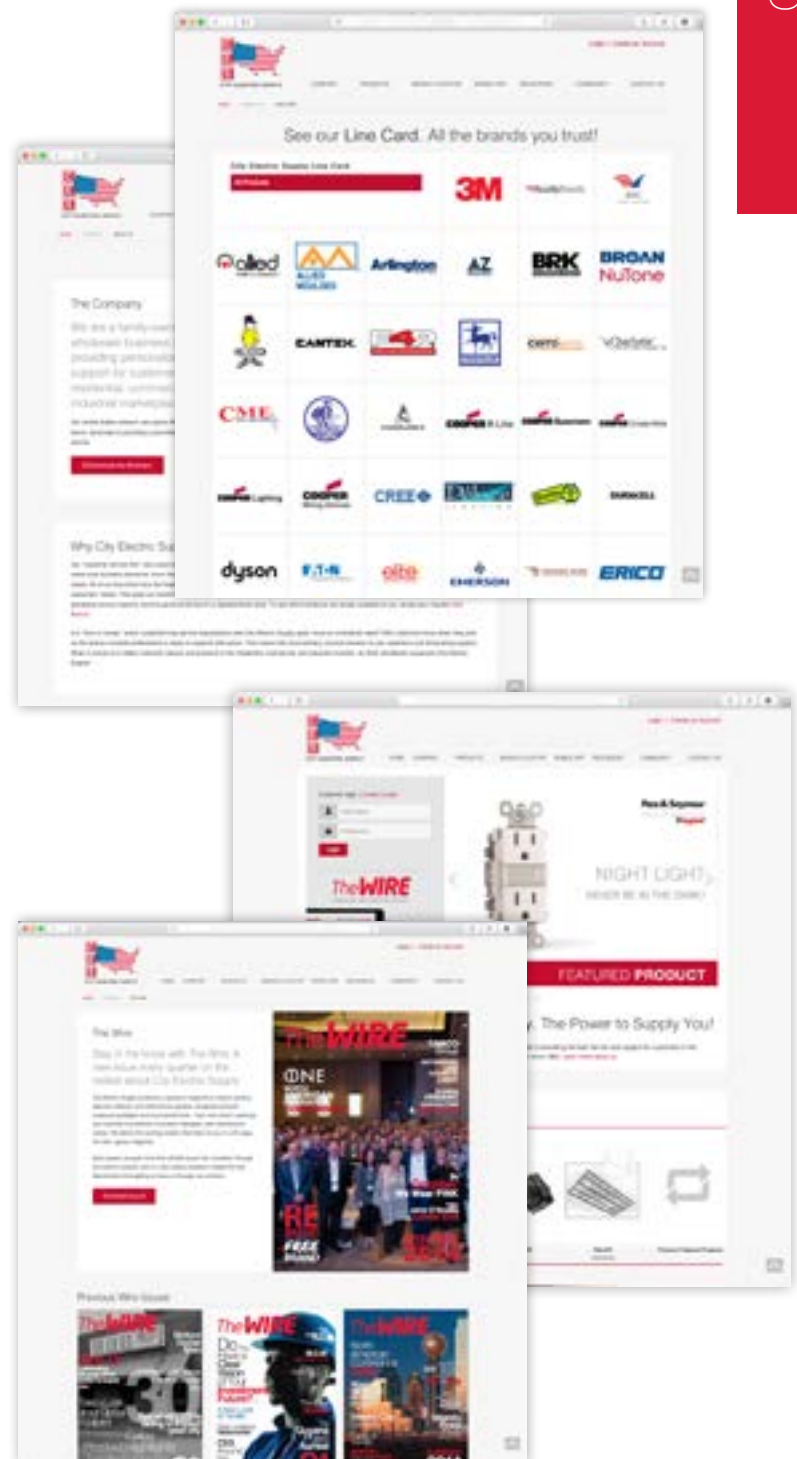
City Electric Supply offers excellent career opportunities both nationwide and worldwide for people who are motivated, adaptable, flexible, and are able to work in partnership with others to achieve individual and team objectives. Now candidates can apply to be part of this ever-growing family online!

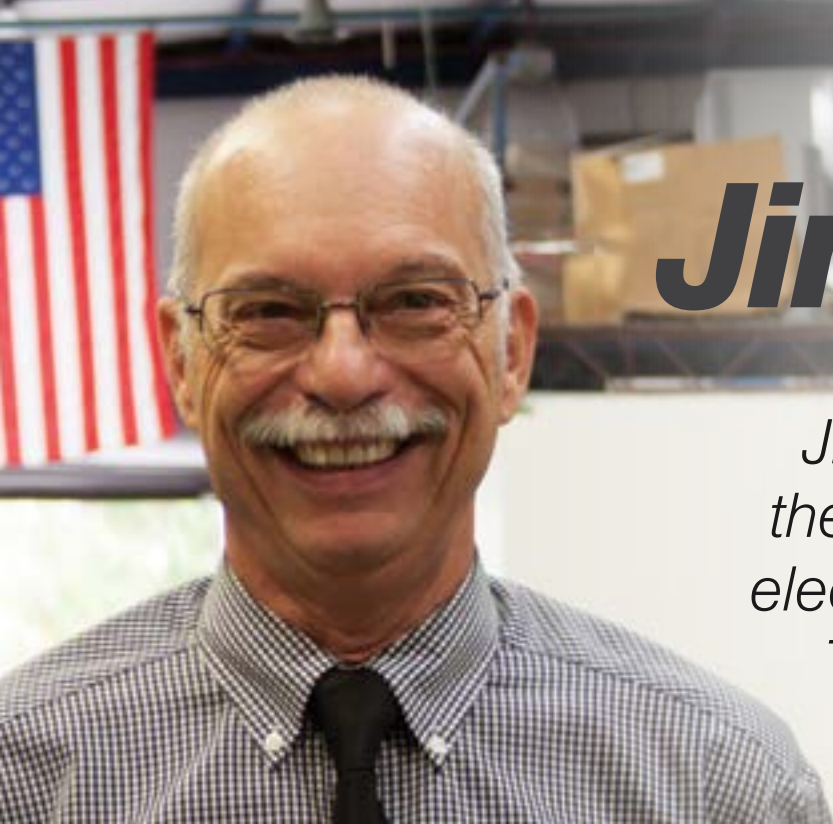
Resources

From calculators to electrical references, and vendor catalogs, City Electric Supply has built a growing library of resources and placed them in one convenient location to access 24/7.

Community

One stop to see how City Electric Supply is affecting communities around the U.S., in this section you are able to visit the City Electric Supply blog, download the quarterly magazine, "The Wire" and stay in touch through social media.





Jim McGinn

TAMLITE QUOTES MANAGER

Jim McGinn began his career in the electrical industry with a large electrical contractor 21 years ago. Today, he's the manager of the TamLite Quotes Department.



I started with a shovel in my hand and absolutely no experience," Jim said, who has since had a prolific career in the electrical industry with several different contractors. One such contractor was responsible for wiring the very same TamLite factory and offices in which he currently works.

Jim began working with City Electric Supply in Wilmington, NC in 2006. Four years later he moved to Florida and helped establish the TamLite quotes department.

He remembers the early days of the department. "A lot of the infrastructure that we had wasn't what we needed it to be," Jim said. "The department did not have specification sheets or even a quoting system."

Today, the department is able to provide full submittal packages to CES and its customers that are part of the quoting process. Jim enjoys the uniqueness of his work and the challenges each customer and new situations bring.

"The hardest part of my job is keeping abreast with City Electric's fast moving pace," Jim said, reflecting on how far the company has come.

In his spare time, he likes to restore vintage cars and motorcycles. He has been married for 38 years, has three children, and four grandchildren.

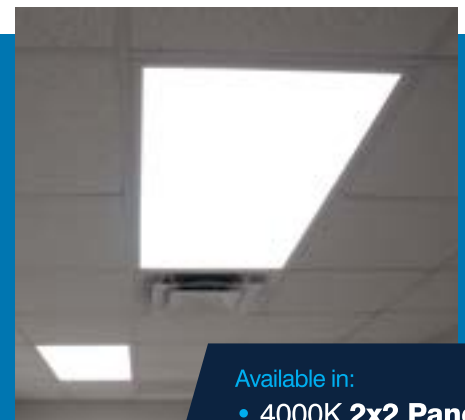


THE NEW TLP SERIES

Tamlite Lay-Ins is excited to announce a new series of LED light panel products coming soon.

The initial release of the new TLP line will consist of three panel sizes available in 4000K color: 2x2, 2x4, and 1x4. All three will have the option of a dimmable driver and will be offered painted white or standard aluminum.

As always, Lay-Ins will continue to develop this product line based on the needs of our customers. Look to the TAMCO newsletter for further information in the coming months.



Available in:

- 4000K 2x2 Panels
- 4000K 2x4 Panels
- 4000K 1x4 Panels



WHAT'S NEW?

Tamlite Lighting

THE TAMLITE LED TC-SERIES TROFFER

Tamlite Lay-Ins is proud to announce the launch of its all new TCLED series. The TCLED series will be the first of five LED-based series launched by the Lay-Ins factory over the next several months. Using Osram-Sylvania boards and drivers, Tamlite Lay-Ins will offer programmable, dimmable LED solutions to recessed commercial lighting.

Beginning January 2015, we will be send each branch a 2X2 TCLED for store use FREE of CHARGE! That's right, totally free.



Fusion Lamps

T8 DIRECT REPLACEMENT LED LAMPS

Fusion direct replacement 22W T8 LED lamps provide the efficiency of fluorescent technology in recessed, surface mounted, and specialty fixtures. The 50,000+ hour lifetime of these lamps far outlast many fluorescent equivalents, saving you money on replacement labor and maintenance costs. Save an average of 33 percent in energy costs of the equivalent wattage standard lamps.

Bring your space into the 21st century, and light your commercial space with Fusion LED Lamps.

F4P First for Performance

F4P FASTENER RACK AND QUICK GUIDE

F4P is excited to launch its new Fastener Display Rack Program. This heavy-duty rack conveniently displays all the best-selling fasteners for a quick "grab-and-go" for your customers. The display profile also includes our first-ever F4P Fastener Guide. This essential information booklet supplies all the information needed on fasteners, including material, sizing, head type, driver type, part/stock codes, and even line drawings! Hang this from the display for customers to see the full F4P fastener line at a glance, allowing them to choose the fastener that fits their job needs perfectly. This sharp display is sure to increase a branch's fastener business in no time!



NEW FIBER-OPTIC
LASER CUTTER
 AT THE TAMLITE
 LIGHTING FACTORY



CUTTER

Like all modern innovations, laser cutting technology has continued to advance through the years. These space-aged tools directing photons to a focal point on the surface of an object to concentrate cutting power. For decades this has been accomplished through the process of exciting CO² and Nitrogen inducing the photon activity which was then directed through a beam path of mirrors to the focal point.

TAMCO has just installed the most recent technology in a Mazak Optiplex 3015 2KW Fiber-Optic Laser Cutter, which generates its laser beam using diode packs and a special yttrium doped fiber-optic cable. This technology eliminates the very expensive laser resonator as well as the high maintenance mirror system previously used in CO² machines. Additionally, since this laser beam is half the diameter of a CO² laser beam at only .004 diameter, it also uses half the power and cuts twice as fast as its CO² counterparts. This new machine can outperform the old technology 3 to 1 between the faster speed and minimal down time, which makes this the perfect choice for our new metal processing operation. This will allow for a quicker turnaround for the many new products Tamco is releasing in the coming months. The factories with immediate production benefits are Fluorescent and Lay-Ins, who have clocked in with nearly 85 new models of LED troffers and strip light products that all have immediate production requirements due to their recent UL approval.



These are very exciting times with many new products and a technology that opens our manufacturing capabilities to a new level only limited by our imagination.

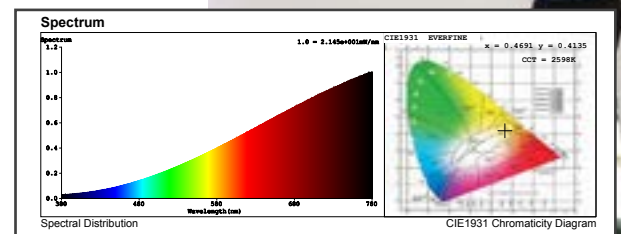
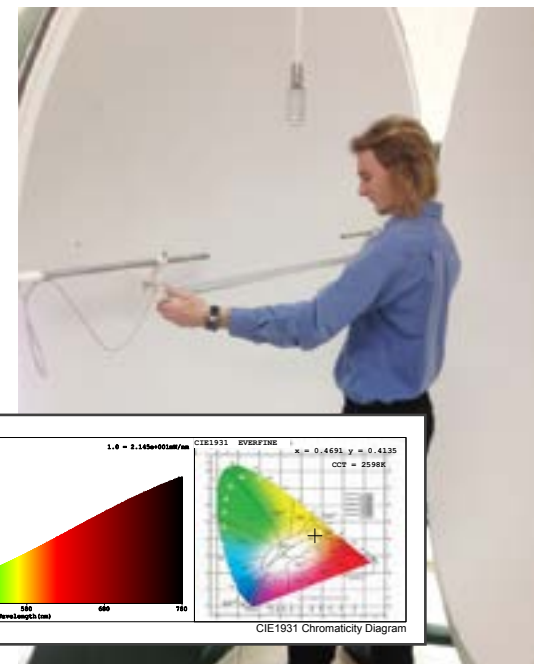
QUALITY CONTROL

THE NEW INTEGRATING SPHERE

The TAMCO Quality Control department now has an integrating sphere in its arsenal of test equipment to ensure the Fusion lamp products sold meet and/or exceed the industry standard.

The total power (flux) of a light source can be measured by the indirect radiance of the source. With this, reflection and absorption of samples can be studied. The Integrating Sphere creates a reference radiation source that can be used to provide a photometric standard.

Integrating spheres are used for a variety of optical, photometric, or radiometric measurements. They are used to measure the total light radiated in all directions from a lamp. An integrating sphere can be used to measure the diffuse reflectance of surfaces, providing an average over all angles of illumination and observation. The integrating sphere can be used to create a light source with apparent intensity, uniform over all positions within its circular aperture. Since all the light incident on the input port is collected, a detector connected to an integrating sphere can accurately measure the sum of all the ambient light on a circular aperture.



INTRODUCING

TAMLITE

HI-LUX



The Hi-Lux factory was created to allow TamLite Lighting to push further into the development of our U.S. LED manufacturing capabilities. TamLite Hi-Lux is focused on engineering high performance and high output LED and fluorescent fixtures. This factory will push the boundaries of innovating indoor lighting solutions for large area applications.



THE SUN Series
COMING SOON

THE HI-LUX RANGE ALSO INCLUDES



HORT56 Series



I-Beam Series



GPK Series

Stacy McKenzie

TAMCO 460 Warehouse Manager

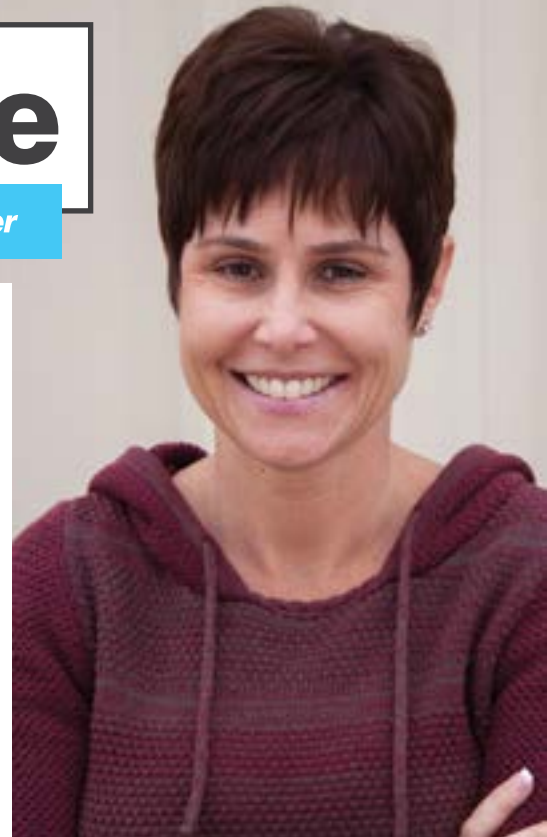
Stacy McKenzie has been with the company for eight years. She began working as the Office Manager with City Electric Supply in Las Vegas, NV. After working with CES for sometime she transitioned to the TAMCO side of the business and became the office manager for Centaur West.

McKenzie's day-to-day as warehouse manager consists of running the 460 Warehouse located in Port St. Lucie, FL. "All the orders come in and we try to get them out the door," McKenzie said when describing her busy schedule.

Stacy works on bringing together the shipments of the seven different TamLite factories as well as making sure the orders are shipped on time.

McKenzie enjoys the challenge of her job. "There's no mellow day," she said. Stacy is always on her feet, making sure everything stays organized. Inventory checking is integral to her job, especially in the manufacturing factories.

McKenzie was recently married in September, and enjoys spending time with her husband and children. She rests on the weekends with her family and travels whenever she can.





35 Years of Loyal Service

U.S. Regional Accountant **Andy Hayward** recently achieved a major milestone: 35 years of loyal service to City Electric Supply.

Hayward began his career in 1980, in the U.K., working his way through the ranks to serve as an accountant for the Southwest Division for several years.

In 1995, Hayward was awarded the sparkling opportunity to relocate from the UK to serve as an accountant for the expanding U.S. Florida Division.

Once again, Hayward showed his value and based on his total commitment, attitude and work ethic, he was deservedly promoted in 2006 to the regional accountant role for the Florida and expanding Texas operations.

Now an official U.S. citizen, he continues to reflect a great one-job-career attitude.

We wish him continued success in reaching his next milestone with the company: 40 years!

New Year, New Us

The City Electric Supply Orlando accounts office in Florida started the new year by promoting wellness and challenging everyone to increase their exercise levels in 2015.

West Florida Division Kim Norman encouraged co-workers to attend the Orlando Color Run 5K January 31 and the participation level quickly grew.

Initially, only five or six associates expressed interest in participating, however, by race day over 20 associates took part in the event. The coworkers entered as a team under the moniker Color Us Electric.

It was a great event for promoting better wellness and catered to all fitness levels. Additionally, a portion of the proceeds was donated to the Second Harvest Food Bank of Central Florida, a nonprofit organization that collects and delivers food to more than 550 nonprofit organizations dedicated to helping feed those in need.

All participants had a great time and lots of fun; the associates are already talking about the next 5K.

What a great way to start off the year: promoting wellness, encouraging associates to increase their fitness goals, and supporting a local charity.

ATV for Three

City Electric Supply in Ohio hosted a promotion in fall 2014 to give away three ATV's provided by Generac.

Two ATVs were awarded to contractors and one went to an internal candidate with the highest sales during the promotion.

Hulse Electric Owner **Don Hulse** in Lowell, Ind. and Lonestar Fire Protection Owner **Chuck Donaldson** in Warsaw,

Ohio were two lucky winners.

Branch Manager **Joe Reeves** of City Electric Supply Columbus East received the third based on his \$108,000 in sales from Sept. 15 to Nov. 25.

This promotion was a huge success with the Ohio region generating \$1.3 million in generator sales!



CBS

Undercover Boss

On Feb. 6, CBS aired an Undercover Boss episode that featured one of our very own contractors, AMA Electric Owner **Angel Fernandez**.

The episode followed CEO **Armando Montelongo** of the real estate and renovation group Armando Montelongo Companies, whom you may recognize from his first show "Flip this House." Armando is one of the most successful house flippers in the country, well-known for his seminars and real estate investment success.

Fernandez was assigned to serve as Montelongo's assistant during an Orlando, FL. Renovation.

The joy and sincerity Fernandez exemplified in his craft was inspiring.

Though Fernandez did not know Montelongo, he certainly did not cut him any slack.

We love supporting our customers, but it further inspires us to see their passion and work ethic come through in real life as they talk about in our conversations.

Angel is a great electrician and a loyal customer. We wish him the best of luck and continued success not only with Armando Montelongo Companies, but in his personal life as well!



Congrats to the Beautiful Couple

Johnathan Medlin from CES Albemarle in North Carolina, married **Brittany Hazelwood** on Oct. 4, 2014.



Bright Future

Cary Branch Manager **Sam Morse** is a proud dad after his son, **Jack Ferrell**, submitted one of the top projects shown in the Brier Creek Elementary School science fair. After spending much time at CES Cary, Jack created a project to compare LED and incandescent light bulbs.

Jack obviously has a **BRIGHT** future!



The Right People in the Right Place

City Electric Supply Long Beach Branch Manager **Janet Ruiz** started with the company more than three years ago as a temporary employee aiming to help the Burbank location accomplish year-end stock take and she never left.

The branch manager at Burbank quickly realized she was a winner and promoted her to store manager, where she helped steer the branch in the right direction.

This is what working for CES is all about! Putting the right people in the right positions and allowing them to grow. The California Group looks forward to seeing what the future holds for Janet and the Long Beach branch.

Her team is in place and the **sky is the limit!**



CES Wilson Football League

Congratulations to 2014 City Electric Supply Wilson Football League Champion **Gary Houchins!**

The league began in 2001 as a fun and efficient tool to develop camaraderie and open communication within the branch.

While we share fierce competition, we vow to maintain a safe and healthy work environment throughout the competition.

Not only is it a fun event for the staff, it encourages relationship building with our football-fan customers!



Finding Your Passion

Russell Dennison Jr. (aka RJ), the son of City Electric Supply Raleigh Branch Manager **Russell Dennison**, is one of few people blessed to find his passion early in life.

At 4-years-old, RJ received his first ATV and it has been true love ever since. Over the years, with the guidance of his dad, RJ has really developed his natural talent for drag racing. Now at the age of 12, RJ was selected through stiff competition to represent the future riders of the Carolinas at "The KING Of Da Streets" in Douglas, GA. This is a prestigious honor for RJ and he is humbly excited for the opportunity.

Thank you, CES, for all of your support for our son RJ!

-Russell Dennison



Customer Appreciation

The NFL's decision to hold the 2015 Pro Bowl in conjunction with the Super Bowl gave many Arizonans an opportunity to attend this unique NFL game.

City Electric Supply took this opportunity to treat one long-time customer to the game in appreciation for his many years of support. RSB Electric Owner **Reno Blomquist** is an avid sports fan and has coached football, baseball, and fast-pitch softball for many years. He was excited to see the game played under the new fantasy, non-conference format.

After sitting through the halftime show, our jaws dropped as the stadium lights came on and instantly lit the field! Out came the smart phones to search and confirm that indeed the University of Phoenix Stadium had converted the field lighting to LED – it has.

Much discussion followed about how far LED lighting has come and how great it performed during the game.

It was a great game to watch and the win went to team Irvin.



Christmas Skydiving

James Bell, shop floor assistant of TamLite Lighting, got an unexpected gift this past Christmas when his fiancé surprised him with the chance to go skydiving in Titusville, Florida. "Skydiving had always been something I had always wanted to cross off my bucket list. My fiancé surprised me with an experience at Skydive Space Center in Titusville for a Christmas present and I couldn't have been more excited...and nervous," James said. "The rush was unexplainable and so was the experience. Being up at 18,000 ft and jumping out of a plane, feeling the cold air rush by you and looking around at the earth from that high up, was something I'll never forget."

Weightloss Challenge

In the spirit of shedding those extra holiday pounds, the staff of TAMCO organized a three month weight loss challenge. On January 19, 2015, a competition began among TAMCO staff to encourage weight loss, physical fitness, and team building. Seventy-two staff members in teams of four were registered to compete to lose the highest percentage of weight within ten weeks. March 30 will be the final weigh-in to determine the winning team who will receive the grand prize of \$1000.



Giving Back

TAMCO donated \$10,000 this holiday season to organizations dedicated to improving the local community. A \$5,000 donation was awarded to Little Smiles, a volunteer driven, non-profit children's charity dedicated to helping kids in local hospitals, hospices, shelters, and other similar facilities. A second donation of \$5,000 was awarded to the St. Lucie Shrine Club. The Shriners are committed to community service. The Shriners Hospital for Children is a prime example of their dedication, with a network of over twenty hospitals throughout North America.





Ultimate Tailgate Package

During September and October 2014, customers were given the chance to enter and win the Ultimate Tailgate Package sponsored by Generac. The package included everything you need to throw an awesome tailgate: two tickets to the Dolphins vs. Chargers game on Nov. 2, parking pass, 65-qt Yeti Cooler, two Miami Dolphins chairs, Weber charcoal grill and charcoal, and cooking utensils. The winners were accompanied to the game by Generac associates Brad Zachow and Shawn Snowden who served as the tailgate chefs for the day!

Winners:

CES 2 INC. • Hialeah Branch • PSL Branch • Steve Glenn • Bob D'Amico
 Cathy Ferland
 Walter Pope
 Safari Electric
 Gerardo Gomez
 Wellington Branch
 Don Green
 Don Green Electric



Leesburg Lightning Collegiate Baseball

Robert Cosgrove, the Leesburg branch manager, has been heavily involved in youth and amateur sports programs in and around the Leesburg Community for the better part of 20 years. In 2007 The City of Leesburg entered into the FSL Summer Collegiate Baseball League and formed the Leesburg Lightning. College players come from schools all over the country to play in the league each summer. The FSL, which is a non-profit organization, relies solely on fundraisers, sponsorships, and community support to transport and house the student players and to operate the league. Robert has been involved with the league since its inception and has brought City Electric Supply into the fold as a supporter. In recognition of support, Robert, his staff, and Group Manager were invited to a July game to be introduced on field and throw out the ceremonial first pitch.

**WIN AN
APPLE IPAD**

HOW ?

SIMPLY SUBMIT
YOUR STORY
FOR THE
SUMMER 2015
ISSUE OF THE
WIRE FOR A
CHANCE
TO WIN!

WHERE?

thewire@ces-us.net



This is a “See Ya Later, RM” not a farewell!

Richard Munson left City Electric Supply's marketing team in March 2015, to transfer to the TAMCO team in Florida. Rich will be missed greatly, but knowing he is still an integral part of the company is fantastic. Rich brought to the CES marketing team a wealth of knowledge in traditional print and design. He became a core of the department. His project list ranged from designing hundreds of variations of promotional flyers such as counter days, relocations, product promotions, and market sectors for the branches through to designing the first ever CES Corporate Image Book. Rich has also been part of the company signage and vehicle graphics program. It is safe to say Rich is a key player to getting City Electric Supply a step closer in achieving the goal of ONE company image. We wish you all the best over at Tamco, Rich. They have a gem!



Mom is on Her way to FULL recovery!

The North Carolina division credit team promotes breast cancer awareness at work. **Joe Baird**, our Roanoke Rapids branch manager, provided T-shirts to each of our credit managers out of his thoughtfulness of learning how the disease most recently affected Siana's mother. We are happy to report that **Siana's mother** has completed her treatment and is on her way to a full recovery! Members of all our credit team have success stories to tell as well of their own loved ones. Thanks, Joe, for helping us spread the word and save lives. **Think Pink.**



CES Titusville Remodel

One day Store Manager Chris Sumrall was complaining about lack of space. There was no room for customers to browse, only to check out. I said, "Let's do it, a remodel."

After leaving for a sales call and returning, I asked him why the walls were still standing. The next call I took, I returned to freshly angled walls and Chris saying, "It's on."

Over the next four weeks, we focused on the remodel with business as usual. We kept costs at a minimum by doing all the work ourselves and using products from stock.

The remodel met few complications, but luckily handy employee Tim Moore was able to manage everything.

All said and done, the remodel cost only \$2,300 for flooring, fresh paint, and moving phones, electrical and data. With updated peg and slat boards in place, it looks like a new building. The offices now sit side-by-side, and the counter is in front of them.

The customers love the new layout and it has plenty of working space.

The lighting in the new showroom is Tamlite!

See pictures of the renovation on page 28.

CES Birmingham Relocated

CES Birmingham relocated to 2211 Pelham Parkway, Pelham, AL. With the addition of new company signage, Kynard and his team enjoy their new location and acknowledge a steady increase in counter business.



Welcome CES Fort Collins to the ever growing CES Family

Recently, the Colorado North Group added an eighth branch to the group! Long-time employee Arnie Gonzales was promoted to branch manager, and he assembled the best group of employees in town. Their best chance at early profitability is a low overhead.

With the Cost of real estate being so high in Colorado, they knew it wouldn't be easy. They found the smallest place that could still feasibly work and went for it.

Rent is almost less than half of many Colorado locations! It's very organized with not a single wasted square foot of space! The new branch is aligned to be profitable in their first year year with stock turns over ten! **Good luck Fort Collins!**

CES Greensboro West Branch Gets a Facelift

City Electric Supply Greensboro (West) in Greensboro, N.C. completed renovation. Inside, the counter moved and tripled in size; outside, the exterior was completely overhauled for customer parking and freight carriers. Additionally, former Winston Salem Branch Manager Brad Rickard was brought aboard to assume the outside sales representative duties.



Hammers & Angels

In December 2014, City Electric Supply Broomfield in Colorado participated in Hammers and Angels, a local giveback initiative orchestrated by KBPI radio station.

"Our location participated in a most fulfilling and humbling experience. We embarked, along with more than fifty local tradesmen, on a program called Hammers and Angels. Hammers and Angels is a home makeover program. The receiving family was selected based on need; their 15-year-old daughter, **Alex**, is wheelchair bound and handicapped because at 4-months-old she fell victim to shaken baby syndrome, and now has use of only one side of her body. The home they live in has never been wheelchair accessible, and due to the cost of medical care for Alex the home has never been maintained; it was very run down. **CES Broomfield** partnered with **Tony** from Soma Electric and upgraded everything from the service and lighting to the devices in their home. While electrical upgrades and changes were only a small piece of the overall project, the family will enjoy a new kitchen and appliances, fresh carpet, updated bathrooms, interior/exterior paint, driveway, sidewalk path, rebuilt deck and wheelchair ramps in and out of the house. I can't express what a pleasure it was to see the joy on Alex and her family members' faces at the reveal as they were truly surprised! Thank you CES for letting me be a part of this wonderful program!"

CES Broomfield Branch Manager **Tony Gustafson**"



Madison Expands

This is a new branch, and our second branch in the Madison market. The original branch, Madison East, opened in 2007 and is very profitable. The Madison market is home to the University of Wisconsin and the state's government, with a market size of about 650,000 people. The branch is staffed with three full time employees as well as myself splitting time between both Madison branches.

Matt Troestler came over from Madison East and assumed the stores manager role. Matt has been with us for over two years. **Brian Gibbs** joined CES from CED Interstate with over 35 years of electrical distribution experience. Brian will hold an inside/outside sales role. **Eric Loefelholz** joined us from BJ Electric (Revere) as a sales representative with over 24 years of contracting and distribution experience.



Congrats !

Bryan Weeding, Melodye Harris and Mike Graf received recognition as Most Improved Branch Manager at the year-end meeting with Oklahoma and Kansas City branches.



B2B is Live in the UK

In the UK the online electrical wholesale market place is now worth £400,000,000 million pounds per annum and this is forecasted to rise to £500,000,000 million by 2018, this means total online sales are set to become bigger than CEF UK and around 10% to 15% of the total market place in the next 3 years. The good news, after 32 months of preparation we launched our exciting new B2B CEF website on 12th January 2015. The launch of our B2B website has required a considerable investment of time and money and it has required the establishment of new disciplines and functions for CEF and modernisation of some of our more traditional methods.

This milestone event for CEF UK is critical to our continuing success and has been developed to ensure we stay relevant to our customers whilst creating an opportunity for significant sales growth over the coming years. It has already been an exciting journey with many challenges and we've only been trading for 7 weeks. We have 26,800 product lines (sku's) in stock for next day delivery from our central distribution warehouse from over 180 leading vendors.

In the month of February alone we shipped over 4,500 orders through this new channel, with a sales value approaching £800,000 and attracted nearly 700 new customers who opened accounts online (No more paper account forms!). We now have 20,000 existing customers registered to use the new website, the challenge is to now get them to place their first order!

Interestingly over 75 percent of electrical contractors are now using a smart phone device to conduct their daily business. The web is being used to check inventory levels, source technical specifications, review price comparisons and to place orders for products. It is therefore

essential that CEF now provide a web site for our customers. Our site has been designed to complement our existing branch business. As we develop our on-line business model we are very confident that this will help to drive additional traffic to our branches, as customers embrace our click and collect services and learn more about the services and products we offer. This will give our customers flexibility to shop with us on-line or via our branch network and many will alternate between the two depending on their circumstances at the time of purchase. Research has shown that for those companies who develop an effective multi-channel strategy they are likely to be rewarded with customers who spend more and stay more loyal to their brand. One of the key design principles of our site has been to ensure that customers can find products easily. This has required an immense amount of effort to ensure our product content, attributes and images are organised and structured in such a manner to deliver an outstanding customer experience. Our highly disciplined approach will be rewarded by Google in terms of search results, furthermore our high quality content should be easy to action by our customers. Our marketing will endeavour to be memorable, inviting to look at and fun to read for new customers. We will be embracing digital marketing techniques and social media to drive brand awareness.

Our UK branch teams have been really pleased with the additional influx of activity and uptake of business, although it is still early days, it all looks very promising for the future.



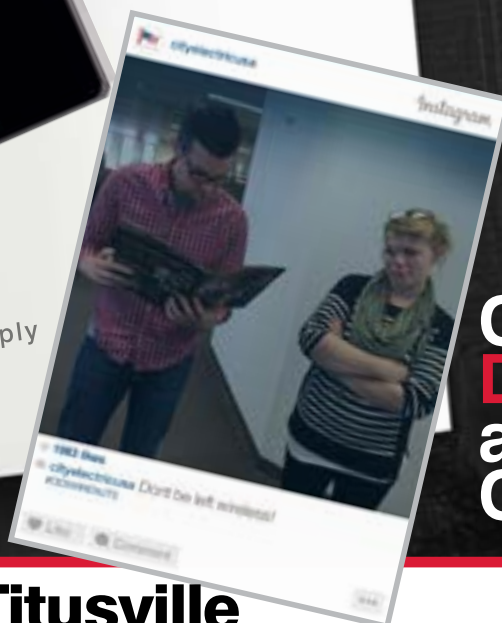
TheWIRE

Contest!

Capture the most creative moment with the wire magazine, Tag us on Instagram and use the Hashtag #ceswirenuts for a chance to win a \$50 Amazon Card!



City Electric Supply



Connect
Discover
and Share
CES.

City Electric Supply

CES Titusville Renovated by the Team pg. 26

We are excited to announce the opening of 12 new branches in the U.S., adding more employees to the CES Family and extending our reach to better serve our existing and future customer base.

- CES Charlestown • CES Knoxville Downtown
- CES Beltsville • CES Rockville • CES Lancaster, OH
- CES Madison Heights • CES Fort Collins
- CES Columbia, TN
- CES Hendersonville, TN • CES Pell City
- CES Doraville • CES Summerville



Extending our reach to you.

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Special Thanks to:
Chris Sumrall, Stores Manager / Brains of the operation
Timothy Moore, Store Assistant / Electrical, data, and phones | **Roger Holden**, Driver/ Carpenter | **Randy Ehrenkauffer**, Branch manager / the one responsible if something went wrong and interim customer service to give everyone else time to complete the project

